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## The Scope and Benefits of Event Management in the Modern Context.

**Mr.MANIKANDAN.S**

**Asst.Professor,**

**Dept. of Management Studies**

**JPM Arts and Science College Labbakkada,**

**Kattappana, Idukki, Kerala-685511**

*Abstract:* An event is a live multimedia package carried out with a preconceived concept, customized or modified, to achieve the clients objectives of reaching suitably influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction. Management of an event encompasses all activities involved in planning, organizing, staffing, leading and evaluation of an event. All operational tasks for an event such as the ground work, viz venue selection and stage design, arranging the infrastructural facilities required, liaison with artists or performers and networking with other activities such as advertising, public relations, ticket sales etc.

*Index Terms* Events, Event Management, Event Marketing, Event Designing.

### I. INTRODUCTION

According to Philip Kotler defines events as occurrences designed to communicate particular messages to target audiences. Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. Events contribute significantly to community building, lifestyles and leisure enhancement.

Events offer a unique form of tourist attraction, ranging in scale from small community festivals, through to International trade fairs and on to the largest of global sporting events such as the Olympic Games and the FIFA World Cup Football, when considering the scale and impact of events, they fall into Four broad categories. They are

- Mega Events.
- Hall Mark Events
- Major Events
- Local Events.

Event management creativity is also an attitude, the ability to accept change and newness, a willingness to play with ideas and possibilities, a flexibility of outlook, the habit of enjoying the good, while looking for ways to improve it. We are socialized into accepting only a small number of permissible or normal things.

### II. REVIEW OF LITERATURE

Bowdin (2006) notes that the term —eventl has been used —to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives”.

Deepak Gattani, Director Unirapport Events, one of India’s foremost events agencies defines events as something noteworthy which happens according to a set plan involving networking of a multimedia package, there by achieving the clients objectives and justifying their need for associating with events.

Jago and Shaw (1998) suggest six features of special events. According to them, special events should: . Attract tourists or tourism development , Be of limited duration , Be one-off or infrequent occurrence , Raise the awareness, image, or profile of a region, Offer a social experience , Be out of the ordinary.

A comprehensive multimedia definition states that an event is a multimedia package carried out with a preconceived concept, customized or modified to achieve the client's objective of reaching out and suitably influencing the sharply defined and specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction.

### III.OBJECTIVES OF THE STUDY.

- To understand the concept of event management.
- To know the concept of event marketing
- To know the classification of Events.
- To know the role and process of Event Management in the modern context.

### IV.CHARACTERISTICS OF EVENTS.

- It involves an environmental risks and uncertainties.
- When compared to projects, the events are short span of life.
- It requires proper planning and strategy.
- It need more funds and management of scarce resources.
- Events are synonymous with occurrences, happenings, incidents, occasions and experiences.

### V.SCOPE OF EVENTS.

**1. Social Events:** These are usually organized to celebrate weddings, anniversaries etc.

**2. Political Events:** Any function or programs initiated and organized by a political organization or candidate exclusively to advance and promote political purposes.

**3. Religious Events:** Which consider the religious sentiments of the people and reinforce the belief systems and mark solidarity towards ones very own religion and religious practices.

**4. Entertainment Events:** These can include live programs like musical programs, dance, drama performances or recorded and televised events.

**5. Awareness Building Events:** These are the events which intends to create awareness among the general public with regards to certain causes or social responsibilities meant for the common good of the people.

**6. Sports Events:** From this point, to promote sports activities, it may be indoor or outdoor sports events. Sports events today are being collaborated with entertainment industry thus gaining more acceptance and popularity than ever before. Eg: Indian Premiere League (IPL).

### VI.5 C's of Events.

**1. Conceptualization:** Creative idea.

**2. Costing/Expense:** Measurement or calculation of cost of production and margins on the event.

**3. Canvassing:** Sponsors, customers, audience and networking is the next step.

**4. Customization:** Customer need and marketing objectives.

**5. Carrying out:** Execution of the event as planned way.

### VII.Event Marketing.

Event marketing involves canvassing for clients and arranging feedback for the creative concepts during and after the concept initiation ,so as to arrive at a customized package for the client, keeping the brand values and target audiences in mind. Event marketing involves simultaneous canvassing and studying the brand prints, understanding what the brand stands for its positioning and values, identifying the target audience and liaison with creative conceptualizers to create an event for a perfect match with the brand's personality.

### VIII.Event Designing.

The final concept gets defined once the constraints posed by budgets, client's requirements, target audience profile etc .are objectively stated.

### IX.Events and Economy.

In marketing point of view the events are providing economic benefits to stakeholders.

### Key Elements of Events.

- Organizer
- Event Infrastructure
- Target Audience
- Clients
- Sponsors
- Media
- Technical Expert or Creators.

## XI. Classification of Events.

- 1. Mega Events:**-Getz (2005) defines them “mega events by way of their size or significance ,are those that yields extraordinarily high levels of tourism, media coverage, prestige or economic impact for the host community venue or organization”.
- 2. Hallmark Event:**-These are of special importance and attractiveness both for participants and audiences, they attract great attention of the public, contribute to the image of destination and maintain and revitalize the tradition.
- 3. Major Events:**-It is a large scale event with strong public interest and media coverage.
- 4. Local Events:**-These are targeted mainly for local audiences.

## XII. Benefits of Events Management.

- Increase/develop the economy.
- New strategic plan or model
- Marketing and Promotion
- Brand Management
- Environmental impacts
- Creating job opportunity
- Creative thinking
- Provides Entertainment and satisfaction.

## XIII. Conclusion.

Event management is an application of project management to the creation development and execution of events. It is the planning and execution of an event. It requires strong creativity, organizational communication, negotiation, budgeting etc. The modern context ,event management provides various benefits to the economy and advance technological updations to events. one of the major fast growing sector is event management. *Event Management System* is user friendly and cost effective system; it is customized with activities related to *event management* life-cycle. It provides a new edge to *management* industry.

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