

**Types of Events:**

There are different criteria for classification of events. The basic one classifies events as planned and unplanned. Planned events are the subject of study of event management and they require setup, management, executives and certain length of time. Unplanned events are accidents, natural disasters and other similar, and they will not be taken into consideration in this unit.

Events offer a unique form of tourist attraction, ranging in scale from small community festivals, through to international trade fairs, and on to the largest of global sporting events, such as the Olympic Games and the FIFA Football World Cup. One of the key differences between events and traditional attractions is the period of time over which they impact the host community or region. Events are shortterm by definition, often lasting only one or two days, although some larger events can last significantly longer (e.g. weeks for example Kumbh mela in India ) while fixed attractions tend to draw visitors seasonally, or over an extended period. When considering the scale and impact of events, they fall into four broad categories: Mega Events, Hall mark events, Major events and local events. The key factors typically recognised as determining the perceived scale and impact of events are the level of participation, audience/spectators, and media coverage; and the degree to which an event generates significant international demand for each.

**1. MEGA EVENTS:** Events with international appeal and true global reach typically fall into the categories of major or mega-events. Such events have the potential to act as catalysts for local development, and to deliver a range of economic, socio-cultural, environmental and other benefits associated with image, branding, and expansion of the visitor economy, just to name a few.

Mega-events, as the largest and highest profile of all events, invariably, require the most significant and sophisticated infrastructure development, are typically the most expensive to host, and given the competitive bidding process for such events, typically take the longest time from inception to delivery. They also tend to have the longest legacy period. However, there are also very limited opportunities for cities and countries to host these very largest of events. Problems of infrastructure, facilities, transport and cross cultural issues are some of the limitations in the organization of these events. Despite this, many countries continue to view the investment of resources necessary to bid for and potentially host these mega-events, as one that can provide commensurate returns.

For the largest of events in particular, the specific aims and desired outcomes from a national perspective, may vary between potential host candidates depending on their level of economic development, existing infrastructure, identified security needs, plans for urban regeneration, current and desired international image, maturity as a tourism destination,

and sustainability credentials, just to name a few. Therefore it is clear that events provide different potential legacies, depending on the requirements of the respective host city or country.

Getz (2005) defines them: —Mega-events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organization.

Another author, Hall, explains that mega events owe their name to their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on economic and social fabric of the host community

**2. HALLMARK EVENT:** These are the events with the distinctive quality of the program. Hallmark events are so identified with the spirit and soul of a host community that they become synonymous with the name of the place, and gain widespread recognition and awareness. Hallmark events are of special importance and attractiveness both for participants and visitors, they attract great attention of the public, contribute to the image of destination and maintain and revitalize the tradition. Classic examples of hallmark events are Carnival in Goa, Dussehra of Kullu and Khuajoroho Dance festival. These events are identified with the very essence of these places and their citizens, and bring huge tourist revenue as well as a strong sense of local pride and international recognition.

**3. MAJOR EVENTS:** Major event is a large-scale event, with strong public interest and media coverage. Major events attract large numbers of visitors, and help the organizers achieve good economic results. In practice of management of events, these events are often sports-oriented, with an international reputation, and defined structure of competition for example: Formula One Grand Prix or trade fair exhibitions held at Pragati Maiden New Delhi.

**4. LOCAL EVENTS:** Local event is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value. These events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. They can also help with exposing people to new ideas and experiences, encouraging participation in sports and arts activities, and encouraging tolerance and diversity. Various local events are celebrated in India such as Lohrai, Baisakhi and exhibitions to display new products.

Another common way of classifying events is by their form or content:

- Cultural celebrations ( Festivals, Carnivals, Commemorations, Religious events)
- Arts and Entertainment (Concerts and Award ceremonies)

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- Business and Trade (Meetings, conventions, Consumer and trade shows, Fairs, markets)
- Sport competitions (Amateur/professional, Spectator/participant)
- Recreational (Sport or games for fun)
- Educational and Scientific (Conferences, Seminars, Clinics)
- Political and state (Summits, Royal occasions, Political events, VIP visits)

Finally, all events can be categorized as profitable and non-profit events. Non-profit events are characterized by special programmes mainly devised to enhance the image of the organizers, participants or some organizations. Another type of non-profit events is charity events, devised to collect funds, not for the organizers or participants, but for charity purposes. Nevertheless, the majority of events are profitable. Their economic goal is the profit, and social objectives are related to implementation of various types of programmes - sports, cultural, artistic, business, educational, political or scientific.