



THE IMPACT OF EVENT MANAGEMENT AMONG YOUTH: BENEFITS AND CHALLENGES

CHAITHRA. P

Assistant professor, Department of Commerce and Management,
Sri Devaraj Urs Institute of Management, Karnataka

ABSTRACT:

The market in the world for event management is projected to observe tremendous growth over the increasing interests among youth. The event management industry can impact youth in several ways by creating jobs, promoting social connections, and providing opportunities for creativity and innovations implementing their ideas in a unique way. The Career and Entrepreneurship Opportunities Conference, as a unique combination of academic and student's entrepreneurship, content affects the students' personality the Career and Entrepreneurship Opportunities Conference, as a unique combination of academic and student's entrepreneurship, content affects the students' personality.

In this article, I have considered the problem in the field of event management and also the benefits the young people can get from the field can be analyzed. Problems in employment can shake the income for young people. The impact of educational and social space is one of the components of youth potential in event management. However, youth employment and entrepreneurship in event management need care, knowledge, risk bearing capacity, finance innovative skills etc... In this article analyzed the issues and mentioned the solutions for the challenges that will allow integrating the processes of social development and development of youth potential in event management.

This paper focuses on influence on the impact of event management on youth benefits and also the challenges based on descriptive analysis and collection of data through secondary sources

Key words: Event management, youth, opportunities, challenges.

INTRODUCTION:

The Career and Entrepreneurship Opportunities Conference, as a unique combination of academic and student's entrepreneurship, content affects the students' personality development in context of their employability perception. The study was used a qualitative approach for problem introduction and mostly quantitative approach to research. Data collection was conducted by using LimeSurvey application with lasting of sixty days for sample of students population that have been participated to the conference, with the use of a special questionnaire created for this study.

The populations covered by this research are all participants of the Career and Entrepreneurship Opportunities Conference in the period of 2014-2016 and it makes more than five thousand students. This research is aimed to present effects of nonconventional ways of matching between higher-education institutions and labor market in Bosnia and Herzegovina in sense of



students' employability as most important matching component, using as well some good practical evidences connected to the Career and Entrepreneurship Opportunities Conference content, activities.

Event Management is a process of planning; organizing and executing the events in a systematic manner .this can enhance the culture and community, and also create a memorable experience to the attendees as well as clients. Events are part of our routine life from music, festival, sports events, trade shows, conferences meetings, weddings, parties etc. The events play a important role in promoting cross-cultural understanding and international collaboration, bringing together people from diverse backgrounds and regions.

Meaning of Event anything that happens, as distinguished from anything that exists' or 'an occurrence, especially one of great importance. A special moment in time celebrated with rituals to satisfy specific needs.Event management involves planning, organizing and execution of live events, which could include a brand/products launch, an exhibition, a concert or even a conference. Worldwide events offer a facilities for showcasing different cultures, promoting tourism, leads to economic development. Global events such as international trade shows, sports events etc. are major drivers of economic activity, generating significant revenue for the countries. In addition to this the events increase the opportunities for people to come together and celebrate together and learn from each other and to promote cooperation and coordination and this lead to a positive impact on everything.

Events offer a facilities to tourist attraction, community festivals, through to international trade fairs, and on to the largest of sporting events, such as the Olympic Games and the FIFA Football World Cup.

The major events are

1. MEGA EVENTS:

Events with international appeal and true global reach typically fall into the categories of major or mega-events. Mega-events, as the largest and highest profile of all events, invariably, require the most significant and sophisticated infrastructure development, are typically the most expensive to host,

2. HALLMARK EVENT:

Hallmark events are so identified with the spirit and soul of a host community. Hallmark events are of major importance for participants, it's a international event held often example Olympics.

3. MAJOR EVENTS:

Major event is a large-scale event, with strong public interest and media coverage. This is the inside event that lead a large crowd to a venue that increases economic benefits for example trade fair exhibitions.

4. LOCAL EVENTS:

Local event is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value.

other common way of classifying events is



- Cultural celebrations, Arts and Entertainment, Business and Trade, Sport competitions, Recreational, Educational and Scientific, Political and state

Event Management Industry

Observed that from few years the phenomenal growth of the event management industry. Events have always been a part of the Indian culture and have been organized by one and all, in their extraordinary way, but with the marketing pressures growing and challenges becoming tougher, the live entertainment industry or the sales promotion techniques called events, the function of organizing these special events was undertaken by some advertising and public relationship agencies who would consider for the major advertising.

A look at the historical perspective reveals that the event management companies are nothing new to the India. We have heard that few events organized for different reasons and occasions. Form the wedding of lord Rama and Sita organized by king Janak to today's event like Miss World contests and Film fare awards evening, all are the old and new versions of the event management efforts.

Objectives:

1. To study and gain a better understanding event management.
2. To reveal the impact of event management on youth
3. To study the benefits and issues

Research Methodology

The present study is based on the secondary data which includes journals, articles, newspaper articles, magazines, reports, other publication source and books

Review of literature:

1. Jaskaran Singh Madray(2020)

The author mainly on impact of covid 19 on event management industry,he mainly concentrated that during the pandemic people should not gather in crowd and that leads to infect so because of government strict rules and regulations many events has been cancelled and people use to do functions with less number in their living premises only this leads to great loss to event management industry.

2. Eliza Hixson's (2014)

The author highlighted the impact of young people participation in events and their involvement in the events and also their identity developments and also how their activity contributed their identity.the young people invovemnt in festival and that create the identity.

3. Zhanna Semchuk;s(2021)

The author mentioned about youth event management potential and social development in changing world. Studied the problem of developing and realizing the potential of young people in the light of the challenges that arise in the modern world. Youth employment and entrepreneurship in event management need care from the state and intensification of informal social control mechanisms.

4. Ali Abdallah(2022)



The author given information about the impact of COVID-19 on the Events Management Industry: Examining events in Qatar, on event management industry, he mainly concentrated that during the pandemic people should not gather in crowd and that leads to infect so because of government strict rules and regulations many events has been cancelled he on the event management industry, based on the most important part of it, which are the tourism and hotel industries, taking into consideration the case study of St. Regis Hotel, Doha

Impact of event management in India

India is famous for its cultural diversity and celebrations and rituals be it professional or personal. Events play an important role in people's lives in India there are some special occasion to celebrate, Event management is the process of planning and implementing events on behalf of client. It involves several tasks that range from logistics to finance, while provide a good experience for clients and their guests. This event management industry can be classified as Meetings, Incentives, Conferences and Exhibition as well as educational, corporate, music and entertainment, political, and social events. This industry contributes towards employment in a drastic way.

Event management is one of the best career option. In fact, few years ago there were not too many event management companies, and as an industry, initially the turnover is not so high however things began to change slowly now at the event management industry is one of the major industries to contribute more to the country.

Careers in event management seem to be attracting more number of youth. In fact, even homemakers have stepped into the industry, and have started to organize small and private events in their spare time. Also, there are event management companies that take on consultants, who work with them on a freelance basis, as and when the need arises. so there is a scope for event management.

Upcoming trends in Event industry

- Increased focus on weddings
- Increasing fan following of sports events
- Popularity of live concerts and music events

CHALLENGES

The event management industry in India faces certain challenges they are

- **Unconventional work hours**

Event management is such a work often person should work nights and weekends to complete their task and responsibilities, event planners must work during holidays. and no time limit to perform task.

- **Time away from family and friends**

Event planners need to travel for the event places and most of the time they should be away from the family and friends it's a challenge to maintain a relationship.

- **Experience requirements**



Event management positions requires experience need to work as an intern to gain knowledge if not its not easy to maintain the profession.

- **Job instability**

Event Management Company may lead to unstable job conditions can expect to get the events routinely.

- **Multiple events at the same time**

Sometimes planning multiple events at a time is difficult and also difficult to handle different clients and their multiple needs and managing schedule for different events.

- **Risk of Low Turnout**

Despite your best efforts, there's always the risk of low attendance. Many factors like scheduling conflicts, geographic constraints, or just lack of interest can affect turnout.

- **Unforeseen Challenges**

Events are prone to unforeseen challenges like technical glitches, logistical hiccups, or last-minute cancellations. These can negatively impact the attendee experience.

- **Hard to Measure ROI**

While you can track certain metrics like attendee count or leads generated, quantifying the overall ROI of an event can be challenging.

BENEFITS:

- **Flexibility:** Event managers can work as freelancers, start their own businesses, or join established companies. They can make a schedules based on their requirement.
- **High earning potential:** Event managers can earn competitive salaries, especially for large-scale events.
- **Variety:** Event managers work on a variety of events, clients, and settings.
- **Networking:** Event managers interact with a wide range of professionals, vendors, and clients, which can help them build a large network.
- **Rewarding:** Event managers can feel a sense of accomplishment when they see an event come together successfully.
- **Travel opportunities:** Event managers may have opportunities to travel to different venues.
- **Professionalism:** Event managers use their expertise and experience to ensure events run smoothly.
- **Efficiency:** Event managers use their logistics, resource management, and time allocation skills to save time and money.
- **Creativity:** Event managers use their imagination to create innovative ideas and experiences for attendees.
- **Economic impact:** Events can support local companies, attract tourists, and bring in funds.



SOLUTIONS:

- **Budget constraints**

Create a detailed budget that considers all aspects of the event, including contingencies. Prioritize expenses and negotiate with vendors for better prices.

- **Time management**

Create a project plan with deadlines and delegate tasks to a team. Make a task list and prioritize tasks.

- **Venue selection**

Research venues and vendors, and seek recommendations. Top vendors are often booked in advance.

- **Attendee engagement**

Keep attendees engaged with interactive elements like live polls, Q&A sessions, and networking opportunities.

- **Vendor management**

Research vendors and seek recommendations. Poor vendor management can lead to delays, miscommunications, and subpar services.

- **Technical updates**

Test all audio-visual equipment and technology systems before the event.

- **Communication**

Establish effective communication channels, such as regular meetings, emails, and interactive sessions

- **Creativity**

Encourage creativity and innovation to attract and impress attendees, speakers, sponsors, or exhibitors.

CONCLUSION

The event management industry in India is rapidly growing and presenting a rewarding opportunity for young talent in the industry, driven by the growing demand for well-planned and executed events. The event management industry is also drastically changed in a technological development after the pandemic, which also increased the market of online methods of event management. Additionally, the popularity of sports events and live concerts are growing in the country which is indicating a change in people's preferences in the entertainment industry, and growing demand for such events in the future. To adjust with the trends, the industry needs to meet the changing needs of clients. The event management industry in India is growing very highly and providing many opportunities of employment and that also leads to growth economically. In the present situation, people are busy in their working schedules; they won't get the time to arrange the programs and functions. This kind of situation leads to the development of the event management industry.



REFERENCE

1. Čizmić, Elvir, Softić, Senad, Talić, Armin, Impact of Event Management Outcome in a Students Employability Perception, *Universal Journal of Management*.
2. Hixson, Eliza, The impact of young people's participation in events, *International Journal of Event and Festival Management*
3. Thakur, Tara, Vandanavemuri, Vishnu, Life skills through Event Management in Undergraduate Education
4. <https://iimskills.com/scope-of-event-management-as-a-career-in-india/>
5. <https://www.bsrainwonders.in/blog/event-managemnet-as-a-career>
6. Lindsey, N.S. & Rice, Margaret. (2015) observed the level of Emotional Intelligence of online students vs traditional students through a study on the influence of completion of online courses on improving Emotional intelligence abilities. The study comprised over 865 graduate and undergraduate students and the analyzed with the help of Situational Test of Emotional Management. The results asserted that there is a noteworthy impact of number of online courses that involved interpersonal skills on EI ability scores when compared to students who did not go through any online courses concerned with interpersonal skills.
7. Gerstein, Miriam & Friedman, Hershey (2016) in their study stress that the purpose of educational institutions is to inculcate the relevant professional and life skills. The concept was elaborated by considering accounting major as a course to analyze how the amalgamation of skill and discipline-based education delivers an ideal accountant. They affirm that education to be combination of vocational and technical training to produce students with ethical values and productive skills.
8. Prajapati, R., Sharma, B., & Sharma, D. (2016). remark on the role of education in strengthening the individual's ability to deal with the challenges of the society, especially at adolescence period. They emphasize that in the present state of chaos and stress at every aspect of life, there is clear need for a socially responsible education system that imparts both life skills as a part of curriculum, thus enabling the adolescents to be a socially responsible citizen with coping and survival skills.