

Introduction to Event Management

Meaning and definitions of Events:

There is no single universally accepted definition of event. Many authors have discussed the definition of events and the various terms used to describe them.

However, there is only limited agreement on standardised terms across the various researches:

The Accepted Practices Exchange Industry Glossary of TERMS (APEX, 2005) defines an event as, —An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions.

Goldblatt (2005) focuses on special events as —a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.

Getz (2008) notes that events are spatial - temporal phenomena and that each is unique because of interactions among the setting, people, and management systems, including design elements and the program. He highlights the fact that the biggest appeal of events is that they are never the same, and that the guest has to be there in order to enjoy the experience fully. He suggests two definitions, from the perspective of the event organizers, as well as the guests:

1. A special event is a one-time or infrequently occurring event outside normal programmes or activities of the sponsoring or organizing body.
2. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

Bowdin (2006) notes that the term —event has been used —to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.

Jago and Shaw (1998) suggest six features of special events. According to them, special events should: Attract tourists or tourism development ,Be of limited duration , Be one-off or infrequent occurrence, Raise the awareness, image, or profile of a region, Offer a social experience , Be out of the ordinary

Summarising the definition of a special event, they note it as: A one-time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience. Such events, which attract or have the potential to attract tourists, are often held to raise the profile, image or awareness of a region.