

# A Study on the Upcoming Future in Event Management

**Soni Singh**

Researcher, BMS Department

Shri L. P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

**Abstract:** *Event management organizations deal with many obstacles and challenges. They have to organize different projects for clients with different tastes and requirements depending on the event and location. And when it comes, they also have to follow the covid guidelines; it all depends on them to reserve enough gathering space so that the rules and regulations are not violated. Also in the budget given by the client. Because it is also very risky in terms of budget, without proper management and experience in the field, it can cause financial and goodwill damage to the company. People have high expectations with a very smaller budget, which creates chaos in the company's workflow. As a means of marketing communication, events are increasingly important for companies. Incident management is a multidisciplinary task that is addressed in many areas in practice and research. Modeling languages such as Event Driven Process Chain (EPC) can significantly contribute to the systematic design of event management systems, as events are particularly important in terms of thorough preparation and precise execution. As a result, this paper provides recommendations for an application system and organizational architecture in the form of an EPC reference process model for incident management.*

**Keywords:** Professional, Event management, Career Opportunities, Economic Growth

## I. INTRODUCTION

This is a field where everything is done based on the future. And the amenities change by the week. Once you bid and everything is final and you get the project. When the time of the event suddenly arrives, the price of goods will rise and it will destroy everything you planned. Therefore, you must present certain experience and knowledge seasonally. Periodic cost analysis can provide you with a good place to do business and build your company's reputation. The scope of event management as a career in India is huge. This career offers a unique opportunity to transform societal beliefs. Organizing events can transform the fabric of a city by promoting economic growth, job opportunities, urban development and promoting Indigenous culture and heritage.

## II. RESEARCH METHODOLOGY

As event management has become a Trend among the youth of the country which generated a large competition in the market and where there is competition there should also be sources by which one can win in the competition. Ample of things need to be cross checked while presenting it into the market. Something should be unique in it so that you stand out in the market. The market dominator always checks the routes before stepping in. Proper execution of plans results into firms and societies growth. When it comes to business profit is the main motive but als, There should be a thought of providing service to the society. There should be a proper balance between all the aspects of business and society. Events mainly consists of society social gatherings are the base of event management. If the consumers are happy and satisfied by the service or commodity that you provide then your business is on the right path and if not then you have to take under consideration research and feedback policies. Feedbacks are the best gift to you by your customer. It gives you a second chance to fix your mistakes. Quick grievances and fixation in a company leads the firm towards the right path.

## III. FINDINGS

There are various techniques for event managers to have better events some of the techniques are as follows:

### **Get yourself a website**

No matter what you need a website nowadays. Websites help you to reach throughout the world. It helps you to reach a large number of auditions who will offer you opportunities that you have never thought of. Websites are very cheap nowadays to promote your business online. Online culture is on trend in India on a large scale.

### **Provide value to the customers**

Customers are the people who can take you either in the sky or to the ground. So treat your customer with proper resources. If you make them feel that the money they invested on you was totally worth it will help you to conduct a good review in the market.

### **Social media marketing**

Social media platforms are the wings for the business. It is a platform where you can introduce your service directly to the public free of cost. You can provide event portraits, videos, etc. On your social media handle.

### **Learn to change according to the situation**

During the pandemic we all have seen many businesses closed down and also doing up. The companies who were shut down were not prepared to change according to the situation and who were not prepared. So we have to be on the good side.

### **Set future goals and plans accordingly**

Goals are like positive energy for one to develop and explore new opportunities and businesses. New actions take you towards the path of acquiring goals but goals can only be achieved by planning accordingly. Planning also consists of actions. Right actions at the right time help in achievement of goals

### **Social media marketing**

Social media platforms are the wings for the business. It is a platform where you can introduce your service directly to the public free of cost. You can provide event portraits, videos, etc. On your social media handle.

### **Learn to change according to the situation**

During the pandemic we all have seen many businesses closed down and also doing up. The companies who were shut down were not prepared to change according to the situation and who were not prepared. So we have to be on the good side.

### **Set future goals and plans accordingly**

Goals are like positive energy for one to develop and explore new opportunities and businesses. New actions take you towards the path of acquiring goals but goals can only be achieved by planning accordingly. Planning also consists of actions. Right actions at the right time helps in achievement of goals

## **IV. MAIN CONTENT**

### **What is Event Management?**

Before we dive in to discuss the scope of event management as a career in India, let us understand the concepts of events and management.

An event is a social gathering conducted with an intent to celebrate, educate, persuade, promote, or motivate. Management is the art of getting things done by others for accomplishing a common goal. So, we can derive that event management is the art of planning and organizing an event that can be personal, social, educational, or corporate in nature.

It is a branch of project management that focuses on analyzing:

- The aims and objectives of the brand
- Its target audience

**Copyright to IJARSCT**

**[www.ijarsct.co.in](http://www.ijarsct.co.in)**

- Conceptualizing and customizing the event
- Planning logistics
- Optimum utilization of physical, human, and financial resources
- Executing the event as per the proposed plan.

**The sequential flow of event management is broadly divided into three categories. There are as follows:**

- Pre-event activities
- During-event activities
- Post-event activities

The pre-event activities are the most crucial stage which takes place before the event. The process begins when the creative conceptualizer plans the theme of the event and continues as the various departments of communications, design, and marketing coordinate together to organize the event.

The During-event activities are the actual implementation of the proposed event plan. The event manager or the overall coordinator of the event must be present at the event venue to monitor the departments.

The post-event activities include event evaluation and performance appraisal of the coordinators and departments. Seeking feedback about the event is an important step that is used to measure customer satisfaction and obtain suggestions for the future.

Event management strategy it is widely recognized that events present opportunities as a powerful economic and tourism generator, while bringing a range of social and community benefits to the host destination. The main drivers of this strategy are the cultural, social and environmental benefits of community events. A clear vision is needed to give business direction into the future. Hence the development of an event management strategy for irwin. In the development of this strategy our objectives are:

- Acquire a good knowledge of the events and existing places;
- Clarify the role and responsibilities of the event management company to support and organize events;
- Develop a sustainable and results-oriented event program that maximizes the potential of our participation in events;
- Integrate the cultural, lifestyle and environmental factors of the destination into the program of events;
- Pursue the campaigns which support the events and contribute to the global marketing of the destination.

## **V. LITERATURE REVIEW**

Project management is linked to event management (also known as event planning). Festivals, conferences, sporting events, community based events, charity events, educational events, and leisure activities are all examples of project management in action. Prior to launching the event, ramsborg et al. (2008) state that event management entails recognising the audience, studying the brand, arranging the logistics, and coordinating the technical parts. According to ziakas & boukas (2014), event management involves a variety of sectors, and each part is documented differently. Allen et al. Had already noted this in previous investigations (2011). According to them, the event or catering manager, who is also in charge of large internal activities and events, manages business

Events in hotels. They also state that events can range in size from small gatherings of less than 10 people to massive conventions with vast groups of people that may necessitate the use of resources of the metropolitan area as a whole as a result, the event management sector must show diversity when planning and executing these events (allen et al. 2011)

Business events, on the other hand, differ from festivals, cultural and sporting events in that they require different resources, are handled differently, and create distinct outcomes (barrows et al. 2012). (Barrows, powers & Reynolds 2012). Conventions are the most important business gatherings. Conventions, according to barrows et al. (2012), are official gatherings of one or more groups and corporations within a certain industry who assemble at predetermined locations to engage in or discuss similar topics. Meetings centered on the profession, fandom, and industry are the most common. Furthermore, according to sugden (2011), trade conventions focus on a certain industry or industry segment and include prominent speakers, vendor exhibits, and other information relevant to the group or gathering. They believe that such events are organized by the community or society in order to promote a particular topic. Sales and events based on guest celebrities and pop culture are common at fan gatherings.

## VI. CONCLUSION

If you're new to event planning, you'll need to hire a business that specializes in it. This will assist you in planning a great event and gaining a better understanding of the creative aspect of it. You can look for the greatest one online, through a friend's recommendation, or by yourself. You can easily conduct an internet search or contact anyone who organizes any type of event to discuss this matter being an occasion control business enterprise; we've got many obligations and obligations to fulfill. The obligations and obligations of the occasion control business enterprise are too many in comparison to different fields. This is due to the fact that if we no longer set up the activities in a right manner it can cause divorce in consumer dating and that might honestly damage the picture of the business enterprise. Moreover; if any mistake takes place then there's no hazard for correcting it for a lengthy time, so it becomes steeply-priced for the organization to correct its mistakes. Every event, no matter how little or large, has a budget. It's critical to create a business plan and keep your spending under control, regardless of the size of the project or the number of events you want to host. Having a final payment deadline can help you stay on track with your budget. Make sure your customers are aware of the policy and when they must pay. Although you can re-evaluate your expenditures as the occasion approaches, sticking to your original allocated amount is easier.

## VII. SUGGESTIONS

### **Define your goals.**

If you're working with an event planner, she might send you a list of goals to accomplish. If not, collaborate with your customer to develop precise event objectives. Make these objectives as specific as you can. What number of automobiles do you want the parking attendants to move each hour? How many questions do you think you'll be able to cram into a single question-and-answer session? Wherever possible, use numbers.

### **Begin planning right away.**

The sooner you can confirm an event's information, the better. Start calling as early as a year ahead of time to secure your venue and take advantage of vendor early-bird deals. While it's necessary to make flexible agreements at this stage (you don't know how many people to expect, after all), contacting venues and vendors early on saves you time, money, and headaches.

### **Work out a deal with vendors**

Every event is unique. Vendors are aware of this, which is why many offer customized services with a range of pricing options. Instead of getting an estimate from a vendor, find out how much you're willing to pay and then offer the vendor 5-10% less. Even if the vendor raises the price, you'll stay on budget and, in many situations, save money this way.

### **Perform a practise run**

From high-stakes performances to high school award presentations, every event demands a practice run. A week before the event, do a rehearsal with employees, volunteers, and (if feasible) presenters. This allows you enough time to make significant adjustments to the event programme while also allowing staff and volunteers to prepare ahead of time. During the rehearsal, test every technology.

### **Pay attention to what others have to say.**

Understanding the participant's experience is crucial to running a successful event. Focus on the participants as much as your tasks allow on the day of the event. Look around the room. Engage in conversation with others. Real-time feedback surveys can be used to collect data.

## REFERENCES

- [1]. <https://iimskills.com/scope-of-event-management-as-a-career-in-india/>
- [2]. <https://www.brainwonders.in/blog/event-managemnet-as-a-career>
- [3]. <https://www.henryharvin.com/blog/scope-of-event-management-as-a-career-in-india/>
- [4]. <https://surejob.in/event-management-career-in-india.html>