A REVIEW OF PLANNING AND EXECUTING EVENTS IN INDIA

[1]Ajinkya Khadse, [2]Prof. Pooja Darda

[1]Student of MBA Program, [2]Faculty of MBA Program
[1]Department of Marketing Management,
[1]MIT School of Management, Pune, India.

Abstract: Since ancient times, India has been a place full of customs and traditions. People love to celebrate even the tiniest occasions and spread the happiness among the community. It takes a lot of effort to organize and manage these events. As the world is evolving, people find it difficult to organize event through their busy times. Also, due the variety of tastes and changing cultures, people tend to have different types of parties for different occasions. An event management company takes care of these problems and help people to organize and manage the events as per their requirements. In this paper, we are going to learn different types of events and methods of managing them. We are also going to understand how COVID-19 has changed the event management industry during the lockdown period.

Index Terms - **Event Management Company, planning and execution, method of managing, occasion, events.**

I. INTRODUCTION

India is a country full of Festivals. People celebrating every event either it is birthday parties, marriages, anniversary, concerts or any other events. To managing this event is very critical part. Celebration is an integral part of our life and we enjoy it. But busy schedule of work, small families, modern lifestyle and requirement of manpower, it is difficult for the person to conduct the event. Therefore they need an expert who can plan, manage and execute such kind of events in a proper way. According to Philip Kotler "Event is occurrences designed to communicate particular messages to target audiences'' and event management is help to communicate your message to your audience.

Events area unit celebrations that give a chance to fulfill and share happy moments with members of the family, relatives, colleagues and friends. A family event is envisaged as a chance to fulfill previous friends and relatives and develop new relationships with unknown individuals. Besides this, events area unit Associate in nursing integral a part of career, could its company homes, noncommercial organizations or Government sector. Company sector organizes event to gift its services or merchandise in an appropriate manner to its final customers likewise on enhance its own image. Such events area unit seen as Associate in nursing outcome of promotion strategy with inputs from advertising, marketing and multi-level selling. The government sector uses events as a platform to reinforce its own image. Since events of various types ought to be unionized all around the year, this has given rise to the Event Management business that revolves around all sections of the society.

II. HISTORY OF EVENT MANAGEMENT IN INDIA

These days, events area unit command by several industries, charitable organizations, and interest teams to promote themselves, build business relationships, raise cash, or celebrate action. And Asian country isn't so much behind within the trend. The boom of the event management business in Asian country began within the Nineties with the gap of the economy and took off round the starting of 2002. Since then, it's been growing at a rate of 16% CAGR and is poised to grow at 20% throughout the approaching years. The power of the business to adapt and grow with innovative technology is driving its exponential growth.

As per a report by EY-EEMA (Event and recreation Management Association), the events business in Asian country is expected to cross 10,000 large integer mark by 2020-21. The key growth drivers of event management in Asian country area unit digital activation, sports leagues, rural enlargement and enlarged government promoting initiatives. The craze of reality TV within the type of reality shows, dancing and singing competitions have conjointly contributed vastly to the expansion of the event business. Some of the highest event management firms in Asian country area unit – DNA Networks, Cox and Kings, Wizcraft, Cineyug recreation.

III. INTRODUCTION OF EVENT MANAGEMENT

3.1 CATEGORIZATION OF EVENT

1. Family Events: It includes several other events like birthday, marriage, anniversary, house-warming or religious functions. Family events are basically conducted for get together of family, friends and relatives.

2. Community Events: It is also called social events. Its include Christmas, Holi, Diwali, Independence Day and other social events.

3. Business/ Professional Events: Seminars, trade shows, corporate parties, webinar, stakeholder's meeting, conferences, product/service launch program this are some events which includes in Business events.

4. Public Events: Marathon, rallies against some crime, political rallies or gathering. It is nothing but the organize public meetings on particular occasions.

5. Campaigns: Campaigns are held for awareness program or at the time of election.

6. Fairs and Exhibitions: This are the events organize for exposer. Food, clothes, trade fair, etc. this are include in fairs and exhibitions.

3.2 PLANNING AND EXECUTING THE EVENTS

The tactics used by the event companies while planning and executing the events is called "6W's" Concept.

Sr. No.   6W's   Interpretation
1. What do you want to do?   Selection of type of event.
2. Why do you want to do?   Reason of selecting the events. (Objective of Event).
3. When do you want to do?   Time of conducting the event.
4. Where will you do it?   Venue of the event.
5. How will you do it?   Planning of the event.
6. Who will do that?   Selecting of the planner or executer.

This six question will help to do events in a proper way and it will help to plan and execute the events in appropriate way.

3.3 METHOD OF PLANNING AND MANAGING THE EVENT

To become the successful in event management most of the Indian companies applies "5C's"method.
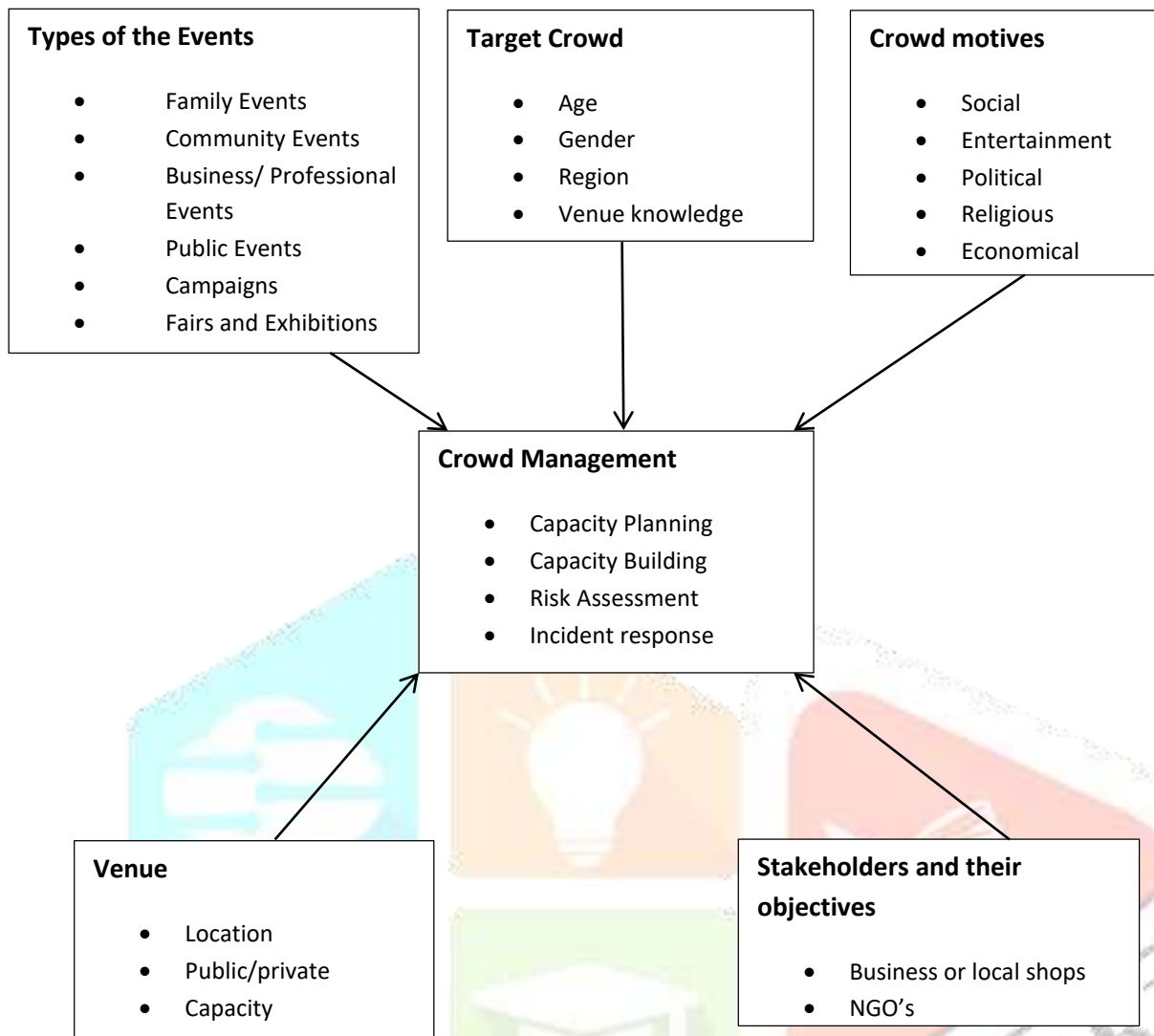
1. Conceptualization: Event planning is begun with this first step. It involves churning of the main idea of the event. The purpose of the event is clearly defined and it takes place in a manner that is related to the theme and venue. For example if the theme is Halloween, then we have to make sure that the venue is decorated according to the theme and the people are wearing the themed costumes.

2. Cost: Costing is the preparation of the event, as per the cost limit set by the clients. It is necessary to know the fund available, estimated expenses and profit margins so that the event manager does not have to pay for the goods and services he hired for the event. The budget must include a detailed information and cost of each component of the event.

3. Canvassing: It is important to inform the guests about the event in advance so that they can make out time from their schedule to participate in the event. Canvassing in an event management also involves raising funds, getting sponsorships and advertising.

4. Customizing: In customization, it is important to fulfill the client's request and deliver all his requirements. Every event has a different objective and an event manager should be able to plan and be ready for the same. This step focuses on tastes of clients, client satisfaction and making the necessary changes in the event as per the requirements of the client.

5. Carrying out: This phase involves the execution of the event as per the planning. It brings all preparation into action. The plan is evaluated as per the client's requirements, budget limit and other conditions before the plan is executed. An ordinary plan, executed in a special manner can have a greater impact on the client. This leads to client satisfaction.

3.4 CROWD MANAGEMENT IN INDIA

India is the 2nd most populate country in World. Around 135.26 crores people are lived in India. While conducting the events like concerts, social events or any public events it is difficult to handle the crowd. Therefore crowd management policies are established in India.

There are 6 categories considered in Crowd management

Structural, Fire/electricity, crowd control, crowd behavior, security, lack of coordination between the Stakeholders.

Types of the Events
- Family Events
- Community Events
- Business/ Professional Events
- Public Events
- Campaigns
- Fairs and Exhibitions

Target Crowd
- Age
- Gender
- Region
- Venue knowledge

Crowd motives
- Social
- Entertainment
- Political
- Religious
- Economical

Crowd Management
- Capacity Planning
- Capacity Building
- Risk Assessment
- Incident response

Venue
- Location
- Public/private
- Capacity

Stakeholders and their objectives
- Business or local shops
- NGO's

IV.   RECENT SCENARIO OF EVENT COMPANIES IN INDIA

According to the report that is predicated on a survey of 64 event management corporations and 31 marketers, overall the events and activations trade is predicted to grow from federal agency 5,631 Cr in 2016-17 to federal agency 10,000+ Cr in 2020-21. The organized events trade is growing quicker than the St Martin's Day – 13% CAGR of the Indian entertainment trade. The key growth drivers for an equivalent area unit digital activation, sports leagues, rural growth and government initiatives followed by IPs, personal events, product launches, growth of mini-metros and BTL spends.

V. SAMPLE PLANNING TABLE

Sr. No.	Activity	Task	Responsibility	Time line	Work Done	Work Rema-ining
1.	**Establish planning committee**	Distribute Roles and Responsibility. Agenda and procedure for meetings Arrange meeting venue Meetings Timing				
2.	**Planning**	Establish type of event Research Set target audience Arrangement key stakeholders Venue Source Requirement of Resources. Task list Budget Funding				
3.	**Coordination and Implementation**	Event—time, date and format Venue Booking Invitation of VIP Booking of the Vendors (sound, photography, catering, Security etc.) Site Plan Insurance Marketing and promotions plan Risk management plan and contingencies Emergency management plan 10. Traffic management plan 11. Permit license if required 12. Emergency services 13. Program content 14. Contact list 15. Finalize budget 16. Organize volunteer and briefing session				
4.	**Evaluation**	Evaluation and briefing the event. Sending appreciation letters. Final Income and expenditure.				

VI. SAMPLE ACTION PLAN OF THE EVENT ON PRIORITY BASIS

Time	Task	Date	Task Done
9-6 Months before the events	Communicate with multiple stakeholders and taking ongoing feedback.		
	Identify potential members who help to run the event like government bodies, community organization.		
	Support from local media.		
6 months before **to the event**	Framework of Planning the Event.		
	Venue sourcing, costing and booking.		
	Complete funding of the events- most prior funding is complete before 6 months of the event date.		
3-4 months before to the event	Confirm all performers and equipment requirement.		
	Check safety, insurance, restriction of the events.		
	Book the support members/staff.		
2 months before to the event	Order the promotional items and supplies.		
	Make emergency plan.		
	Make local community and regional plan.		
	Make safety and security plan.		
1 month before **to the event**	Committee meeting to discuss the risk factor and other important factors.		
	Make a procedure sheet of the event and distribution.		
	Create and secure the advertising.		
3 weeks before **to the even**	Taking the reports from everyone and track their work.		
2 weeks before **to the event**	Distribution of promotional material.		
	Making name tag of each members.		
	Prepare an event toolbox like pen, files, draft book, batteries, cameras, Id's etc.		
1 week before **to the event**	Increase the advertisement on different platforms.		
	Taking conformation from outside agencies.		
	Confirm all bookings or re-checking it.		
3 days before to the event	Identify Media contact.		
	Distribution channels like radio and television.		
	Checking all equipment are they in good condition or not?		
The event	Committee meeting day before the event.		
	Make the event checklist.		
	Debriefing the event after		

	session end.		
2 weeks after the event	Promote achievement to the community.		
	Sending acknowledgement letter or thanking letter to dignitaries, guest and people who attend the event.		
	Evaluation of the Event.		
	Debriefing with the committee and other members.		

VII. LITERATURE REVIEW

Shruti Arora (May 2017) "Growth and Development of Event Management Sector in Rajasthan: An Evaluation". The word 'event' is resultant from the Latin word 'events' and was originally used to explain big happenings out of the ordinary. Management has its extraction in the Latin word 'manicure', which is derived from the Latin word 'manus'. The word 'management' is used to reveal the movement of organizing a group of people to achieve a preferred outcome. Event management is managing an Event. In very simple terminology, managing an Event requires a set of skills that can be derived with skill, talent, and today, some colleges and institutions offer event management as a topic of study and education. Event Management 15 years ago from now would have meant nothing in the Indian corporate world. At this moment, it conjures up the image of celebrities packaged with glamour and flashiness in a gala event that is carefully planned and well turned out. Event management in India, which was born somewhere in the mid-1980s, has grown into a highly specialized and tech-savvy industry over the year.

NCERT (August 2009) "Human Ecology and Family Sciences – Part 2, Chapter 19 Event Management". We all like to celebrate and wish very little reason to celebrate – whether or not or not it's winning the globe Cup or the Common we have a tendency health Games or birthdays, Graduation party, weddings, etc. within the family. Celebrations area unit associate degree integral a part of our life and infrequently an emblem of happiness, hence many of us choose to use the services of associate degree professionals to arrange and execute such events. These days organizations and establishments conjointly rent the services of such specialists to arrange a range of events. Specialists WHO undertake this work area unit noted. Event Management as event planners or event managers they supply practice and undertake all tasks right from the design stage until the ultimate execution of the event.

Rahul Rane (October 16, 2015) "The Rise and Rise of Events Industry in India: Events Industry Statistics in India". Event Management is looked upon as an industry within the service sector. The word 'Event' currently has to be re-defined visible of the manifold growth of the assorted 'happenings' within the 'commercial' still as within the non-commercial' world. Be it non-public happenings or public events, everything now's done on 'big scale'. 'Image' is the keyword these days. Live amusement shows, company events, MICE, and huge scale Weddings have junction rectifier to many work profiles and job opportunities. People, company homes, and also the Society have recognized the necessity for hiring professionals for handling events. This business thrives mostly on the Indian notion of characterizing wedding as a singular high-point in one's life. During a bid to form one's wedding distinctive, the marriage coming up with business derives an inexpensive demand because of their expertness and bit of exactitude to form the complete method swish. Rise in income let alone time constraints that individuals face has junction rectifier to the event of the marriage coming up with sector in our country.

VIII. RESEARCH METHODOLOGY

The information required for the examination and correlation is secondary in nature gathered through different reports of incorporated research articles/ books chapters/ newspaper articles and interviews with the industry leaders/ experts. This paper contributes to understanding the planning and execution methods of event companies and also gives the idea about impact of covid-19 on Event industry of India. This study can be used by researchers and young scholars for their future research, publications and collaborations. The articles and blogs are from recent year between 2016-2020.

8.1 OBJECTIVES OF STUDY

1. To check the method used by Event Companies while planning and execute the Event.
2. To understand different event types of event management.
3. Crowd management by Indian event companies.
4. Event Sector in India during pre Covid-19 and during Covid-19.

8.2 FINDINGS

The Impact of corona virus outbreak the every sectors in economic market in India. According to The Economic Times, due to the cancellation of the events in India event sector suffered Rs. 3,570 crore of loss.
According to EEMA (Event and Entertainment Management Association) in the month of March-June 2020 around 52.91% event industries loss 90% of their business. 107 companies' loss revenue. It will also impact the daily wages of small and medium scale industries.
But there are some other factors which will come out in the market and because of that many other sectors are grow.

•   Virtual events happened in India due to the Impact of Corona Virus. Many of the top Indian Event companies conduct Virtual events. Therefore the Virtual meetings apps like Zoom Meetings, duo call, WebEx meet, Google meet, etc. are booming in market.

•   It is also help for payment apps because the online payment method of the events is increased. The booking apps like Bookmyshow, insider is making their position in event market.

•   Government allows maximum 50 guests for Weddings therefore many event companies provide virtual weddings for other guest who can't attend the weddings.

•   Covid-19 also affects the vendors but they are also come up with unique idea like singer and chorographer provide there service through virtually.

8.3 LIMITATIONS

   This study is essentially based on the review of existing literature that is available on the subject under consideration. The literature incorporated research articles/ books chapters/ newspaper articles and interviews with the industry leaders/ experts. Because of time and other constraints the primary research in this area is not done by the researchers.

IX.   CONCLUSION

   Event management has proved to be one of fastest growing sectors of the industry. Through this research study, we understood different types of event management that are being organized in the industry. We also came across different factors that need to be considered while managing the event, the 5 Cs of event management. A bigger event requires a lot of planning and workforce for its execution and therefore by studying the crowd management, we get an idea of evaluating larger plans. The research study has also found the impact of COVID-19 on event sector, before and after the lockdown. Even though 90% of the companies have lost their business, some of the companies have been trying hard to sustain into the market by coming up with virtual events and other creative ideas

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