

EVENT MANAGEMENT

1 INTRODUCTION

1.1 Overview

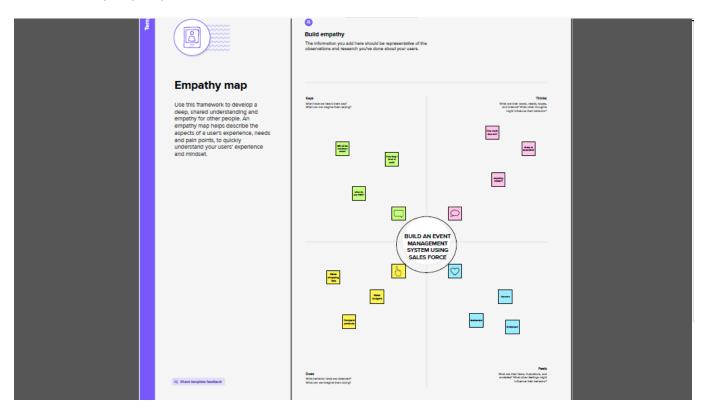
Event managers are the people responsible for planning and organizing promotional, business, and social events. They organize a range of events, ensuring the audience is engaged and the message of the event is delivered properly. Events play an important role in the success of a brand or organization.

1.2 Purpose

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.

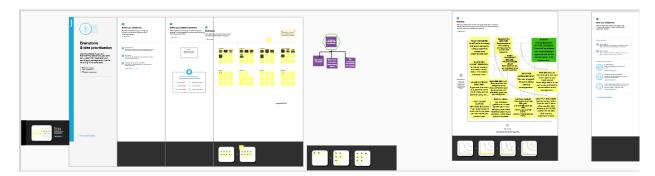
2 Problem Definition & Design Thinking

2.1 Empathy Map





2.2 Ideation & Brainstorming Map



3 RESULT

3.1 Data Model:

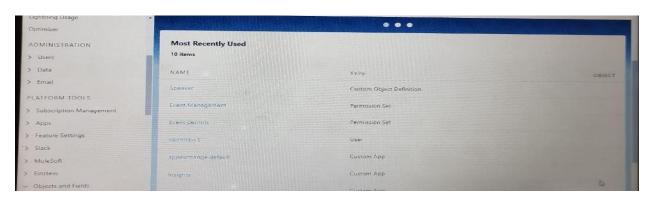
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	Event	Active	
	Event	Active	
Obj 2	Field label	Data type	
	Attendees	Active	
	Attendees	Active	



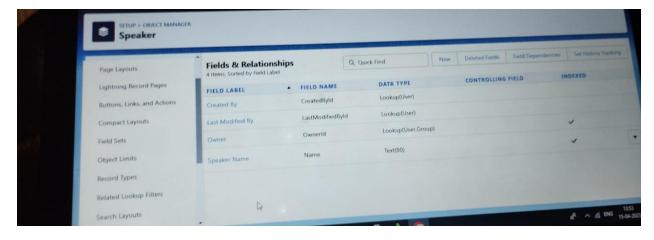
Field label	Data Type
Speakers	Active
Speakers	Active
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Field Label	Data Type
Vendors	Active
Vendors	Active
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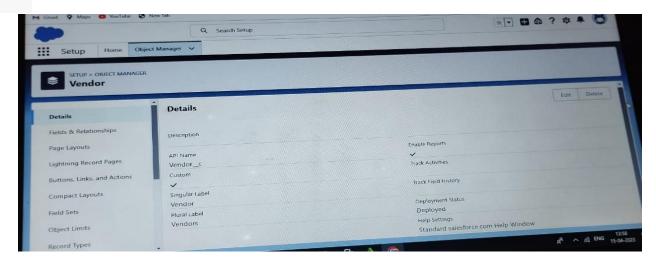
3.2 Activity & Screenshot

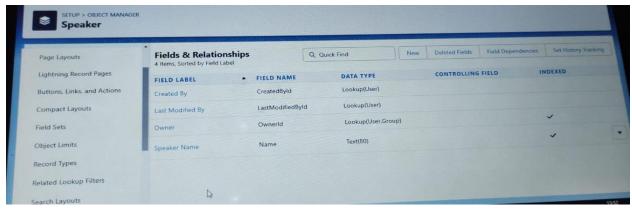












4 Trailhead Profile Public URL

Team Lead - https://trailblazer.me/id/vaiss02

Team Member 1 - https://trailblazer.me/id/susis7

Team Member 2 - https://trailblazer.me/id/ssaranya44

Team Member 3 – https://trailblazer.me/id/surid4

5 ADVANTAGES & DISADVANTAGE

ADVANTAGES:

There are many benefits to using an event management company to manage your event – stress reduction being just one of them, my clients tell me! Running an event is a complex and costly exercise so the preparation and management of every detail counts.



- 1) Saves you time and money
- 2) Gives you creative ideas and proven event formats that will work for you

DISADVANTAGES:

While there are many advantages of being an event manager, there are some disadvantages, including:

- Unconventional work hours. ...
- Time away from family and friends. ...
- Experience requirements. ...
- Job instability. ...
- Multiple events at the same time. ...
- High level of responsibility

6 APPLICATIONS

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

7 CONCLUSION

My predictions are that in 5 years time the events industry will increase due to key factors such as:

- Increase in job opportunities in the UK which increases disposable income
- Increase of tourism
- Improvement of technology to publicises events
- Increase of public transport to events

8 FUTURE SCOPE

It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.