
Event Management
(BAJMC-305)
Unit – 3
Event Management Process
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Event Proposal Planning

Event Proposal Planning: Licenses, Permissions, and Legalities In this stage, event planners research and obtain the necessary licenses and permissions required to host the event.

This may include permits for using public spaces, alcohol licenses, health and safety regulations compliance, and any other legal requirements.

Ensuring legal compliance is crucial to avoid potential issues and penalties during the event.



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Event Proposal Planning

Event Planning Process:

- **Initial Concept:** Formulate the initial idea and objectives of the event.
- **Research:** Conduct thorough research on event requirements, target audience, and suitable venues.
- **Licenses and Permits:**
- **Identify Requirements:** Determine the specific licenses and permits needed for the event.
- **Government Authorities:** Contact relevant government authorities or agencies responsible for granting permits.
- **Application Process:** Understand the application process and necessary documentation.

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Event Proposal Planning

- **Safety Regulations:** Comply with health and safety regulations to ensure attendee well-being.
- **Accessibility:** Consider accessibility requirements to accommodate attendees with special needs
- **Timeline:** Check application submission deadlines to avoid delays.

Legalities and Compliance:

- **Contracts:** Prepare contracts with vendors, suppliers, and service providers to ensure legal agreements.
- **Insurance:** Obtain event insurance to protect against potential liabilities and unforeseen incidents

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Event Proposal Planning

Permissions and Agreements:

- **Venue Agreements:** Secure agreements with venue owners or managers for event usage.
- **Music and Copyrights:** Obtain licenses for music and copyrighted materials used during the event.
- **Photography and Filming:** Seek permission for photography and filming, especially if used for promotional purposes.

Risk Assessment:

Identify Risks: Conduct a risk assessment to identify potential hazards or challenges.

Contingency Plans: Develop contingency plans to address emergencies and unforeseen situations.

Security Measures: Implement appropriate security measures to safeguard attendees and asset.

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Event Proposal Planning

Budget Considerations:

- **Legal Costs:** Account for expenses related to obtaining licenses and permits.
- **Insurance Premiums:** Include insurance premiums in the event budget.
- **Legal Consultation:** Allocate funds for legal consultation if required during the planning process.

Key Points to Remember:

- > **Start Early:** Begin the license and permit application process well in advance.
- > **Double-Check:** Ensure all required documents are complete and accurate to avoid delays.
- > **Stay Compliant:** Adhere to all legal regulations and guidelines throughout the event.

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Event Proposal Planning

➤ **Risk Management:** Prepare for unexpected scenarios with comprehensive risk management plans.

By effectively managing licenses, permissions, and legalities, event planners can create a safe, compliant, and successful event that leaves a positive and lasting impression on attendees.



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Event Budget

- Event Budget, Covering Cost, and Methods of Revenue Generation Creating a comprehensive event budget is essential to manage finances effectively.
- The budget outlines all the expenses associated with the event, such as venue costs, equipment rentals, catering, marketing, staff salaries, and more.
- Simultaneously, planners consider various revenue generation methods, like ticket sales, sponsorship, exhibitor fees, merchandise sales, or fundraising activities, to offset the costs and potentially make a profit

➤ **Understanding the Event Budget:**

- An event budget is a detailed financial plan that outlines all the expenses and income associated with organizing an event.

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Event Budget: Covering Cost and Methods of Revenue Generation

➤ **Identifying Event Expenses:**

- List all the expenses involved in organizing the event, such as venue rental, equipment, decor, catering, staff salaries, marketing, permits, and insurance.
- Categorize expenses into fixed (venue, permits) and variable (catering, marketing) costs

➤ **Setting Financial Goals:**

- Define clear financial objectives for the event, whether it is to break even, make a profit, or support a cause through fundraising.
- Financial goals will influence decisions related to pricing, sponsorships, and revenue generation strategies.

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Event Budget: Covering Cost and Methods of Revenue Generation

- **Cost-Cutting Measures:**
 - Explore cost-saving opportunities without compromising the quality of the event.
 - Consider negotiating with vendors, seeking sponsorships, or using in-house resources for certain tasks.
- **Allocating Resources:**
 - Allocate funds to different aspects of the event based on their importance and impact on attendee experience.
 - Prioritize essential elements while considering optional upgrades if the budget allows.

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Event Budget: Covering Cost and Methods of Revenue Generation

- **Methods of Revenue Generation:**
 - Ticket Sales: Set ticket prices based on the target audience, event type, and cost of production.
 - Sponsorships: Collaborate with sponsors who align with the event's theme or target audience.
 - Exhibitor Fees: If applicable, charge fees to exhibitors who want to showcase their products or services.
 - Merchandise Sales: Offer event merchandise like T-shirts, mugs, or souvenirs to generate additional income.
 - Fundraising: If the event supports a cause, implement fundraising activities like auctions, raffles, or donations.
 - Advertising: Sell advertising space on event materials, websites, or social media platforms.
- **Tracking and Controlling Expenses:**
 - Regularly monitor and update the budget throughout the planning process.

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Event Budget: Covering Cost and Methods of Revenue Generation

- **Contingency Fund:**
 - Set aside a contingency fund to cover unforeseen expenses or emergencies during the event.
 - The contingency fund ensures that unexpected issues do not derail the event.
- **Financial Reporting:**
 - After the event, create a financial report that compares the actual income and expenses with the initial budget.
 - Analyze the financial performance to learn from successes and areas for improvement.

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Event Budget: Covering Cost and Methods of Revenue Generation

A well-planned event budget is essential for financial stability and success. By effectively managing costs and implementing revenue-generating strategies, event organizers can create a memorable event while achieving their financial objectives.

- **Event Budget:**
- **Expenses:**
 - ✓ Venue Rental: 20,000
 - ✓ Performer Fees (5 bands): 30,000
 - ✓ Production and Equipment: 15,000
 - ✓ Marketing and Promotion: 8,000
 - ✓ Staff Salaries: 5,000
 - ✓ Security and Safety: 4,000

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Event Budget: Covering Cost and Methods of Revenue Generation

- ✓ Catering and Refreshments: 6,000
- ✓ Permits and Licenses: 2,500
- ✓ Insurance: 3,000
- ✓ Miscellaneous: 1,500
- Total Expenses: 95,000**
- **Methods of Revenue Generation:**
- **Revenue Streams:**
 - ✓ Ticket Sales: Estimated 3,000 attendees with ticket prices at 40 each.
 - **Ticket Revenue: 120,000**
 - ✓ Sponsorships: Partner with local businesses and brands for sponsorship.
 - **Sponsorship Revenue: 25,000**

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Event Budget: Covering Cost and Methods of Revenue Generation

- ✓ Exhibitor Fees: Charge exhibitors for setting up stalls and showcasing products.
 - **Exhibitor Revenue: 4,000**
- Merchandise Sales: Sell festival-themed T-shirts, hats, and other items.
 - **Merchandise Revenue: 3,500**
- ✓ Fundraising: Organize a charity auction during the festival to support a local cause.
 - ✓ Fundraising Revenue: 2,500
- Total Revenue: 155,000**
- Financial Outcome:**
 Total Revenue (155,000) - Total Expenses (95,000) = **Net Profit: 60,000** dees.

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Event Budget: Covering Cost and Methods of Revenue Generation

Summary: The "Summer Groove Fest" event budget outlines the estimated expenses and revenue generation methods. By carefully planning and executing the event, the organizers can expect to make a net profit of 60,000. The budget allows for contingency funds and ensures that the event can be successful while covering all necessary costs and providing a memorable experience for attendees.



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Event Promotion: Tools and Media Coordination

Event Promotion: Tools and Media Coordination Event promotion plays a vital role in attracting attendees and ensuring its success.

Different tools and strategies can be employed for promotion, including social media marketing, email campaigns, website promotion, media partnerships, and advertising.

Coordinating media coverage is also important to generate buzz and raise awareness about the event.



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Event Promotion: Tools and Media Coordination

- **Understanding Event Promotion:**
 - Event promotion is a crucial aspect of attracting attendees and creating buzz around the event.
 - It involves strategic communication to reach the target audience and generate interest.
- **Identifying Target Audience:**
 - Define the specific demographics and interests of the target audience for the event.
 - Knowing the audience helps tailor promotional strategies and messages effectively.
- **Event Promotion Tools:**
 - **Social Media Marketing:** Utilize popular platforms like Facebook, Instagram, Twitter, and LinkedIn to reach a wide audience.

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Event Promotion: Tools and Media Coordination

- **Email Campaigns:** Send personalized and engaging emails to potential attendees and past participants.
- **Event Websites:** Create an informative and visually appealing website with event details and registration options.
- **Event Apps:** Develop a dedicated event app for easy access to schedules, maps, and networking opportunities.
- **Print Materials:** Design and distribute posters, flyers, and banners in strategic locations.
- **Public Relations:** Collaborate with media outlets to secure coverage and press releases about the event.

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Event Promotion: Tools and Media Coordination

- **Crafting the Event Message:**
 - Create a clear and compelling event message that highlights the unique selling points.
 - Use concise and impactful language to grab the audience's attention.
- **Coordinating Media Efforts:**
 - **Media Partnerships:** Collaborate with local newspapers, radio stations, and online media for event coverage and promotions.
 - **Press Conferences:** Organize press conferences to make major announcements and gain media attention.
 - **Interviews:** Arrange interviews with event organizers or key participants to generate media interest.

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Event Promotion: Tools and Media Coordination

- **Social Media Strategies:**
 - **Hash tags:** Create a unique event hashtag for easy tracking and audience engagement.
 - **User-Generated Content:** Encourage attendees to share their experiences using the event hashtag.
 - **Influencer Marketing:** Partner with influencers or industry leaders to amplify the event reach.
 - **Live Streaming:** Use live streaming on social media to showcase event highlights in real-time.



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Event Promotion: Tools and Media Coordination

- **Email Marketing Campaigns:**
 - **Personalization:** Tailor emails with the recipient's name and relevant event information.
 - **Segmentation:** Divide the email list into groups to send targeted messages to different audiences.
 - **Call-to-Action:** Include clear calls-to-action for registration or ticket purchase.
- **Leveraging Event Websites and Apps:**
 - **Mobile Responsiveness:** Ensure that the event website and app are mobile-friendly for easy access.
 - **Event Schedule:** Provide a detailed schedule and speaker lineup to attract potential attendees.
 - **Registration and Ticketing:** Enable simple and secure registration and ticketing processes.

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Event Promotion: Tools

- **Analyzing Promotion Performance:**
 - Track the effectiveness of different promotion channels using analytics tools.
 - Measure website traffic, social media engagement, and email open rates to assess performance.
 - Use insights to make data-driven decisions for future events.
- **Pre-Event and On-Site Promotion:**
 - **Pre-Event Countdowns:** Use social media and emails to create excitement with countdowns and teasers.
 - **On-Site Promotion:** Utilize signage and announcements during the event to promote upcoming activities or sponsors.

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Media Coordination

- **Feedback and Post-Event Promotion:**
 - Gather attendee feedback through surveys or social media polls for insights and improvement.
 - Share post-event highlights, photos, and videos on social media to keep the momentum going.

A well-coordinated event promotion strategy using various tools and media channels ensures maximum exposure, higher attendee engagement, and ultimately contributes to the success of the event.



Tips for getting media coverage for your startup at events

- 1 Choose the right event
- 2 Build relationships with journalists
- 3 Have a presence at the event
- 4 Offer exclusives
- 5 Follow up after the event

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Risk Management and Insurance

- Risk Management and Insurance Event planners need to assess potential risks associated with the event and develop strategies to mitigate them.
- Risk management involves identifying possible issues and developing contingency plans to handle emergencies or unexpected situations effectively.
 - Additionally, securing event insurance is crucial to protect against liabilities and unforeseen circumstances that may occur during the event.
- Event risk management involves identifying potential risks and taking proactive measures to minimize their impact on the event.
- It aims to ensure the safety of attendees, protect assets, and maintain the event's reputation.

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Risk Management and Insurance

- **Risk Identification:**
 - Conduct a thorough risk assessment to identify potential hazards and vulnerabilities.
 - Categorize risks into different types, such as safety, financial, operational, reputational, and legal risks.
- **Developing Risk Mitigation Strategies:**
 - Analyze each identified risk and develop appropriate mitigation strategies.
 - Create contingency plans to handle potential emergencies or disruptions.



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Risk Management and Insurance

- **Safety and Security Measures:**
 - Implement comprehensive safety measures, including crowd management, emergency exits, and medical support.
 - Coordinate with local authorities and security personnel to ensure a safe environment.
- **Financial Risk Management:**
 - Prepare a detailed event budget and allocate funds for a contingency reserve to cover unexpected expenses.
 - Consider insurance options to protect against financial losses due to event cancellation or unforeseen circumstances.
- **Operational Risk Management:**
 - Ensure effective coordination among event staff and suppliers to minimize operational disruptions.
 - Have backup plans for critical event components like power supply and technical equipment.

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Risk Management


- ❑ **Compliance and Legal Risks:** Non-compliance with local laws, permits, or contracts may lead to fines, penalties, or legal disputes.
- ❑ **Communication Risks:** Poor communication with attendees, vendors, or stakeholders can lead to misunderstandings or mismanagement during the event.
- ❑ **Vendor Risks:** Dependence on unreliable vendors or subcontractors can result in service or product delivery issues.
- ❑ **Force Majeure Risks:** Unforeseen events beyond the organizer's control, such as natural disasters or political unrest, can lead to event cancellations or disruptions.
- ❑ **Technology Risks:** Cyber security threats, internet connectivity issues, or failure of digital infrastructure can impact online events or registration systems.

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Risk Management

- ❑ **Licensing and Permits Risks:** Delay or denial of necessary licenses or permits can hinder the event's operations.
- ❑ **Environmental Risks:** Environmental factors like pollution, ecological impact, or damage to natural surroundings can affect event sustainability and community relations.

Event planners must conduct a comprehensive risk assessment, create contingency plans, and consider event insurance to mitigate these potential risks and ensure a safe and successful event



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Risk Insurance

- **Event Insurance:**
 - **Types of Insurance:** Explore different insurance options, such as event cancellation insurance, liability insurance, and property insurance.
 - **Coverage Limits:** Understand the extent of coverage provided by each insurance policy.
 - **Insurance Providers:** Research reputable insurance providers and choose the most suitable one for the event.
- **Assessing Insurance Needs:**
 - Evaluate the level of risk associated with the event and determine the appropriate insurance coverage.
 - Consider factors like the event's scale, location, duration, and the number of attendees.

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Risk Insurance

- **Insurance Claims and Procedures:**
 - Familiarize event staff with insurance claim procedures to expedite the process if needed.
 - Keep all necessary documentation and records in case of filing an insurance claim.
- **Continuous Monitoring and Improvement:**
 - Continuously monitor the event's progress and any changing circumstances that may affect risk.
 - Conduct post-event evaluations to learn from any incidents and improve risk management strategies for future events.

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Risk Insurance

A well-executed event risk management plan, coupled with appropriate insurance coverage, helps event organizers navigate potential challenges and uncertainties, ensuring a safe and successful event for all stakeholders involved.



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