



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 Unit4)

- 1) Define Evaluation and Impact Assessment in the context of event management. Provide a brief overview of the techniques used for evaluating the success of events. Give examples of key performance indicators that can be measured to assess the impact of an event on its stakeholders.
- 2) Explain the importance of monitoring and controlling an event during its execution. Discuss how real-time adjustments and contingency planning can be employed to address unforeseen challenges during an event.
- 3) Imagine you are the event manager of a large music festival. Develop a comprehensive plan for evaluating the festival's impact on the local community, environment, and economy. Outline the techniques and data sources you would use to assess the event's success and its effects on various stakeholders.
- 4) Analyze the emerging trends in event management. Identify at least three trends that are shaping the industry and explain their potential impact on event planning and execution. Provide examples of events or companies that have successfully embraced these trends.
- 5) you are organizing a technology conference that aims to showcase the latest innovations and trends in the tech industry. Design a comprehensive evaluation framework to assess the conference's success.
- 6) evaluate the role of technology in modern event management. Discuss the benefits and challenges of incorporating technology into various aspects of event planning and execution. Assess how technology has transformed the industry and affected the overall event experience for attendees.
- 7) Explore the diverse career opportunities available in the field of event management. Compare and contrast the roles and responsibilities of event planners, coordinators, marketing professionals, and other related positions.
