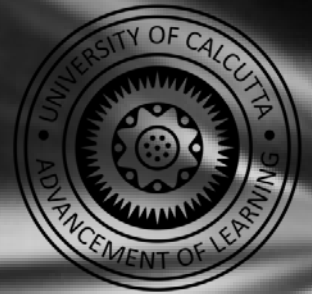


# Media Management

Masters. Semester IV



# Event Management



# What is an Event?

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context.

## Types:-

- **Corporate Events** – Events like Y2B, HR Summit and etc.
- **Education and career events** – Events like education and career fair, workshop, seminar, debate, contest, competition etc.
- **Social Events** – Events like bakkalakaar, Impact week, Discovering hope, Udaan and etc.



# SWOT Analysis in Event Planning

- **Products/Services Research**

If you are organizing a corporate event then it is necessary for you as an event manager to do research of the products/ services promoted and sold by your corporate client.

- Find out how the company promotes its products
- How the company wants to build/enhance the image associated with its product (also known as the brand image)?
- What is the market value and market share of the company and its products?
- Who are the customers of the product?
- What are the features of the product?
- What are the advantages and disadvantages of the product in comparison to competitors' products?

All this research will later help you in making an effecting promotional campaign for your corporate event.



- **Analysis Report**

After conducting market, competitors, product/service research and SWOT analysis, create a report which contain details of all the research work done by you. Documentation of your research work is important, later for event evaluation. Your analysis report will also help you in getting sponsorship for your event.



# Events planning – with 5 W's Concept

We follow 5 'W's (i.e. Why, What, When, Where, Who) principle to create an event plan.

## •Why

'Why' means, why you want to organize the event i.e. event objective. What do you want to get from the event? For e.g.: do you want to organize the event to enhance your company's brand image, to increase company's sales, to promote your client's products/services or to promote a social cause etc. Defining event objectives at the very start of event planning is very important as it gives you the direction in which you should proceed to accomplish your objectives.

Organizing an event without clear objectives is a huge waste of both time and resources.



- **What**

'What' means what you are going to do in the event i.e. what will be the:

Event Name What will be the name of the event? For example: 'BKK'.

Food and Beverage Menu It contains the list of food items and beverages you will serve during the event to guests and target audience

Guests Profile who will be your chief guest and other guests? Your guest list must include organizers, sponsors, partners, clients and specially media people. Use your imagination to create good titles to woo your guests. Like 'Guest of honor', star guest etc. Never give special treatment to one particular guest or guests' group.

Type of Entry Decide how will be the entry. Entry will be by ticket, pass or invitation only.

Entry fees What will be the entry fees? If you are going to charge entry fees, then be prepared to pay entertainment tax. Your entry fees should be according to your target audience's status. If you overcharge you won't get any audience.

Promotional Campaign How you are going to promote your event, organizers, sponsors, partners and clients: - pre-event, at-event and post-event.

Program Menu It is the list of various activities that will occur as a part of the event.

Event Budget to determine your event budget finds out what will be the cost for producing and marketing the event.



- **When**

When you are going to organize the event (i.e. date and time)? Keep following things in mind while selecting date and time for the event:

- 1) Select date and time according to target audience convenience and availability. For e.g.: don't organize events during work days, examination days or festival times. The best time to organize events is during weekends like Saturday or Sunday.
- 2) Make sure that your event's date and time, don't clash with other event's date and time specially bigger event's date and time. For e.g.: it is not a good idea to organize your music concert on a day when there is Bon Jovi concert.
- 3) Keep climatic conditions into mind while selecting date and time for your event. It can be disastrous to organize event outdoor on a day when the weather is stormy or heavy rain is expected. Here you can take help of your own experience if you are familiar with the climatic conditions of the region where you intend to organize the event or you can take the help of the meteorological department for the weather forecast. Find out how the weather will be on the day of your event.





- **Where**

Where you are going to organize the event (i.e. venue)? Check out the venue selection tips.

- **Who**

Who will be your organizers, sponsors, partners, clients and target audience?

How many target audience you are expecting to visit the event and why? You must have very good reason to this 'Why' as you will have to convince your prospective organizers and sponsors that why particular number of people will attend the event.



# Event Venue Selection

Keep following things in mind while selecting a venue for your event:

## 1) Target Audience/Guest Size

This means the number of people you are expecting to attend your event. Make sure that your venue can easily accommodate your expected target audience. Your venue should not be too small or too large for your guests. If too small, then your guests will feel discomfort. If it is too large then you will unnecessarily end up paying more for the venue. Get firm indications whether guests plan to attend your event by sending R.S.V.P clearly printed on the invitation. The term R.S.V.P is a French acronym. Its meaning in English is 'Please Respond'. If R.S.V.P is printed on the invitation then the invited guest is expected to tell the host whether or not he/she is attending the event. Since many people don't understand the meaning of this term or don't bother to reply back, it is advisable to individually call and ask your guests about their plan to attend the event. In this way you can get quite accurate idea of the guest size which will help you in deciding food and beverage quantities also.

P.S: Here guest indicates to school and NGO responsible for kids who are participating



# Event Marketing

Steps involved in creating a promotional campaign for your event

## Step 1: Setup advertising objectives.

Why you want to advertise? What is your objective of advertising? What do you want to get through advertising? For example:

- You want to advertise to create awareness about your event.
- You want to advertise to get sponsors and clients for your events
- You want to advertise to thank you your sponsors and clients.

## Step 2: Decide your promotional Activities

How you are going to promote AIESEC, your organizers, your sponsors, your clients and your partners, pre-event, at-event and post-event. Before I go any further, let's get an idea of what is media and what is media vehicle.



# Event Evaluation

## Steps Involved in Writing the Evaluation of an Event

Event evaluation is necessary to make you and your team more efficient and effective, the next time you organize an event. It is all about finding your mistakes and learning from them. Event evaluation should be done immediately after the event is over or the next day. Conduct a meeting with your team members to evaluate your event.

### Step 1: Determine the extent to which event and advertising objectives have been achieved.

If you are not able to achieve your event and advertising objectives through your event, then no matter how much people enjoyed the event or how much popularity your event got, it is a complete failure on a commercial level.

### Step 2: Get feedback from your clients and target audience.

One good way of getting feedback is through feedback form. To make sure that your clients give you feedback, make the feedback form part of your Exit pass form. The exit pass form is required to get exit pass for security clearance, to remove exhibits from the facility. To get feedback from target audience/ guests, make feedback form part of your gift voucher. A guest can redeem the gift voucher only when he/she fills the feedback form and give it back to an attendant. These tactics are required to get feedback, as people are generally reluctant to give any feedback in writing.



The End

