

A Case Study on Importance of Event Planning

Ajay Kadam and Neil Mhatre

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, India

Abstract: *This case study examines the significance of event planning and its impact on the success of a corporate conference. It explores the process of event planning, including pre-event preparation, logistical considerations, and on-site execution. The study highlights the benefits of effective event planning, such as enhanced attendee experience, successful goal achievement, and positive brand image. The findings demonstrate the crucial role of strategic event planning in ensuring a well-executed and memorable event.*

Keywords: Event