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From a Business Point of View Study the Importance of Event Management Services of Specific Company

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Abstract

Organizing, planning and execution of live events are including in event management. In current days a number of event management services are available, it include a conference, a product or brand launch, a concert, an exhibition, a wedding planning and many more. It can consider that event management is the extended type of advertisement so it will become more attractive. With a survey it is projected that as separate industry it grows 30% per annum. This paper studies the different factors of event management and importance of with business point of view.

Keywords: Organizing, event management, execution, advertisement.

Desde un punto de vista comercial, estudie la importancia de los servicios de gestión de eventos de una empresa específica

Resumen

La organización, planificación y ejecución de eventos en vivo se incluyen en la gestión de eventos. En la actualidad, hay varios servicios de gestión de eventos disponibles, que incluyen una conferencia, el lanzamiento de un producto o marca, un concierto, una exposición, una planificación de bodas y muchos más. Puede considerar que la gestión de eventos es el tipo extendido de publicidad, por lo que será más atractivo. Con una encuesta, se proyecta que, como industria separada, crece un 30% anual. Este artículo estudia los diferentes factores de la gestión de eventos y la importancia del punto de vista comercial.

Palabras clave: Organización, gestión de eventos, ejecución, publicidad.

Introduction

For developing and creating large scale events like weddings, festivals, concerts, conventions, ceremonies, formal parties, conferences it can consider event management as an application of project management. Before actually launching the event it include identification of target audience, coordinating the technical aspects, study of brand and devising the concept of event [1]. From business breakfast meetings to organize the Olympics now included in industry of event management. In order to celebrate achievement, market themselves, raise money or build business relationships many charitable organizations, industries and groups hold the events.



Figure 1: Event Management system

Different Aspects of Event Management

1. To Prove Event ROI Measure the Success

When the event does it does not end the event management. It is important to identify the areas of improvement and prove the success over the course of complete event. Throughout the process the data that is gained will help to do this. How the attendees think about the event can find out with live polling.

2. Managing Communication and Information about Attendee

Make connection is always the main objective of the event. The event management also manage the contacts with choosing menu and lines.

3. With Automation Promotion Across Channels

It is need to know the event by people. So promotion of an event is the significant factor of an event management. It should find the best way for promoting the event. When it have a huge database then by using email marketing it can promote the event. The social media is one of the best way to promot the event as it provide a free channel.

4. Creating the Perfect Event

Creating an event simply start with ap plan, theme or a goal. From starting the event it should have a clear purpose which will drive speakers, venue and contents. For set up the basics it need to develop an attarctive website, that defined the event propely. After that it can set the payment so for event the attendees can pay conviniently.



Figure 2: Event Management aspect

Skill Required Becoming an Event Manager

A considerable numbers of skills are required for producing and managing an efficient event. Some skills are as follows:

1. To solve problems swiftly be street smart
2. Good marketing, sales and negotiating skills
3. Skills of better communication
4. To detail have high level of attention
5. Skills of exceptional organization
6. Capability to work with tight deadlines and under pressure
7. Skill of doing multi task
8. Awareness of budget

How to improve event management skills

For improving the skills of event management some factors are described as follows:

1. Pay attention to details. As the event draws nearer, the pressure of work gets more prominent. Numerous individuals will in general start to take alternate ways so as to arrive at the goal opportune. Customers, in any case, lean toward the occasion the executives aptitudes that include lesser spotlight on compromising. Consequently, it ought to consistently attempt to focus on subtleties and maintain a strategic distance from easy routes any place it can.
2. Be a decent listener. One of the most ignored skills of event management is the capacity of a person to tune in just as comprehend the requirements of others. Numerous individuals will in general embrace an authoritarian methodology which can the greater part of the occasions demonstrate to be unfavorable to the occasion the executives' aptitudes and the capacity to make an occasion palatable enough for the customer. On the off chance that it is a decent audience, it can guarantee superior client assistance and speedier goals of contentions, making event a clear achievement.
3. Under stress do not lose composure. The event management work is having amazing pressure. A few people might be honored with the nerves of steel yet others need to invest much more energy for having the composure to see an answer if there should arise an occurrence of a noteworthy disaster.

Advantages of Using an Event Management Company

To manage the event to using the company of event management has many benefits. Some advantages are given as follows:

1. The creative ideas use that work
2. Saves money and time
3. Risks Management
4. On the event day deliver the professional
5. Budget management and expert planning lead to ensure the event success



Figure 3: Steps of Event Management Planning

Different Types of Event Management Services

1. For assembling the members of the family anniversaries, Birthday celebrations, Families Weddings, and even Funerals it provide the chance. Keep track on changing the social trends is important for an event manager.
2. For attracting the huge audiences Culture Entertainment, Arts, and entertainment events have the ability.
3. In many communities Fundraising Fairs are very common and by enthusiastic local committees it frequently runs. For these events the organization and effort that are required are generally under estimated.
4. Throughout the nation in all cities it held the sporting events. At the highest level they attract international sports person.
5. All type of Religious festivals comes in to the event type of festival. In different countries different festivals are organized. It can vary according to the cities or particular local areas.
6. High profile and high budgets tend to have in Promotional events. To ensure that product be memorable and to differentiate the product from its competitors the promotional events are generally organized. Launching of product is considered as most promotional events.
7. Exhibitions and meeting events are also common type of event manage-

ment. Conventions and meetings industry is highly competitive. It attracts thousands of people through conventions.

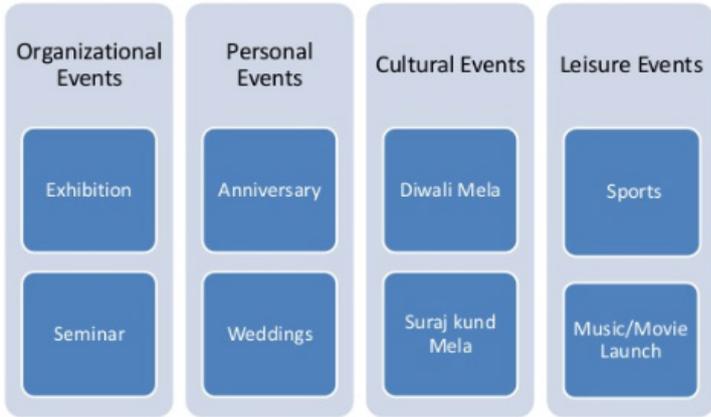


Figure 4: Types of Event Management

The Role of Event Management Services

To execute and plan a large scale special events and company meetings the company of event management generally hired. For an event management professional concerts and weddings are common events but large parties, reunions and sporting events additionally events that can profit by event management. To coordinate important meetings and events associations, corporations, Government entities and nonprofits all use event management companies. Within a public relations department or corporate marketing or as a major aspect of their special events staffing the function of event management can often be found.

Successful Event Management Functions

For a successful event management some factors are as follows:

1. Delegate Responsibilities

Partition the events into different areas. At that point relegate a segment to every part in group. At the point when a part handles one division, it will give more consideration and notice any little changes.

2. Get Online

Social media is the best approach to advertise or advance the business. Make a custom hashtag for occasion on Twitter and urge individuals to tweet about it. Make a Facebook page and get individuals to tail event.

3. Do a Rehearsal

Two weeks before the real occasion date, do a go through of the whole occasion. Sort out a gathering with group and stroll through everything. Directly from the underlying setting up to the subsequent procedure. Commonly, inconveniences emerge at this meet. It allow to address them before hand

4. An Early Start

Start arranging when it can. Sensibly, coordinators start arranging an enormous occasion 4 to a half year ahead of time. Littler occasions need in any event multi month of arranging. Getting a head start will enable the occasion to stream easily.

5. Negotiate

Regardless of what merchants let it know, everything is debatable. Decide spending limit for every seller before it meet. Offer to pay 5-10% lower than this figure. The merchant may set up a battle, in any case they will need the business.

6. Be Flexible

Change is obvious. So whether it is the occasion time, setting or subject, guarantee it is adaptable and can satisfy the changing needs head-on.

7. Timely Follow-up

In the wake of finishing an occasion, numerous coordinators like to take a break. Keep catching up with participants through email or social media and exhibit the achievement of the occasion to get more business.

8. Photograph Everything

“Words generally can’t do a picture justice” is a typical expression. So posting positive photographs online is a magnificent method to demonstrate the accomplishment of an occasion. In the event that it has the spending limit, at that point enlist a picture taker.

9. Create a Backup Plan

It is uncommon to see an event run easily with no issues. Evaluate the most significant thing in the event and make a reinforcement plan. Along these lines, it will have an option, if the need emerges.

Conclusion

A process of managing an event that require use of business skill and management is known as event management. In current days a number of event management services are available, it include a conference, a product or brand launch, a concert, an exhibition, a wedding planning and many more. It can consider that event management is the extended type of advertisement so it will become more attractive.

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