



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution



Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A+’ Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MCA

23CAT604– PRINCIPLES OF MANAGEMENT

I YEAR II SEM

UNIT 4 –DIRECTING

TOPIC 4 –Event Management



EVENT



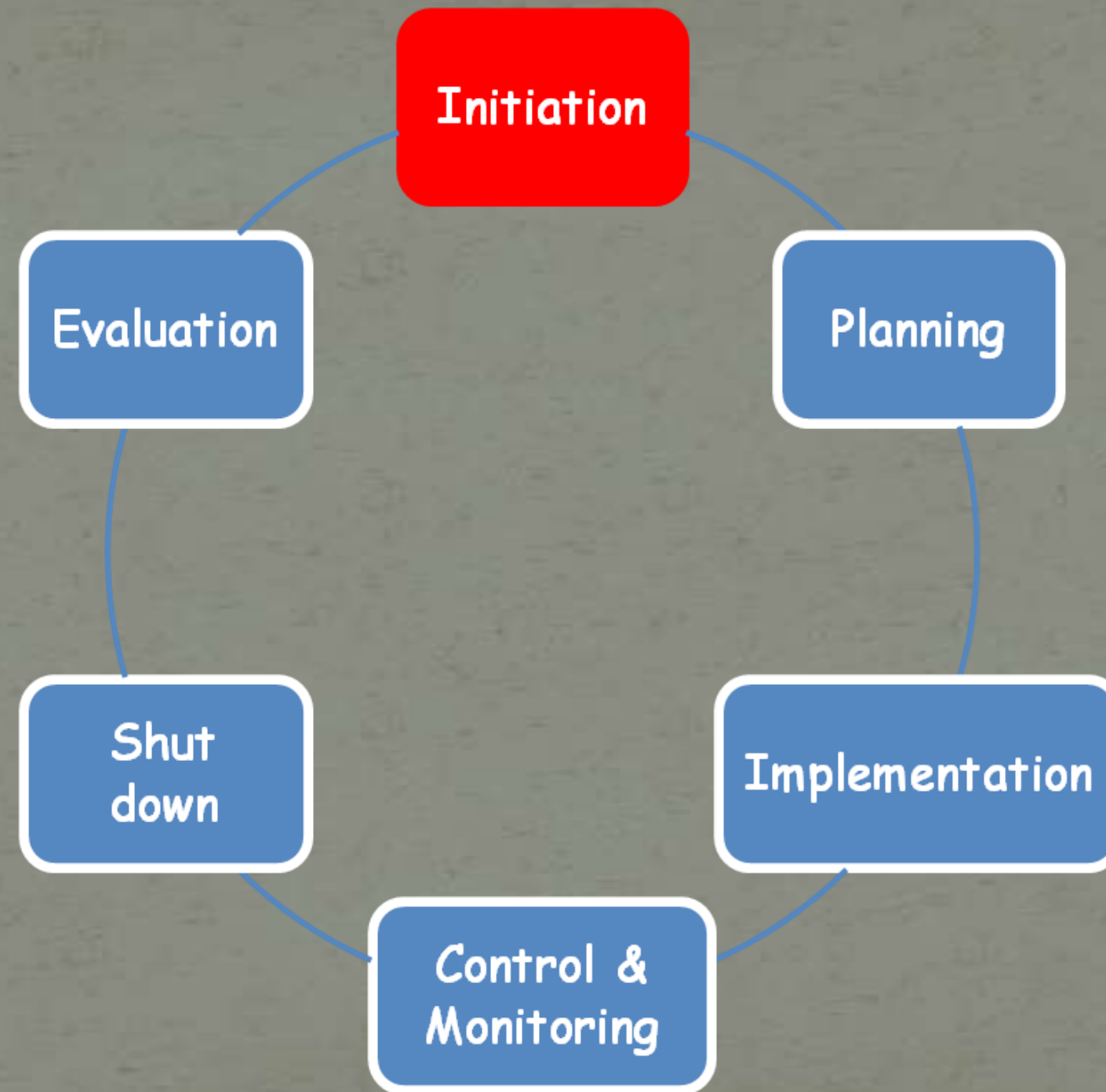
Designed experience
created in order to
achieve a given purpose
or objectives





TYPES OF EVENTS

Corporate



Private



Corporate Events



Golf Events

Conferences

Business Dinners

Trade shows / Fairs

Networking Events

Meetings Carnivals

Incentive Travel Executive

Retreat

Product Launches

Seminars

Annual Dinner

Team Building

Press Conferences

Theme Parties

Opening Ceremonies

Board Meetings



Public Events

Wedding Dinners

Wedding

Wedding Ceremonies

Anniversaries

Birthday Parties

Festival Gathering

- WHY - defining the purpose of the event
- WHO - key markets, stakeholders
- WHERE - location/ venue
- WHEN - timing/ duration
- WHAT - type/ form of the event, scale, key program and creative elements and theme



EVENT MANGEMENT

Application of the management practice of project management to the creation and development of festivals and events.

EVENT PLANNER QUALITIES AND SKILLS





ASSESSMENT-I



1. _____ is the second stage in the event planning process.

- A. Planning
- B. Research
- C. Design
- D. Evaluation

2. Inspiring the staff is a good reflection of which type of skill?

- A. Negotiating
- B. Leadership
- C. Project management
- D. Budgeting



THE AIM OF THE EVENT MANAGEMENT

To bring all factors together to produce a workable event





WHO LEADS THE EVENT

Advisor

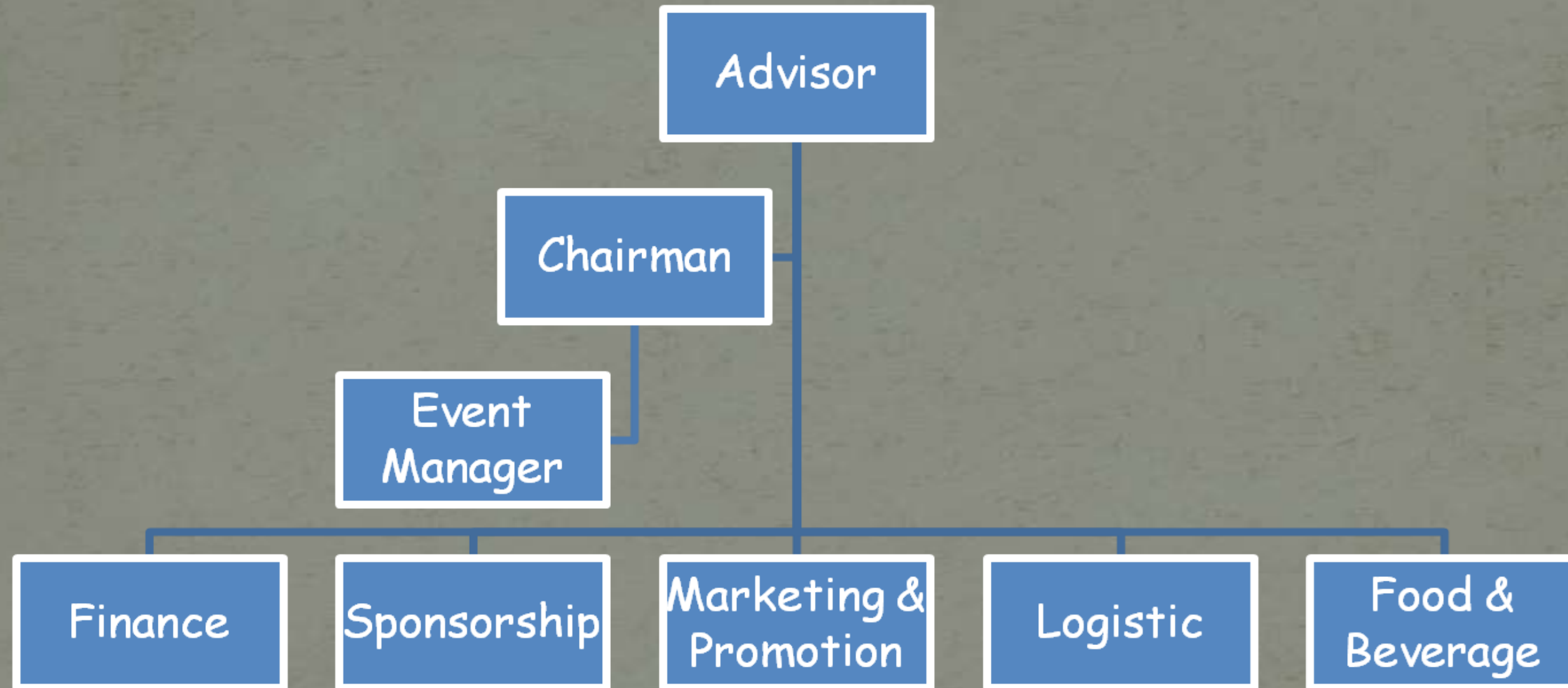
Chairman

Event Manager





EVENT MANAGEMEN CHART





EVENT MANAGER

A person who plans and executes the event

Event managers and their teams are often behind-the-scenes running the event.



ROLE OF MANAGER

- Devising the Event Concept
- Identifying the target audience
- Marketing and Communication
- Client Service
- Negotiation
- Budgeting
- Scriptwriting
- Logistics
- Booking Venue
- Audio-visual production



Public Authorities





ASSESSMENT-II

1. The most important information a meeting planner can determine prior to an event is:

- A. Past events held by the group.
- B. Expected attendance.
- C. The budget.
- D. Group demographics.

2. The first area of expertise before becoming a special event consultant is:

- A. Food and Beverage.
- B. Catering sales.
- C. Convention Services Manager.
- D. Marketing sales.



REFERENCES

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3. <https://www.slideshare.net/JoeyPhuah/event-management-12856753>