

**Event Management –Concept:**

Stages in Event Management:

**1. Planning:**

Setting goals and objectives: Determine the purpose and desired outcomes of the event, such as attendee satisfaction, revenue generation, or brand awareness.

Identifying the target audience: Define the demographics, interests, and preferences of the attendees to tailor the event experience.

Establishing a budget: Allocate funds for each aspect of the event, such as venue, catering, marketing, and entertainment.

Selecting the venue, date, and theme: Choose an appropriate location, considering factors like capacity, location, amenities, and accessibility. Set the event date, ensuring it doesn't conflict with other events or holidays. Develop a theme that reflects the event's purpose and resonates with the target audience.

Identifying key stakeholders: Determine the roles and responsibilities of the event team, sponsors, vendors, and other partners involved in the event.

**2. Organization:**

Creating a project plan: Outline the tasks, milestones, and deadlines for each stage of the event.

Assigning tasks: Delegate responsibilities to the event team, ensuring clear communication and accountability.

Coordinating resources: Manage equipment, materials, and human resources required for the event's success.

Managing vendor relationships: Select and negotiate contracts with service providers, such as caterers, audiovisual technicians, and venue operators.

Building a contingency plan: Identify potential risks and challenges, and develop strategies to mitigate or address them.

**3. Execution:**

Overseeing setup: Supervise venue layout, seating arrangements, staging, lighting, and audiovisual equipment setup.

Managing registration: Ensure a smooth check-in process for attendees, including on-site support, badge printing, and guest list management.

## **23BAE621 - EVENT MANAGEMENT**

### **MBA - SNS BSPINE**

Guest management: Address attendee inquiries and requests, manage VIPs, and provide special accommodations as needed.

Catering and hospitality: Coordinate food and beverage service, ensuring quality and adherence to dietary requirements.

Event program: Manage speaker logistics, technical requirements for presentations and performances, and overall program flow.

Staff and volunteer management: Supervise event personnel and ensure clear communication and coordination.

#### **4. Evaluation:**

Collecting feedback: Gather attendee, sponsor, and stakeholder input through surveys, interviews, and observations.

Assessing performance: Measure event success against established goals and KPIs, such as attendance, revenue, and attendee satisfaction.

Identifying areas for improvement: Analyze feedback and performance data to pinpoint opportunities for enhancing future events.