



Basics of
EVENT
MANAGEMENT

D. RAMKUMAR

BASICS OF EVENT MANAGEMENT

BASICS OF EVENT MANAGEMENT

D. RAMKUMAR

Assistant Professor
Department of Business Administration
Sri Meenakshi Government Arts College for Women
Madurai



Vijay Nicole Imprints Private Limited
CHENNAI

Published by



Vijay Nicole Imprints Private Limited

No. 1B, Second Main Road,
Ram Nagar South, Chennai – 600 091
Phone: +91-44-4283 7178, 72002 58368, 97898 33533
Email: vni@vijaynicole.co.in Website: www.vijaynicole.co.in

Basics of Event Management

ISBN (Print): 978-81-19243-45-7

ISBN (e-PUB): 978-81-19243-56-3

ISBN (e-PDF): 978-81-970198-0-7

Copyright © 2024, Vijay Nicole Imprints Private Limited

No part of this publication may be reproduced or distributed in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise or stored in a database or retrieval system without the prior written permission of the publishers and copyright holders. The program listings (if any) may be entered, stored and executed in a computer system, but they may not be reproduced for publication.

Information contained in this work has been obtained by publishers, from sources believed to be reliable. However, neither publishers nor copyright holders guarantee the accuracy or completeness of any information published herein, and neither publishers nor copyright holders shall be responsible for any errors, omissions, or damages arising out of use of this information. This work is published with the understanding that publishers and copyright holders are supplying information but are not attempting to render engineering or other professional services. If such services are required, the assistance of an appropriate professional should be sought.

Laser typeset at: **Maven Learning Private Limited, Chennai - 600 091**

CONTENTS

Preface *xi*

Chapter 1 INTRODUCTION

Introduction	1.1
History and Evolution of Events	1.2
Characteristics of Events	1.8
Events in Indian Culture	1.11
Categories of Events	1.13
Complexities of Events	1.29
Economic and Social Significance of Events	1.34
Environmental Impacts of Events	1.38
Checklist for a Sample Event	1.41
Event Management	1.43
Five C's of Event Management	1.50
Principles of Event Management	1.51
Growth and Development of Event Management Industry	1.53
Global Issues in Event Management	1.55
<i>Multiple Choice Questions</i>	<i>1.57</i>

Chapter 2 MICE AND TOURISM MARKETING

Concept of MICE	2.1
Role of Travel Agency in the Management of Conference	2.18
Trends in Convention, Meeting & Exposition	2.20
International Trade Fairs and Marts	2.22

	Event Management and Tourism	
	Marketing	2.23
	Ethical Behaviour in MICE Industry	2.29
	Unethical Practices in the MICE Industry	2.29
	<i>Multiple Choice Questions</i>	2.31
Chapter 3	EVENT PLANNING AND PROMOTION	
	Introduction	3.1
	Understanding Event's Audience	3.2
	Use of Web Technology	3.3
	Event Concept	3.5
	Event Theme	3.12
	Venue Essentials	3.16
	Site Selection	3.18
	Event Infrastructure	3.20
	<i>Multiple Choice Questions</i>	3.25
Chapter 4	EVENT BUDGETING	
	Introduction	4.1
	Importance of Budget for an Event	4.2
	Elements of Event Budget	4.3
	Classification of Event Budgets	4.10
	Steps in Budget Construction for Events	4.11
	Event Cost	4.18
	Cash Flow	4.19
	Cost Volume Profit Analysis	4.20
	Break Even Analysis	4.20
	Do's and Don'ts of Budgeting	4.22
	<i>Multiple Choice Questions</i>	4.23

Chapter 5	EVENT ORGANISATION AND COORDINATION	
	Introduction	5.1
	Roles and Functions of Event Manager	5.2
	Preparation of Operation Manual	5.11
	Developing Record Keeping Systems	5.14
	Timing, Supervision, Catering and Hospitality	5.16
	Transportation	5.16
	Teleconferencing	5.17
	Sponsors, Organisers, Customers and Guests	5.17
	Pre-event Responsibilities	5.18
	Media Handling	5.21
	Safety and Precautions	5.22
	Photo / Video Coverage	5.23
	Staging and Staffing	5.23
	Volunteer Team Building	5.24
	Sourcing and Managing Staff	5.24
	Event Logistics	5.25
	Handling Vendors and Service Contractors	5.26
	Transportation	5.26
	Parking and Accommodation	5.28
	Event Networks and Supply Chain	5.28
	Special Needs and Disabled Requirements	5.29
	Event Coordination	5.31
	<i>Multiple Choice Questions</i>	5.35
Chapter 6	EVENT FEASIBILITY AND RISK MANAGEMENT	
	Introduction	6.1
	Feasibility Study	6.2

	Importance of Risk Management	6.13
	Objectives of Risk Management	6.15
	Types of Risks	6.16
	The Risk Management Process	6.22
	<i>Multiple Choice Questions</i>	6.28
Chapter 7	EVENT MARKETING	
	Introduction	7.1
	Objectives of Event Marketing	7.2
	The Role of Marketing in Event Planning	7.3
	Development and Assessment of Market Plan	7.3
	Strategic Alternatives Arising from the Environment	7.5
	Understanding the Competition	7.9
	Segmentation of the Market for Events	7.11
	Target Marketing for Events	7.12
	Positioning Strategies of Events	7.14
	The Five Ps of Event Marketing	7.16
	Types of Advertising in Event Marketing	7.27
	Event Sponsorship	7.38
	<i>Multiple Choice Questions</i>	7.49
Chapter 8	EVENT LAWS AND PERMISSIONS	
	Introduction	8.1
	Laws Related to Event Management	8.2
	Venue / Property-related Laws	8.2
	Environmental Regulations During Event Setup and Breakdown	8.4

Goods and Services Tax (GST)	8.7
Local Body Entertainment Tax (LBET)	8.7
Customs Duty	8.8
Licenses and Approvals	8.8
Permissions and No Objection	
Certificate for Conducting Events	8.13
Waste Management and Green Events	8.15
<i>Multiple Choice Questions</i>	8.21

Chapter 9 EVENT EVALUATION

Introduction	9.1
Importance of Event Evaluation	9.2
Feedback	9.3
Problem Areas	9.5
Performance Assessment Indicators	9.5
Measuring Performance	9.6
Correcting Deviations and Issues	9.6
Evaluation Approaches	9.6
Evaluation of Events Through	
Case Studies	9.14
<i>Multiple Choice Questions</i>	9.15
 <i>Index</i>	 <i>Ind.1</i>