



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BA (JMC)305

Course Name: Event Management

ASSIGNMENT

(Based on Unit 1 and 2)

1. Compare and contrast different types of events (e.g., corporate events, social events, cultural events, sports events) and analyze how their objectives and target audiences differ.
2. Explore real-life examples of successful marketing campaigns that heavily relied on events as a core strategy.
3. Analyze the role of event management in creating memorable and engaging experiences for participants and its impact on achieving event objectives.
4. Provide a step-by-step case study of an actual event, highlighting how the 5C's were applied at different stages to ensure the event's success. Discuss how the 5C's framework can be adapted and customized for different types of events and industries.
5. Identify potential challenges that event management companies may face due to their organizational structure and propose strategies to address them.
6. Compare the skill sets required for each role and how they complement each other during the event planning and execution process also significance of teamwork and collaboration among event management personnel and provide examples of successful team dynamics in the industry.
7. Discuss the importance of liaisoning in event management, focusing on its impact on successful vendor management and client relationships. Provide practical examples of how efficient account planning and liaisoning have led to cost savings and improved client satisfaction in real event scenarios.