

# A Case Study on Importance of Crowd Management and Interpersonal Skills During Events

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**Abstract:** *The job of a general manager and the assistant general manager is to coordinate with every member of the event. The job does not only begin in the morning of the event, but it begins on the day we decide to host the event. The general manager is the most visible person at the event, and underneath him is the assistant manager. The HOD should work with the general manager and assistant manager to ensure the event's success. The floor is dependent on the coordination and collaboration demonstrated by the general assistant manager and HOD. The general manager and deputy general manager have a lot of duties, and this is an event where he may show off his leadership skills and how he manages his staff.*

**Keywords:** Events, Crowd management, interpersonal skills, best practices and learnings, efficient staff qualities