



BEST PRACTICES IN EVENT MANAGEMENT

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Abstract:- Event management is a ubiquitous word in modern society. The word is used for small business breakfasts, large corporate shows and also for big international sport events, such as the Olympic Games. We all have an idea of what management is, but what is an event?

It is of no surprise that these practitioners, and the events they discuss, tend to reflect the planning of the biggest events the earth has seen, such as the Olympic Games and US presidential inaugurations. These authors possess a great deal of experience, and their past involvement has generated a variety of different ideas about what constitutes best practice in event management.

Keywords:- Marketing, Management, Get Experiential, Visual Equipment

Introduction:- Events have been around forever. The word ‘event’ is derived from the Latin word ‘eventus’ and was originally used to describe big happenings out of the ordinary the concept of events includes a large variety of social gatherings, meetings, sports, shows, and performances. It has become a fashion to use the word ‘event’ for everything that is happening. In recent years, the number of events has grown rapidly and an industry around events has evolved. This event industry has seen significant growth over the last three decades, which has made it hard to complete an overview of all the facets of events and event management. While several companies in this growing trade have good organizational structures and management processes in place, a rather confusing picture evolves when

looking at the entire event industry. Nevertheless, despite that confusing structure remaining in place, the International Special Events Society (ISES) states that the event industry is still one of the world's fastest growing, economically-lucrative industries, while "in the Western World most of the benefits have been squeezed out of process improvement and neoclassical economics". Indeed, the world has been hit hard by the financial crisis of 2008-2009, and many businesses have failed because they had already optimized their processes and were not able to cut down costs to match the lack of international demand. However, a focus on the optimization of internal processes, and a consequent lack of any new business ideas over the past 25 years, is a phenomenon that appears to have passed by the event management industry. Until this crisis, the event industry had not been interested in optimizing its processes nor in utilizing its full potential and most businesses in this industry has managed to survive by focusing on cost-saving strategies and opportunities to attract new customers.

Objectives:-

- 1) To study of Set Event Marketing Goals
- 2) To study of Use Project Management Tools
- 3) To study of Think Outside the Box and Get Experiential
- 4) To study of Have an Attendee-First Mentality
- 5) To study of Use Quality Audio and Visual Equipment

Best practices in Event Management:- The history of best practices in event management begins in 1992, when a Canadian consortium introduced a set of 'occupational competency standards' with consideration towards administration, risk management, management skills, marketing, interpersonal skills and HRM (Harris & Jago, 1999). In 1996 Perry, Foley and Rumpf (1996) conducted the first research in Australia (and the first for the southern hemisphere). They attempted to identify event organisers' training and education requirements and came up with the following key knowledge areas:

Legal / financial

Management

Public relations / marketing

Economic / analytical

Ethical / contextual

This research assumed that a good knowledge base about the best practices in the above fields would lead to a successful career in the field. Other research disproved the findings. Getz and Wicks (1994) confirmed that "management theory and skills are essential,

but their application... requires adaptation similar to that required for recreation management. And because there is so much variety among event types and settings, it can be argued that only generic concepts can be taught, with experience providing the detail” (p. 108). Their research identified energy and ambition as the key success factors within the event industry. Page | 19 On top of energy and ambition, creativity has been identified by various sources as key to creating exceptional events. Creativity is the part that makes an event unique and distinguishes it from previous ones organized by the same manager, company or organization. A lot of research has mentioned the importance of creativity while planning events (Allen et al., 2008; Bilton & Laery, 2002; Fabling & Grimes, 2007; Getz & Wicks, 1994; Silvers et al., 2006) but none of them attempted to create a framework for best practices in the area. It is reasonable to assume that artistic expression is hard to measure and therefore difficult to put into a framework, but it is nevertheless a worthwhile venture. five Best practices in Event Management the following

1) **Set Event Marketing Goals**

99% of the time, you’ll know the ultimate goal of the event, whether it’s to demo new products, inspire or train a team, or raise money. Your goal, then, should be to determine the best way to market it to attract attendees (if there is no pre-set invite list) and capture their attention. After all, you don’t want to wind up like Liz Elfman. She shared the following horror story with Eventbrite: “I took on organizing an event with two large corporations. The subject matter was really interesting—cyber security and hacking. But, the event had a wordy, vague title that would put anyone to sleep ... in the end, 18 people showed up [in a space reserved for 200]. It was my own personal nightmare sitting there watching these presentations in a sea of empty chairs. Since then, I’ve realized quality content and a great event aren’t enough to drive people to attend. How are people supposed to know it’s great before they show up?! Now I always put as much effort into the marketing, messaging and communication as the logistics so the organizers get the audience they deserve.” Today, 92% of American adults have a cell phone, and 81% of Americans have a social media profile on one of the popular sites. So, event planners will want to focus most of their attention on digital marketing. With that in mind, who is the audience? You’ll want to consider age, occupation, and interests and hobbies. For very targeted or niche events, you may also need to consider gender, nationality, race, sexual orientation, or political affiliation as this can help you zero in on the right website and social sites to advertise with. And when it comes to social, remember

different audiences gravitate toward different sites. For example, millennials and Gen Z are more active on Instagram, whereas Gen X and Boomers are more likely to be found on Facebook.

2. Use Project Management Tools

Whether it's an event for 500 or 50,000, event planning requires an extreme amount of organizational and time-management skills. Sure, you may have a staff working with you or have an external expert on-hand in a number of critical areas (venue support, event production, catering, etc), but no event planner should be without a robust project management tool (and no, Evite and the like don't count; those are primarily for small, private affairs).

Proper event management software allows you to accomplish an array of things with little effort, including the creation of:

- An event landing page with built-in payment processing, analytics, and support.
- An event planning checklist, enabling you to organize and prioritize tasks as they are accomplished.
- An event app, enabling management and tracking of sales with real-time reporting from any device.

We recently highlighted some great event management software, check out our story [The 8 Best Event Management Software Tools](#).

3. Think Outside the Box and Get Experiential

A little ingenuity goes a long way when it comes to attendee engagement. Let's face it, the events and meetings of yesterday were usually pretty dull affairs. All you needed was four walls, rows of chairs, a stage, a pipe and drape backdrop, and voila! You were ready for your event. While this approach was no doubt much easier to execute, it likely turned off a lot of people. Today, event planners have much more unique and exciting experiential methods of engaging attendees, including:

- LED and Social Media Walls. Get attendees absorbing content visually. These can be shaped, curved, and scaled to match any event aesthetic or venue.
- 3D Projection Mapping. Forget the flat screen, project onto irregular-shaped surfaces for wow the audience.
- Virtual and Augmented Reality. Let people "experience" a product with VR, or use AR to augment the real world with computer-generated images.

We recently highlighted these and other great ways to make your next event experiential. Check out our story [How to Make Your Next Event Experiential](#).

4. Have an Attendee-First Mentality

Pleasing your client is important, but ultimately, they want you to please their guests! So, event planners need to have an attendee-first mentality from beginning to end, engaging before, during, and after the event.

Pre-Event Engagement

- Promote on social media to build excitement, and check out companies such as Everwall which will collect posts related to your event and can post directly to your site.
- Send countdown emails as the event approaches with new information in each, such as agenda updates, new speakers, etc.

At-Event Engagement

- Social media walls. Keep your social media campaign going with social media walls displayed on video screens or projected onto walls.
- Instagram stations. A dedicated photo-taking space gets attendees involved and gets your event promoted for free on the social site.
- Table teams. Get people to open up by turning tables into teams and occasionally pitting them against one another; friendly competition is always great for building camaraderie.
- Crowd polling. People love to voice their opinion, so use polling apps, devices, and plugins to conduct live polls during presentations.
- Networking events. Networking can intimidate some attendees, so prepare some ice-breaker activities to bring them out of their shell beforehand.

Post-Event Engagement

- Email guests a thank you message and direct them to a website where they can access presentation decks, view photos, purchase event swag, leave feedback, and take a survey

5. Use Quality Audio and Visual Equipment

No matter the type or size of the event, quality audio and visual are critical to engage visually and communicate effectively. Your needs may vary, but for most events you'll want one or all of the following items:

- Microphones (wireless, lavalier, catchbox throwable mic, podium, push-to-talk)

- Projectors
- Speakers (small or large format)
- Digital audio mixers
- Lighting (gobos, uplighting, projection lighting, spotlights, intelligent lighting)
- Video recording and live streaming
- Screens and monitors for digital signage

While the venue may offer these services, the equipment may be of low quality or even damaged from usage at previous events. In addition, it may be complicated to operate, and last-minute snafus are known to happen especially if you depend on their staff who may be poorly skilled.

So, when it comes to AV, bringing in an expert event production company is a necessity. That's where we come in. We're an event production company boasting a comprehensive understanding of the latest technologies, and with a diverse set of rental options to accommodate audiences both large and small, indoors and outdoors. We provide state-of-the-art equipment, and will even operate it during your event so you have one less thing to worry about. Want to learn more? Contact us today!

Conclusion: The research described in this thesis has been focused on an evaluation of a potential framework of best practices for the management of small-scale local events, and has attempted to address the overall research question: To what extent does a theoretical best practices framework, for the effective management of mega-events, provide optimum guidance for the management of small-scale local events in New Zealand? To answer this research question, four supporting sub-questions were introduced at the beginning of the research process, and were subsequently used as a guideline throughout the thesis: To what extent does an agreed theoretical framework exist to guide the management of large-scale special events? To what extent has this framework been tested across a variety of settings? What specific challenges are evident in small-scale events that are not present in large-scale events? What lessons can managers of small events learn from the experiences of major events? In terms of sub-questions 1 and 2, the literature review revealed that there does not in fact appear to be any universally agreed theoretical framework to guide the management of large-scale special events, and this negative answer to sub-question 1 did of course mean that sub-question 2 was largely irrelevant. If there is no readily acknowledged framework, no framework exists to be tested. Therefore, to help answer sub-questions 3 and 4, a provisional framework of best practices was derived from the literature review and depicted as a 5x4

matrix in which the four pillars of time, finance, technology and human resources were cross-referenced to the five management processes of research, design, planning, co-ordination and evaluation. This framework was introduced to allow for a structured discussion of the last two sub-questions, and to subsequently answer the overall research question. The primary conclusions reached as a result of this process are presented in bullet point format below.

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