

# PRINCIPLES OF EVENT MANAGEMENT

---

Prepared by,  
Shuba N,  
GFGC, Bidadi, Ramanagara

## Utilities for Event Management

1. Fire brigade

2.Ambulance

3.Catering

4.Electricity

5.Water.



Collections



Water Treatment



Storm Water/MS4



Distribution

# UTILITIES



Waste Water Treatment

## **1.FIRE BRIGADE:**

Fire Brigade is a Combine process of Man and machine to protect the fire.

1.Fire safety should be provided for in event management right from the planning stage which can reduce the destruction caused by fire and save lives in prompt manner.

2.Fire brigades can be on stand by at large events. Circus events or dare devil shows require organizers to assess the nature of events and possibilities of mishaps and how they can be avoided.

3.Maintaining proper fire exists and proper exit signage. Exit signs pointing to them that can function in power failure.

4.Compliance with electrical codes to prevent overheating, overloading wiring, conductors or other fixtures with more electric current than they are rated for.

5. Setting up of fire alarm systems for detection and warning of fire.



## AMBULANCE SERVICES:

1. Events like marathons, sporting events may require more than one ambulance on stands by unlike other events like movie Screenings, Collage or School festivals.
2. Ambulance service provide first aid as well as ensure that those patients that are seriously ill or injured received rapid paramedic level care and transport to hospital were required.
3. All event organizers are responsible for the well being and safety of all participants and spectators and hence must take all necessary precautions by having ambulance services.
4. When accidents or illness occur at events it helps to have emergency services upfront that help prevent further harm and save lives.
5. They should have a crew of paramedics / Doctors that are well qualified and skilled to handle emergency situations.
6. The ambulance must also be well equipped with latest equipment including oxygen therapy kit, defibrillators, Carry chairs and stretchers.
7. The ambulance and crew should be also be connected with close by hospitals or emergency centers with radio communications.



## CATERING SERVICES

Catering service refers to the activity of providing food, refreshments and food service at events, hotels, pubs or any other location.

**1.Cateering for weddings:** Caters play a very important role at weddings. From the special guests to bride and groom, one needs to make sure everyone eats well. Catering requirements depend on the nature of weddings. For example South Indian wedding need south cuisine .

**2.Catering for corporate:** from the small meeting and training to large regional events, the ability to have great food delivered on site saves time and Money. Continental breakfast, box lunches and buffets are all popular for corporate catering.

**3.Catereing for social Events:** from the birth day and retirement parties to social events cover a wide range of vents. Social events range from weddings, birthday parties and wedding anniversaries to gatherings such as New year bash.

**4.Mobile catering:** Mobile catering is gaining popularity these days such as caterers move from one place to place in van or truck designed to carry food and equipment.



## 4.ELECTRICITY

Event organizers ,contractors and others using electrical equipment must do all that is reasonably practicable to ensure to ensure that electrical installations and equipment at an event are properly selected, installed and maintained.

The following elements should be considered by event organizers.

1. Power requirements, Details of power supply
2. Emergency power requirements, Environmental conditions, Event time table for power requirements.
3. Use of power generators, special power supplies for some equipment, portable tools.
4. Electrical requirement for emergency lighting and exit signs.
- 5.Power supplies for catering equipment, first aid points, incident control room, CCTV cameras etc.
6. Power supplies for heating and air conditioning.



## 5.WATER

Events must have sufficient supply of freely available or at nominal charge, potable water and clear directional signage to water.

- 1.Drinking dispensers.
- 2.Water bottles
- 3.Disposal of Waste water
- 4.Water management
- 5.Water testing.



## Other licenses

### 1. IPRS License;

Indian performance rights society .this a is the license for non-recorded music that means live music.

Ex: live singing from celebrities ,orchestra.

### 2. PPL license:

Phonographic performance license (ppl) is a UK based music licensing company any business that plays recorded music with in PPL's limit. such as a shop ,office ,restaurants or dance class will need to have a ppl license . A ppl license give the license holder a permission to play recorded music.





## Top ten Event Management Companies in India

- 1.Cineyug Entertainment
- 2.COX and Kings
- 3.DNA Network pvt ltd
- 4.E-Factor
- 5.Fountain head
- 6.Percept D mark
- 7.Sercon
- 8.Sita conferences
- 9.Tafcon group
- 10.TCI consultancy services and E-Events
- 11.360 degrees
12. Top notch media and production houses.



## **UNIT III .CONDUCT OF AN EVENT**

**Planning is determining what has to be done and how planning is the process which identifies aims and objectives and establishes the methods of achieving them.**

**Event planning is the process of planning a project such as meeting, convention, trade show, ceremony, team building activity, party, or convention.**

**Steps to prepare a Event planning schedule:**

### **1.Develop event goal and objectives:**

The very first step is to establish a tangible goals and objectives .Ex why are you organize this event, what do you hope to achieve?

### **2.Organising a team:**

Any event takes them efforts to handle all of the details considered identifying one he event manager/ individual chair person for sub-committee such as venue management, speakers, entertainment, publicity and sponsors.

### **3.Set a date:**

The date might be already be present for a recurring but it is a new event be sure to considered the following before confirming up your date. Take enough time to prepare the event plan .and also be aware of Statutory and religious holidays.

#### **4.Brand the event:**

If you want your event to stand out you need to choose a timely and compelling theme that sets you apart from your competition. Create a tagline and Logo can be effective branding tool for an Event.

#### **5.Create a master plan:**

This plan should encompass all aspects of the event, including. Venue logistics & catering management, Speakers & Presenters, Publicity & Promotion, Registration, sponsor/Partner management etc

#### **6.Determine Administrative processes:**

In other words, how are you going to keep track of your planning, registration, budget, guest and speakers list etc.

#### **7.Identify and establish partnerships & Sponsors:**

Are there any organizations that you could partner with or call on for sponsorships to adjust the costs and increase potential participation, when you involve other people or groups in your event they have a stake in helping, spread the word making the event a success.

### **8.Creat a publicity plan:**

Even with the most amazing speakers or entertainment lineup, you need publicity to get people in the door, Event promotion starts with the initial notice or page on your website. Note in your newsletter or email to save the date .

### **9.Establish a budget:**

The budget should incorporate estimates for all of the key items identifies on your event master plan. Don't forget to include any travel or accommodation costs for speakers and presenters. Etc.

### **10.Determine Evaluation Process:**

When we set our initial event goals and objectives, one should also consider how we will evaluate the event to determine success.

## **Event Budget**

It is an estimate of costs, revenues and resources over a specialized period, reflecting a reading of future financial conditions and goals for a particular event.

The event budget is a projection(forecast) of the income and expenditure that the event will incur based on plans made information gathered.

### **Importance of preparing budget in event management:**

1. Profitability
2. Goal accomplishment
3. Control expenditure
4. Procuring funds
5. Effective planning
6. Direction
7. Systematic evaluation
8. Staffing and assigning responsibilities
9. Flagging potential problems
10. Accountability and ownership
11. Control mechanism
12. Coordination and co operation.

## **Factors to be considered the event budget:**

- 1.Track site rental costs:**
- 2.Estimate catering costs:**
- 3.Document transportation charges:**
- 4.Add décor expenses:**
- 5.Document entertainment and equipment fees:**
- 6.Summerise printing charges:**
- 7.Line item for gifts:**
- 8.Identify activity expenses:**
- 9.Post other expenses:**
- 10.Give yourself a contingency fund category:**
- 11.Summerized projected expenses:**
- 12.Summerise actual expenses.**

## **Checklist**

**Checklist is comprehensive list of important or relevant activities or steps to be taken in a specific order to complete an event.**

### **Benefits of checklist:**

1. It helps the event management to stay more organized.
2. It avoids confusions by presenting the various tasks to be done in an orderly manner.
3. It enhances efficiency by performing the various activities quickly and efficiently.
4. It helps in effective time management.
5. It facilitates easy delegation.
6. It paves path for germination of element of creativity.
7. It promotes superior customer service.

## **People involved in organizing an event:/Assigning responsibility**

### **1.Event Manager/Event Planner:**

Event manager is the responsible for planning and producing the whole event. procurement and resources management. He formulates, prepares and implement risk management plan and production plan.

### **2.Event coordinator:**

He is responsible for coordinating with all event professionals and ensures that business operations are efficient and effective.

### **3.Information manager:**

He manages the information acquired through different sources.

He is responsible for the documentation of all business operations carried out pre event, at event, post event.

He maintains database service providers, delegates, guests, sponsors, partners, clients, target audience ,media people, Government officials.



#### **4.Logistic manager:**

Responsible for custom clearance and other clearances. Cargo clearances., cargo insurance

He is responsible for procurement management and resources management. Move goods and merchandise from one destination to the other in the most efficient manner.

#### **5.Security manager:**

He is responsible for formulating, preparing and implementing the security plan and strategies. how to protect the people and guests and audience. And take risk in the event.

#### **6.Infrastructure manager:**

He does procurement management and resources management.

He is the responsible setting up and dismantling the infrastructure, construction of boundary walls, entrance and exit gates, drive aways ,parking lots. Construction of AC/Non AC hangers/halls seating arrangements. Construction of green rooms, staff rooms, storage rooms, power rooms, toilets, sewage system, stalls, counters etc. He is responsible for setting up electricity, water and phone connections.

**7.Catering Manager:** The catering Manager is in charge of hospitality and ensuring guests are treated well during event. The primary job role is to provide a service, organizing the food and beverages at an event. Meeting customer expectations, food and hygienic standards and financial targets .

**8. Marketing /Publicity Manager:** He is the responsible for selling the show they produce leaflets, Posters, advertising and organize the distribution.

**9. Front of House / Box office manager:**

Responsible for auditorium ,restaurant and bar areas as well as the box office. Therefore they must ensure the audience are safe and secure.

**10. Media Manger:**

The media manger deals directly with the media and during the event it needs constantly informed of progress to the audience and public and also responsible for giving right information .

**11. Venue Operation Manager:**

The management of the venue in particular the operation of facilities and equipment, maintenance, and the like is the responsibility of venue team. Health ,safety and emergencies are the key areas concern for venue operations manager.

**12. Legal Manager:**

In most cases legal advice is sought before the event and it is only with very large events that's specific legal manager is established to cover this role.

**13.Finance Manager:**

As the event draws near the main concern of this functional area is to maintain control processes, minimize expenditure and manage cash during the event.

**14.Merchandise Manager:**

The merchandising manager is responsible for the sale of merchandise, ranging from caps and posters to cd and videos. The range is frequently extensive and is sometimes advertised on the internet.

**15.Medical Manager:**

The medical managers provide first aid to both spectators and athletes. In some cases this area is responsible for drug testing.

## **Computer Aided Event Management:**

**Computer aided event management can be defined as the process of making use of information technology and computers for conducting and organizing events.**

### **Importance of computer aided event management:**

#### **1.Registrations online:**

Online registration enable attendees and participants to register online and make and secure payments online .it is simple to set up customers registration forms ,promotions ,send mail invitations and manage cancellations.

#### **2.Online map location:**

With the advent of I phones, androids and smart phones applications have become next Gen platform for event management.

#### **3.Promotion through social network:**

Social networking sites like face book and twitter have completely altered the way we think about event promotion. Letters are antiquated and emails are outdated.

#### **4.Live meetings and interactions:**

The live meetings are newest venues for the events world over. Planners and event managers are going all out to accommodate to their eager attendees ,wherever they may be.

#### **5.Achieve strategic event goals:**

Focus on completely integrating chosen event technologies into live events, demos, training, entertainment and networking in order to efficiency, cut costs and improved performance.

#### **6. Create Powerful Brand Connections:**

Event marketing technology can be outstanding catalyst for action.Attendees who find it easy to share information ,begin conversations and engage with the brand through entertainment.

#### **7.Reduction of cost:**

#### **8.Data base collection :**

We have immediate access to the wealth of relevant information about your audience desires, interests and habits. It is possible to interact with the customers online and maintain long term relationships.

### **Benefits of Computer aided management:**

- 1.Easier data management
- 2.Increased efficiency
- 3.Reduces cost
- 4.Reduces workload
- 5.Faster payment
- 6.Improved quality
- 7.Expense tracking
- 8.Easy to generate report
- 9Automatic event reminders
- 10.Online registration/cancellation.

### **EMIS- Event Management Information system**

**Event management Information System (EMIS) is the software that monitors servers, workstations and network devices for routine and non routine events.**

# THANK YOU

---