

Need and Importance of Events:

Need of Event Management:

The need for event management arises from the desire to create successful, memorable, and impactful events that meet the expectations of attendees, organizers, and stakeholders. Event management plays a crucial role in various contexts, including:

1. **Business Growth:** Companies require event management to organize conferences, product launches, and networking events, which help to promote their brand, attract clients, and increase revenue.
2. **Building Relationships:** Event management facilitates networking opportunities, fostering stronger connections between businesses, clients, and partners.
3. **Learning and Knowledge Sharing:** Educational events like seminars, workshops, and webinars require efficient event management to ensure participants gain valuable insights and engage in productive discussions.
4. **Celebrations and Social Gatherings:** Personal events like weddings, birthdays, and anniversaries require proper planning and organization to ensure guests have an enjoyable experience.
5. **Non-profit Events:** Fundraising events, charity galas, and awareness campaigns rely on event management to maximize their impact and reach their fundraising goals.
6. **Public Events:** Concerts, festivals, and sporting events need professional event management to handle large crowds, ensure safety, and create unforgettable experiences for attendees.

Event management is essential for creating well-organized, engaging, and successful events that leave lasting impressions and achieve desired outcomes. It allows organizers to focus on their core objectives while ensuring all aspects of the event are handled professionally and efficiently.

Importance of Event Management:

The entire concept of event management is regarded as one of the most intense or significant form of advertising or marketing. The whole process of event management necessarily involves the organization process. This involves the organization of a personal or a professional event. This may generally involve the seminars, fashion shows, wedding, product launches, exhibitions etc. In short, the event management involves the whole steps of conducting an event right from the planning, financing, conceptualizing etc. The present

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scenario, event management is an important area which has been evolving over the years along with the increasing opportunities.

Financial management is another important aspect that the event management companies will handle for the success of the event. This helps to reduce the chance of the finance exceeding the budget limits. Organizing a big event is not an easy task. The organizing person if he is not having enough experience it will turn out to be a failure. So many planning has to be done like room hiring, catering special diets, financial planning etc. All these things are taken care of by Event Management Companies.

- Events are often “Once in a lifetime” experience for the Participants.
- They are generally expensive to stage
- They usually take place over a short time span
- They required long and careful planning
- They generally take place only one(However Many are held annually,usually at the sense time every year)
- They carry a high level of risk, including financial risk and safety risk.
- There is often a lot at stake for these involved including the event management team.

Procurement is also one of several functions involved in complex logistic process. It is a servicing which is directed to obtain equipment or supplies or services (with proper quality, sufficient quantity at a fair and reasonable price), and to have them available at the right time.

The scope of procurements covers:

- Research and development (R&D).
- Purchase, hire or leasing.
- Production, modification, assembly.
- Maintain and support

Objectives of Event Management:

Every event must have a clearly stated overall aim; otherwise the event should not happen. Events demand a lot of concentrated effort and commitment. This commitment can only come out of a genuine belief among all participants that the aims are worthwhile and that they will be beneficial in the long term.

As well as an overall purpose any specific event must have its own set of objectives, these must be clear and be set down in a way which will allow you to judge the success of the event after completion.

Objectives should always be SMART.

- SPECIFIC to the particular event and particular aspects of it

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- MEASURABLE express the objectives in numbers and quantities
- AGREED make sure all team members know the objectives
- REALISTIC set objectives the organising team can realistically achieve
- TIMED set a timescale for achievement of the objectives