

## **CHAPTER 2**

### **MEANING AND CONCEPT OF AN EVENT**

#### **What is an “Event”–**

A creative activity followed plan fully is an event. Event consists of all features whether it's a creative idea, budget, light, decoration, people, publicity, the sponsors, permissions etc. Event is a combined of everything like planning, organizing, budgeting, and performance. Pre and post event is very much important in an event.

There are almost countless types of events. It is difficult to explain each of them but though according to the expert few events are mentioned below. Events have played an important part in human society example personal celebrations, festivals, carnivals, or fairs. People enjoy the event. According to Hoshi Bhiwandiwalla in her book named “Event Management”, Event are broadly distinguished into followings. <sup>(1)</sup>

1. Fun events – Fun events increase enthusiasm and participation. If a person enjoying the event in his own interest then it could fall under the fun event category. Example party, entertainment show, comedy show etc.
2. Personal events – Personal events can be broadly classified under the category of celebrations like birthday parties, wedding etc which some one personal affair.
3. Musical show- Musical concert can be different types such as classical musical night which can be organized indoor for a limited audience or a rock band show which can be open air concert for public. For example A.R. Rehman musical night, Honey Singh Concert etc.
4. Promotional events- Any product or any brand, celebrity, inauguration programs, Launch events, campaigning Etc can be seen under the promotional events category.

5. Corporate Events – Corporate events are defined under two categories the in house affair and events for the public for example Seminars, press Conference, academic, business conferences.
6. Educational events can be categorize as a training programs, learning session, workshops etc.
7. Trade shows exhibitions are the event in which companies can showcase their latest products. It is helpful in connecting the target audience .It is also a platform to launch a product.

According to Riddhi Shah in her report Event-management-industry, Events are broadly distinguished into followings<sup>(3)</sup>:

1. Sports Event – Sports events are physical event, through organized participation. Sports event is major source of entertainment for the non participant. For Example – IPL Super League, Football Match, Olympics etc.
2. Networking events - There are several prominent networking events. The objective behind the networking events could be the network with purpose.
3. Theme parties – All the food and decorations are made according to a one theme. Theme parties are a becoming one of the prominent and emerging concept.
4. Trade fairs – is an exhibition is organized so that companies can showcase their latest products, services etc.
5. Award ceremonies- One of the best event to recognize the person by facilitating the awards. All sectors organize the award function event to gain the popularity.

### **Critical stages for all successful Events**

For conducting successful events, the event management team should follow the below stages- research prior to planning an event, design of the

event its flow and all the important aspects of event, planning of all the stages of event whether its pre or post event, coordination with the event management team and evaluation of the event.

### **Research**

Excellent research is a foundation stone for building the successful event. Better research conducted will give the best result. It is important to know the taste and expectations of people. If event satisfy the expectation than it is obvious that the event is successful. So it's compulsory to conduct a research before planning an event. To determine the needs, wants, desire and expectations of the target market research is compulsory.

### **Design**

It is very important to draw a blueprint of event. The design helps in creating perfect plans of the event. The perfect design is also an important tool to organize a successful event.

### **Creative**

The creative idea should be such that it gives an outcome of planned event. Goals and objectives of a events should be achieved through the perfect creative's.

Creative includes all those points and minute answers of the all the questions raised during organizing and planning perfect and successful event. Event objectives, motive, budget, audience should be clearly defined through creative's outline. For conducting a successful event the three basic resources are required such as Budget, human and permission to conduct and plan feasible events.

### **Planning**

One of the important phases of conducting successful event is to do the perfect planning. Planning is not only the ideas of an event but also a plan of time, space, budget, overall structure of an event.

**Timing**

The timing of a event, duration of event, flow of event according to the allotted time. So analysis is an important factor, one has to evaluate the perfect time to conduct an and detailing of the timing is compulsory for conducting an suitable event.

**Space**

Preferable location for conducting a event also a major reason for success of an event. The timing of an event should match with the venue. Audience in an event only turns up because of the location. It is much more important to conduct a successful event on a suitable venue.

**The site inspection**

Before finalizing an event venue, a perfect site inspection is compulsory, to check because of the security reason, every single things to be crosschecked for safer side.

**Capacity**

Capacity of the venue should be checked, audience capacity, parking capacity, proper public utilities. According to the capacity, and audience number and event nature the venue should be selected.

**Catering**

Catering of food should be very delicately handle, there should be proper hygiene and cleanliness, variety of food outlets, food presentation should be done in a creative manner. Food quality and food quantity should be checked before the event.

**Equipment**

Abdicate number of equipments should be present at the venue so that in case of any fault, the second options are present to fulfill the needs of the

.Few others point to be remember which conducting an event is Financial, Location Proximity, Medical First Aid, Registration, Co-Ordination.

### **Pre Production check list**

In planning an event and making it successful the primary consideration is it check list, which includes the following listed below:

### **Stage lightings needs**

The extent and complexity of lighting requirements will affect the cost. There is no set stage lighting for the main stage for events in these spaces; time must be allowed for set up and strike of lighting equipment. The second stage has a very minimal lighting complement and that is hung and focused to cover the stage with light. However if any changes is the lighting plot are required, time and labor must be allowed in order to return plot to original configuration and focus.

### **Projection**

Projection is difficult on Main stage as there are no existing screens, nor a projection booth in these spaces and by the nature of the seating arrangements, sightlines may make viewing difficult or impossible for many of the seats. None of the spaces includes projects projection equipments (film, video or slide) which would need to be arranged separately, due to sightline problems resulting from thrust stage design, and audience wrap around.

### **Sounds**

Sounds play an important role in an event. If one is planning to make video of an event, then video cameras and equipment can only be placed in specific areas of the venue. All cameras must be set up in accordance with fire codes and must be place 90 min. before a starts. Videotaping must be arranged at least weeks in advance of the event and may require written permission from the artists involved.

**Requirement of tables, risers, podia or other equipments**

Important logistics should be considered in advance, like how many chairs are required, where will they be placed. Every logistics checklist should be prepared so that it does not mismanage at the time of event.

**Time Schedule**

To prepare lighting, rigging, sound rehearsals, preparation of dresses, stages etc., it is important to draw up a time schedule. Time schedule helps in conducting an event in a plan fully manner.

**Intermissions**

When do they happen? How long will they last? How many are there? Are there any Changes happening during the intermissions. All these things should be carefully planned before an event.

**Photography**

Photography plays an important role in making a event memories. Hire professional photographers to get the right frames captured at the right time. A checklist stating the events and the moments to be captured will be handy if given to photographer well in advance.

**Stage Manager/ Technical Director**

For events with more than a few cues and / or scenic elements, one should provide a stage manager and/ or technical director familiar enough with the production and empowered to make final decisions for a group regarding technical aspects. In the interest of saving the user paid labor time, and of making for a more successful event in the limited available. An experienced stage manager familiar with the production and able to call the show cues at rehearsals and performance can save a lot of time.

**Tickets**

All public events on the main stage require reserved seating; some events on the second stage may also require reserved seat ticketing. For free events and events with invitational audiences, general seating is recommended.

**Fire Code and Safety Regulations**

All users must conform to all the fire code regulations which include, but are not limited to some of the limitations such as no combustible scenery, drops, props, decorations etc. shall be placed on stage unless treated with effective fire retardant solution. Only electrical appliances and equipment serviced by three wires may be used. No obstructions shall be placed in the exit ways. The occupant load of an area having fixed seating shall not exceed the number of said seats.

**Evaluation**

Evaluation is a key part of events. It takes place after an event is occur. An essential part of evaluation is receiving feedback from those who attended the event. It's a step to improve the things according to the people choice.

**The event industry- overview, innovation and customization in events industry** - Event is important for everyone. Events should be organized with creativity and innovation, the expectation of business excellence is set high. One need to involve new technology, develop new strategies, models and satisfy / fulfill the demands of a consumer.

**Growth of Indian events and activations industry**

According to the Ernst & Young report the Indian events and activation industry growth is estimated at around Rs 2,800 crore in 2011-12. The industry has shown growth during 2009-2012 and is expected to grow to Rs 4,375 crore in 2013-14. <sup>(2)</sup>

**Challenges faced by the event Industry despite of boom**

Indian events companies are facing many problems despite of boom, because of the following reasons strict rules and regulations. Lack of skilled manpower. Challenges in generating sponsorships and associations. Not having appropriate infrastructure is also the challenges which an event faces. Unorganized structure. Inadequate financial transparency and low degree of control. Concerns around the stability of future cash flows, margin management and the ability to achieve critical scale.

**Risks in the organizing an events**

- Audience failure- If audience presence not satisfactory in a event, than that event is failure. Audience presence is an important factor to make the event a successful event. If there are four pillar to make an event successful than one of the pillar is Audience.
- Meet an event objectives - Event objectives are not achieved. Objective of an event is an important factor so one has to plan the objective of an event before planning an event in such a manner that the event objective should be achieved.
- Payment issue at right time, payment in the advance to the vendors without knowing the result of the event. Risk of payment is there in an event before knowing the result of an event. The vendors are paid in an advance.
- Tax and regulation in an event. Tax, rules and regulations are so much in an event that one has to think and do lot more physical exercise for taking a permission.

**Do's and don'ts in an event planning****Do's in an event**

Do take permissions for holding an event. Permission is extremely important to organize an event. The various permissions required for holding

an events are Civic permissions which includes many permissions as listed below: Police permission : It is very necessary to take permission of local police station in order to get permission for a loudspeaker. If loudspeakers are required after 10 pm then an application letter has to be sent to the mantralaya. Traffic police permission: In case of road show, detail on how many vehicles will be used, the name of the drivers, the routes and timings of the road show etc. have also to be submitted. Traffic police permission of the local area should have all the information. Need of an ambulance: The need for an ambulance depends on the nature of the events. Fire brigade: This is important for an outdoor event. The blueprint showing the entrance and exit point has to be submitted to chief fire officer. Municipal corporation should be informed. It is necessary to pay entertainment tax for a ticketed event. The tax is to be paid to the collector. **Permissions for Open Ground Events.** Submit ground blue print and NOC from Ground owners or rent receipts. BSES, Health dept. and PWD- NOC's, police NOC's, foreign artist GAD license

**Important Points to be considered while planning an event** are Market research should be done. Allotment of the appropriate budget, Expert advice is necessary, Event parameters such as sales, marketing, product development research, data collection and/or even staff motivation/incentives should be done.

**Don'ts in planning an event-** Some of the important factors to be considered while planning an event: Do not depend on the only one system, do make the other arrangement as well, whether it's a technology, system, equipments etc. Don't do the full payment to the vendors at a time, after the event make the payment according to their performance. Don't depend on the police only for the security purpose; do make the other arrangement as well for the bigger concert. Always remember to stay on planning which was decided by the event management team. Research, planning and implementation all still need to be thoroughly covered.

**Advantages of organizing an events**

Events are proving to be one of the best medium to the advertisers in reaching the following benefits such as sales and marketing objectives and targets. It gives a scope of a direct sales, interaction with the customers directly, its benefit to directly engage the target audience and place their product in front of them. It is a good medium to generate the database of the customer. Events deliver's Return of Investment (ROI): Events also allow direct face-to-face engagement with the customer, this medium is proving the best way to generate the revenue as well as branding. Events allow the client/brand/ Consumer to overview the overall function of a product, it allows for the direct conversation. In events we can sell one product and simultaneously launch another, whilst increasing overall brand awareness, networking with industry clients and peers. Events have preferable media attention; draw sponsorship, direct interactions with the target audience, invitees or participants. Events have become the primary source of Revenue generation, one looks for in a branding of a product as well apart from the revenue generation; the management needs to focus towards organizing the events more frequently. Depending on the type of events, sponsorship varies. There are two types of event sponsorship; monetary sponsorship and sponsorship in kind. Monetary sponsorship; organization participate and support of an event. Sponsorship in kind; this type of sponsorship would see organizations contributing their products as well services presence in an event. Organization should look forward to organize as well as become Media partner to gain benefit of events for maximum revenue generation.

## References

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