

# **Event Management**

## **Presented By**

**Mankanta C M**

Lecturer in Commerce

JSS College of Arts and Commerce

Gundlupet – 571111

**Sowmya K**

Lecturer in Commerce

JSS College of Arts and Commerce

Gundlupet-571111

# Introduction :

There are various companies hosting and organizing events on a usual basis. These range from the small time private events to the large-scale international events. Although, the large scales one do happen far rarer, but then the amount of returns they turn out is far beyond expectations. Though, in the past there have been events that have also resulted in losses to the hosts and sponsors for varied reasons. But then, all said and done, event management is concerning organization and execution, and that is precisely where the money lies. Those in the field are paid for their services.

# Definition

- Event can refer to a phenomenon, any observable occurrence, or an extraordinary occurrence.
- Marketing Guru, **Philip Kotler**, defines events as occurrences designed to communicate particular messages to target audiences.
- **Suresh Pillai**, Managing Director, Eventus Management, considers events as an additional media whereby two-way or active communication is possible.

# Event Management

Management of events has traditionally been alluded to as a post marketing activity and assigned the classic production responsibility as in any manufacturing firm. The term management of events therefore carries a totally different connotation when used in the context of events. Management theory would suggest that marketing is also a part of management. Management of an event encompasses all activities involved in planning, organizing, staffing, leading and evaluation of an event.

# Event Management Procedures

These procedures might include:

- Cash management
- Food serving and hygiene
- Waste collection
- Marshaling of competitors
- Restriction of access to certain areas
- Arrival and greeting of visiting dignitaries
- Loudspeaker announcements during the event
- Giveaways of merchandising or free food and drink
- Raffles and fundraising
- Interviewing Event Staff

# Areas of business in Event Management

- **Party Organizing :** party is an event, party organizing has potential for earning livelihood. And individual can become a party organizer in different Areas for his clients (or customers).
- **Catering :** a career in catering is getting importance during these days in cities and towns. It requires exclusive knowledge of how to prepare and service large quantities of food and beverage for special events.
- **Wedding Plan :** it is also one of the self employment opportunities available to people. Infact it has acquired status of a profession during these days. A wedding planning business can be set off anywhere. It is more profitable if it is started in cities and towns.
- **Corporate Event Plan:** it is a gathering that is sponsored by a company in order to promote a product or services or disseminate information to its stakeholders.

# Tourism Product

As tourism is termed as a very big industry, like other industry it also sells its product to the potential tourist. But there is a big difference in the tourism product and other products. As tourism is termed as a smokeless industry and unlike other product it has not its own entity or a single item but it is the combination of different products, services and attractions.

A tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

The tourist product can be analyzed in terms of its attraction, accessibility and accommodation.

# CHARACTERISTICS OF TOURISM PRODUCT

By now, you must have understood what a tourism product is. Now let us look at some of its characteristics:-

- 1) Intangible:** Tourism is an intangible product means tourism is such kind of product which can not be touched or seen and there is no transfer of ownership, But the facilities are available for specified time and for a specified use. For e.g. a room in the hotel is available for a specified time.
- 2) Psychological:** The main motive to purchase tourism product is to satisfy the psychological need after using the product, by getting experience while interacting with a new environment. And experiences also motivate others to purchase that product.
- 3) Highly Perishable:** Tourism product is highly perishable in nature means one can not store the product for a long time. Production and consumption take place while tourist is available. If the product remains unused, the chances are lost i.e. if tourists do not purchase it. A travel agent or tourism operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit a particular place, the opportunity at that time is lost. It is due to tourism reason that heavy discount is offered by hotels and transport generating organizations during off season.



- 4) Composite Product:** Tourist product is the combination of different products. It has not a single entity in itself. In the experience of a visit to a particular place, various service providers contributes like transportation The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to tourism experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
- 5) Unstable Demand:** Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times there is a greater strain on services like hotel bookings, employment and the transport system, etc.

# Classification of Tourism Products

Tourist products helps in mobilising the revenue. Therefore they are efficiently marketed and maintained to earn revenue.

## 5.5 Classification of Tourism Products

Tourism products can be classified into the following types:

### 1. **Natural Tourism products :**

Tourism products created by the nature spontaneously are called natural tourism products. Sea river beaches, islands, mountains, hills, caves, lakes, waterfalls, rivers etc. are a few examples for natural tourism products. For example, beaches of Goa, snow capped mountains of Kashmir, Himalayan mountains, Nandi Hills at Bengaluru, Sharavathi water falls at Gerusoppa, Shimoga, Flora and fauna at Bandipur National park etc. are natural tourism products. They are also known as natural

attractions.

## **2. Man made Tourism products :**

Tourism product built by human efforts are known as manmade tourism products. They are purposefully built to attract large number of tourists. Museums, Zoo, theme parks, palaces, temples, forts, Art gallery, exhibitions etc. Man made tourism products also include customs and traditions of destinations. For example Yakshagana at Dharmasthala, folk dance, classical dance, music, handicraft gallery, fairs, festivals etc. are also manmade tourism products. They are created or built to attract large number of tourists. Tajmahal, Red Fort, India gate, Indus Valley site, National Museum setup in New Delhi, Craft gallery at Channapattna etc. are largely visited manmade tourism products.

## **3. Site based tourism products**

Some places (destinations) are most attractive on account of their natural beauty and importance. They are known as site based tourism products. Large number of tourists visit such destinations. Taj Mahal at Agra, Palace at Mysuru, Sunset at Kanyakumari, Sardar Vallabh bai patel statue on the Bank of Narmada, Natural water falls at Sharavathi etc. are site based tourism products.

## **4. Event based tourism products :**

Events attract tourists to destinations in different forms. They may visit such destinations either as spectators or participants or both. Kite flying at Ahmedabad, Olympic games, Khajuraho dance events etc. are examples for event based tourism products. Tourists can be either spectators or participants (competitors) to these events.

## **5. Means of accessibility :**

Means of accessibility is also one of the tourism products.

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We are living in the digital world. People use the internet for everything. Whether it is buying groceries, electronics, paying bills online, shopping for a gift, planning vacation, reserving, travelling tickets, booking rooms in a hotel, buying cinema tickets etc. People are logging into their laptops, desktops, smart phones, and tablets to conduct their business.

The growing popularity of internet has expanded the scope of marketing. The traditional brick-and-mortar store has transitioned into the online store front. A person can purchase his needs conveniently by clicking a mouse button.

The rising trend of digitising business has created the need for a new kind of professionals. It has opened opportunities in e-marketing field. The demand for knowledgeable digital marketing professionals is growing steadily to meet the requirements.

E-marketing career field has created self employment opportunities in various areas. They include :

- \* Online content developer
- \* Social media marketing
- \* Search engine optimization specialist
- \* Brand management
- \* Mobile marketing specialist
- \* Web designer
- \* E-mail marketer
- \* Copy writing and editing
- \* Video / audio producer.

As per survey, the world is going digital and by the year 2020 all business houses around the world including India will have online business. This will create large number of self employment opportunities to graduates.

Thank You