

DELIGHT CONCEPT

COURSE CODE: ENT/MKT 309

COURSE TITLE: EVENT MANAGEMENT

Explain what you understand as an event

According to Philip Kotler, “events are defined as occurrences to communicate particular messages to target audience.” A comprehensive multimedia definition states that an event is a multimedia package carried out with a preconceived concept, customized or modified to achieve the client’s objective of reaching out and suitably influencing the sharply defined and specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction

Identify five characteristics of an event

Characteristics of Events:

1. Events offer a unique, once in a life experience.
2. Events are aimed at fulfilment of certain aims and objectives.
3. Events are specific occurrences with a shorter life span when compared to projects.
4. Events involve a substantial and huge requirement of funds and management of scarce resources.
5. Events require judicious planning and involve all important managerial functions.
6. Events involve facing an environment of risks and uncertainties

Describe five types of event you know.

Type / Categories / Scope of Events:

1. Religious Events

These are such events which satiate the religious sentiments of the people and reinforce the belief systems and mark solidarity towards ones very own religion and religious practices. Example: Kumbha mela, The Haj pilgrimage, Bengaluru Karaga etc.

2. Social Events

Social gatherings symbolize a sense of togetherness and bonding. These are usually organised to celebrate major life events and religious ceremonies. Weddings, anniversaries, gala dinners etc., qualify to be social events. Festive celebrations such as - Navarathri celebrations, Ganesh Chaturthi etc., are a combination of both religious and social events.

3. Political Events

They include any function/gathering initiated and organised by a political organization or candidate exclusively to advance and promote political purposes. These are gatherings at which people of similar political beliefs assemble to listen to speakers or express their support, raise morale. Example: Political rallies, political padayatras etc.

4. Networking Events

Networking is the process of intentionally meeting people, making contacts and forming relationships in the hope of gaining access to such business related benefits as referrals, ideas, business leads, career advice and so on. These events may be formal or informal and are usually organized by professional organizations or community centres. Example: Business networking event organized by the Karnataka Chamber of Commerce (FKCCI)

5. Entertainment Events

Entertainment events are of many types and generate the maximum publicity and viewership among target audiences. These can include live programmes like musical concerts, dance / drama performances or recorded and televised events like the Oscar Awards, Golden Globe or the Filmfare awards.

6. Awareness building Events

These are the events which intend to create awareness among the general public with regards to certain causes or social responsibilities meant for the common good of the people. These events can include rallies, candle light marches, marathons etc. Charitable events meant for fund raising towards any cause are also an example of such events.

7. Sports Events

All events conducted to promote sports activities, be it indoor or outdoor maybe called a sports event. Sports events today are being collaborated with entertainment industry thus gaining more acceptance and popularity than ever before. Example: Indian Premiere League, FIFA world cup etc.

8. Education/Academic Events

Academic events are those where students, academicians and industry representatives meet and discuss topics related to education. The goal is to approach the positions of the three stake holders in education through the exchange of opinions and experience. Seminars, workshops and conferences are examples of such events.

9. Business Events

Corporates/companies host a variety of events in the form of meetings, conventions, workshops, presentations etc. Hence while some events in this category are formal and involve a small gathering, example – board meeting of directors, some other events may involve a large gathering and be formal or informal, example – business dinners, banquets.

10. Crafts and Creativity Events

Exhibitions, fairs and expo's are sometimes organized for the purpose of exhibiting arts and crafts and other creative products and handicrafts. Such events help one discover unique, one of a kind talents, merchandise that can be marketed for a business or a social cause. Examples – flea markets, the arts and crafts fair at chithrakala parishath etc.

11. International Events

International Events are those which draw a big audience and serve to improve relationships among nations at strategic, business and political levels. Examples

– International cultural festivals, trade shows, conferences etc.

12. Promotional Events

Promotional events are those which help elevate ones business above that of the competitors. Introduction of a new product in the market, creative uses of a product and so on would require promotional campaigns.

13. Competitive Events

Competitive events are any such events which involve competition between two or more individuals or teams. They may serve to test the physical, mental strength and endurance of the participants as also their talent. These may be sports events, cultural events or even academic events.

The above listed events may also occur in combination and not necessarily by themselves in isolation.

Example – the IPL is a sports event, competitive event as well as a promotional event

What are the 5Cs of event management?

Five C's of Event Management

1. Conceptualizing

This is the first “C” involved in event management. The event manager understands from the client the specific reason for which an event is being planned. This enables the team to come up with a suitable theme or concept around which the event is to be centred. The theme should be conceptualized keeping in mind the event objective, target audience, the tentative venue, media to be used etc.

2. Costing

Costing involves the preparation of budgets, cost estimates and the sources of acquiring funds. Creating a provision for risk coverage and managing uncertainties is also done.

3. Canvassing

Canvassing activities involve networking and advertising to generate the required mileage for the success of the event, with the ultimate objective of raising funds and obtaining sponsorships for the conducting of the event.

4. Customising

Customisation of an event focuses on client satisfaction. Reinforcing client requirements towards objective fulfilment and ensuring that it has a blend of creativity and suitability to match changing trends and tastes of clients. Involves a customised approach, tailor made specifically for an event to be successful in engaging the target audience and satisfying the client requirement.

5. Carrying Out, Culmination and Control

This phase involves the actual execution of plans. It includes all those set of activities and operations that lead to event execution and fulfilment of the event objective.

In practice, each of the C's may not adhere to the sequence in which they have been presented above. There is a complex interaction between the various C's before the Carry out stage, depending on client requirements, budget constraints etc. The original concept undergoes modifications and revisions on the basis of the inputs obtained from the other C's.

Identify the benefits of record keeping

Benefits of record keeping system:-

1. Plan and work more efficiently
2. Meet legal and tax requirements
3. Measure profit and performance
4. Generate meaningful reports
5. Protect your rights
6. Manage potential risks
7. Prepare budget
8. Face risks and uncertainties
9. Innovate and expand activities

Explain in detail ten procedures to be followed in conducting an event

Procedures to be followed in conducting of events

Event management company is expected to follow certain step which lays down the path to reach the vision or mission based on the policies being framed. The procedures in general to be borne in mind are as below:

- 1) Identification of objectives- the objectives of the event is crucial which must be understood at both the ends to ensure there is sync in the event organized and to also avoid any pitfall.
- 2) Planning of events- planning is the baby step to design the work flow model of the company that helps in analyzing the various events to be organized sequentially.
- 3) Service requirements- facility requirements, catering, rooms, transportation , road closures, traffic management, floral arrangements etc are decided as per the requirements of the event5s and clients
- 4) Tapping of skilled employees- employees are the assets of the company and hence they must be carefully recruited based on the job profiles, job description, skills required by the company on whom the company can delegate the responsibilities for smooth flow of work
- 5) Forming teams- groups or teams comprising of various combination of employees have be formed to decentralize the assigned responsibilities, faster progress in work flow model, successful achievement of vision of the company
- 6) Assignment of roles & responsibilities-delegation of the work must be assigned to various teams consisting of managers, directors, coordinators, support, staff, technical staff etc who are expected to work as a team for common goal.
- 7) Checklist for events- list of the things which are going to happen in the event have to be noted and the event managers must cross check if everything is included in the event.
- 8) Risk analysis- a complete analysis of uncertain situations have to be evaluated to avoid all types of risk related to shortage of employees, excess or deficit of funds, mismanagement of resources to face all the challenges and to overcome the same

- 9) Crisis management- it refers to the challenges faced by the company with respect to unforeseen situations which can result in disaster and hence the firm has to be prepared to face such scenarios'
- 10) Coordinating teams- assigned roles & responsibilities have to be integrated in such a way that there is mutual understating between various teams to achieve the final goals for which co-operation& co-ordination is expected
- 11) Monitoring- the efforts of the company can be fruitful only when there is periodical controlling of various activities of work flow model
- 12) Outcome analysis- the company has to analyze the end results or outcome after successful completion of the events to look forward for betterment
- 13) Reporting and evaluation- periodic reporting to the higher manager projects overall performance and future estimation, scope of development
- 14) Self assessment- assessments help in working on SWOT for improvement, development of the company as whole, employees and to build strong customer relationship
- 15) Revision of procedures- analysis and improvement gives scope of re-organizing, inclusion, deletion of any policies, procedures to accommodate changing requirements of client, government policies and cultures

Identify five key decision makers in an event.

Key Decision Makers

1. Event manager: the event manager is entrusted with the task of successful conduct of the event. His decision making ability lies in the fact that he discusses the aims and objectives and other essentials of the event with the client and plans the activities accordingly.
2. Client: the client approaches the event manager for hosting the event of his choice. The client has preset ideas in mind. The client shares his ideas with the event manager who converts ideas into activities. The client shares his expectations to be met through the event.
3. Venue manager: a venue manager is the person who is in charge of the venue, which may be hall, theater, conference center or hotel. Their main job is to oversee activities and use of the facilities, which involve ensuring the venue is clean and all equipment is working. Bookings to view the stage, bump in and bump out all have to be made through the venue management team.
4. Catering manager: catering managers plan, organize and are responsible for the food and beverage services of the organizations and businesses, while meeting customer expectations, food and hygiene standards and financial targets.
5. Logistics manager: logistics managers oversee the movement, distribution and storage of goods, instruments and equipment in an event venue. Managers hire, train and evaluate employees. They prepare worker schedules and ensure that the workers follow safety rules.
6. Government: obtaining permission from government for certain events such as international events or religious events is essential. International events generate income for the nation. The government permission and facilitation for events is an important aspect of event performance.
7. Security managers: the security managers maintain law and order at the venue site. Important decisions with relation to the turmoil experienced at the previous events can be an essential consideration for making security arrangements.
8. Hospitality Manager: the main task employees will be to succeed in communicating with the customers and satisfying their requirements. The hospitality staff uses their public relation skills and facilitate customers at events.

9. Media managers: the generation of media is the bundling of internally and externally generated content and its transformation into a medium. Media plays an important role at events. Developing content for media is an important responsibility.

Clearly explain five guidelines to be adhered to in making an agreement/contract

Guidelines to making an agreement\contract:

1. Keep it simple.
2. Always include the full contract details of both parties and name a representative for each.
3. Ensure that the signatories have the power to sign on behalf of their respective organization.
4. Date the contract and state a return date as appropriate.
5. Include full and clear details of what we expect to receive.
6. Include full details of what we will provide.
7. Include specific details of the financial agreement and remember to be clear if VAT is included.
8. If we are dealing with a foreign company, be clear under which country's law the contract is drawn up and the rate of exchange applied to the fee.
9. Include a statement about what happens in the event of cancellation or if either party is unable to deliver to the agreement.
10. Include a statement about any insurance requirement.
11. At the end provide a section that allows each party to print their name, provide a signature and date their agreement.
12. Send two signed copies to the other party in order that one can be returned signed by them.

13. Ensure we keep copies on your computer as well as a hard copy in a 'contracts' file finally, always ask a lawyer (perhaps is one on your committee or board) to have a look at any document that you are unsure about. Where a significant of risk is involved always seek legal advice.

Describe the content of an event budget.

Incomes:

1. Ticket sales.
2. Entry fees.
3. Commercial sponsorship.
4. Concessions and franchises.
5. Merchandising.
6. Showcase, demo.
7. Advertising.
8. In kind support.
9. Licensing and broadcasting rights.

Expenses:

1. Trophies and awards.
2. Travel and accommodation.
3. Salaries, postage and telephone.
4. Photo, videos/medical fees.
5. Venue rent and insurance.

6. Printing and promotion.

7. Equipment and hire charges.

8. Transport.

State five roles and responsibilities of an event Manager

ROLES AND RESPONSIBILITIES OF EVENT MANAGERS:

1) Select volunteers from committees.

Completion of an event consists of several activities arranged an order. One of a few persons cannot complete the whole process. Therefore event manager should divide the entire event into several activities and assign each activity to a committee he should also choose an in charge for each committee.

2) Decide goals and themes

Event manager should decide goals and themes for the entire event. This can happen after structured brainstorming with the team members. Each team can come out with theme for their event.

3) Research audience.

Before any event objective is decided, a detailed research should be conducted to know their age group, gender, taste, fashion, religion and so on. Without knowing the target audience for the event, various activities cannot be decided.

4) Create event names and logo

In consultation with the various team members and heads, event manager should give creative name to the event. The name should be in sync with the objectives of the event. A meaning full logo should be developed to convey the theme of the event.

5) Choose evaluation method

At the time of deciding the theme and the objectives for the event, the event manger should decide the evaluation criteria and methods for determining the success rate of event. The methods and criteria should be communicated to all the team.

6) Preparation and sharing of consolidated budget

Every team should decide upon the various activities they are planning for the proposed event and resources required for the conduct of their respective activities. After collecting individual budgets. Event manager should consolidate all of them and prepare a master budget.

7) Contact potential sponsors

Success of any event largely dependent on the money collected and systematically spent. Sponsorship money certainly strengthens the spending capacity of the company. If reputed sponsors are involved in the event, it adds to the glory of the proposed event.

8) Visit and select sites

A good venue adds to the glory of good theme. Venue should be decided on the basis of the activities planned for the event. The venue selected should be easily approachable by the audience. The venue should be well connected by transportation facility.

9) Finalise site

Once the venue is selected and confirming it has all basic facilities, the company should go ahead with the negotiations with the owner of the venue. Once the venue is finalized, total area of the venue should be divided for various activities.

10) Make signs

After finalizing the areas for each activity, a sign board should be designed explaining various activities planned in the venue. Sign should facilitate participants to find sequence of the activities and the place earmarked for each event.

11) Plan publicity campaigns

Grand success of an event is dependent not only on the creativity involved in the event. The success of an event is largely dependent on how good the company is publicizing the whole event.

12) Contact media

Company can take help of different media's depending upon the need. Constant media support helps company in promoting the event in a big way.

13) Meet for evaluations

After the completion of the event, the event manager should call all the activity teams to evaluate whether the event was executed as desired.

14) Send thanking message

It is customary and desirable to send thanking message to all those helped and participated in grand success of the event.

15) Write and file reports

After the completion of the event, a brief report should be prepared explaining the whole deliberation of the event. The report should be sent to various media for printing and publicity.

List and explain five advantages of preparing an event checklist

ADVANTAGES OF PREPARING EVENT CHECK LIST:

1. Organization.

Checklists can help the event management team to stay more organized. Checklist will ensure the organizers that they do not skip any steps in conducting an event.

2. Avoids confusion

Checklist presents various tasks to be done in an orderly manner. As the activities are arranged in an order there cannot be any confusion in completing the event.

3. Efficiency

With the checklist various activities can be performed quickly and effectively checklist will reduce the possible errors to very minimum.

4. Easy delegation

Various activities are involved in accomplishing an event. Different activities will have to be delegated to different teams.

5. Effective time management

Checklist helps the organizers of the event to accomplish the whole process within a given period.

6. Creativity

Preparation of checklist is an art. It involves lot of creativity in preparing.

7. Superior customer service
Customers come to event to get enjoyable experience. Timely and orderly completion of an event brings excellence in the minds of audience.

Define a corporate event and give five examples.

A corporate event can be defined as- A gathering that is sponsored by a business for its employees, business partners, clients and/or prospective client. These events can be for largest audiences such as conventions or smaller events like conferences, meetings or holiday parties.

Corporate events are private events held by corporations or business firms for their staff, clients or stakeholders. These events can be for larger audiences such as conventions and conferences, or smaller events such as retreats, holiday parties or even private concerts.

Define Brainstorming

Brainstorming

It is a process for generating creative ideas and solutions through concentrated and freewheeling group discussion. The basis is to suspend bias and judgement to allow free flow of thoughts in a group. It combines a relaxed, informal approach to problem solving with imaginative thinking. Thus, it is a popular creativity enhancing technique.

Despite the various advantages of public relations, its limitation cannot be overemphasized.

Discuss any four limitations of public relations.

Limitations of Public Relations

1. PR cannot totally whitewash Tarnished image;

PR changes the produced minds, misunderstanding wrong impressions, misinterpretation but certainly not change the tarnished image into a solid gold block. Example mutual fund companies, money multipliers

2. It can't hide anything in the best interest of the company; The company as a family should not leak out weaknesses because competitors are always wanting to cash in on these matters. Reliance in India is only private sector company known as "fortune 500".
3. Public relation cannot create reputation out of nothing; The PRO (public relation officer) cannot create a reputation or goodwill unless there is little of it. A totally hopeless company is a hopeless company.
4. PR fails to have valued public opinion ; Public relations do not value public opinion in the same way some people draw money on a bank where they have no money. Technically a person can draw the money from the bank from his account even if there is no balance which is called as overdraft.
5. Public relations demands public speaking; Public relations reaches good conclusions to create 'mutual understanding'. PR is a great art of moving with the current but not against. To influence public mood, public view, line of thinking, the PR has to go along and then it can be bent as and when it is very opportunistic and viable.
6. PR is a very difficult discipline to understand and conduct successfully; A strategy supported by the professional knowledge of the media will be needed to get the media where one can get high responses to promotions.
7. It is hard to predict the responses of the audience; However, the responses of the PR last around 3 days to 1 week at most. A business plan will be necessary that utilizes the media exposure well without getting influenced by the needs which temporarily went up.
8. Draws end users who have bad quality; It draws the end users who have bad quality and you haven't had before into your business as your business is introduced in the media. Therefore, the claims that your business never had before might take place or it often happens that the problem of the product is picked up on.

Explain any eight responsibilities that a corporate event organizer must carryout to ensure the success of an event.

JOB RESPONSIBILITY OF CORPORATE EVENTS ORGANIZER.

1) Market research.

The first responsibility of research organizers is to conduct market research to identify opportunities for events. Market research helps event organizers to make requirement analysis of the client.

2) Analyzing event requirement.

In the requirement analysis, company should tell the client about the various requirements based on the proposed event.

3) Budget preparation.

Preparing a budget is a major issue in an event management companies. Each event varies in its magnitude and requirements. Therefore, budgeting exercise should be done with lot of caution.

4) Safety and health obligations.

Safety and health issues are equality important as the main event. The organizers should take care of health, security and safety of the participants.

5) Venue management.

Participants expect enjoyable experience by attending the event. Therefore, it is the prime concern of the organizers to offer good hospitality to the participants.

6) Organizing facilities.

Apart from conferrable event venue , the organizers should take care of the other facilities like car parking, traffic control, security, first aid and hospitality.

7) Coordinating.

Each activity in an event is special. The event organizers should select an appropriate mix of employees to handle the given task.

8) Selling sponsorship.

Conducting an event is a costly affair. In order to support this, event organizers may seek help from sponsors. The venue selected should have allotted spare place for sponsors.

9) Preparing delegate packs and papers.

Event organizers should prepare resource kit for the participants. The kit may include writing pad, pen, pencil, eraser, sharpener, white sheets etc.

10) Promotion of the event.

The event organizers should seek the help of employees of the organisation to join hands in promoting the event in the market.

11) Feedback.

Event organizers should device a mechanism to obtain constructive feedback from the participants. This is usually captured through a structured questionnaire.

12) Clearing the venue.

After the event is complete, the event organizers should ensure that the temporary erections are removed; venue is neatly cleaned and cleared.

13) Post-event evaluation.

After completing every event, it is advisable to evaluate the whole event. The evaluation should be done against the predetermined expected outcomes.

14) Preparation of reports.

Event organizers should prepare a report about the entire proceedings of the event.

These reports act as future reference materials.

Describe the various types of record keeping

1. Electronic record keeping:- most businesses use accounting software programs to simplify electronic record keeping, and produce meaningful reports.

Advantages of using electronic record keeping

- Helps you record business transactions, including income and expenses, payments to workers, and stock and asset details
- Efficient way to keep financial records and require less storage space
- Provides the option of recording a sale when you raise an invoice, not when you receive a cash payment from a client
- Easy to generate orders, invoices, debtor reports, financial statements, employee pay records and inventory reports
- Automatically tallies amounts and provides reporting functions
- Allows you to back up records and keep them in a safe place in case of fire or theft. Keep up with the latest tax rates , tax laws and rulings.
- Many accounting programs have facilities to email invoices to clients, orders to supplies

2. Manual record keeping:- some business owners may want to use a simple, paper-based record keeping system.

There are certain advantages to using manual record keeping as listed below:-

- Less expensive to set up
- Correcting entries may be easier with manual systems, as opposed to computerized ones that can leave complicated audit trails

- The risk of corrupted data is much less
 - Data loss is less of a risk, particularly if records are stored in a fire-proof environment
- Problems with duplicate copies of the same records are generally avoided

The process is simplified as you don't need to be familiar with how accounting software calculates and treats your information

Highlight the reasons for budget of an event

REASONS FOR BUDGET OF AN EVENT.

1. Financial decisions affect every area of the event and must be established early in the process and monitored on a regular basis.
2. Budgets are a clear way of identifying and allocating funds and communicating important financial information.
3. They can also be used as a basis for evaluation and to help future planning .Therefore, preparing a budget is part of the initial planning stage.
4. It includes projection revenue and expenditure from which an estimate of the net profits from the proposed event can be ascertained.
5. forming a budget begins with the costing of essentials, including the allocation of staff to the planning and of staging of the conference.
6. Then there is accommodation, transportation, catering and so on. A budget is a plan based on accurate quotes from all contractors and suppliers and careful research to ensure that no expenses have been overlooked.

7. It provides guidelines for approving expenditure and ensuring that the financial aspects of the event remain on track.
8. The budget is a part of the event proposal or the basis of the quote by the event management company to the client.
9. The budget as a document is an important planning tool, but the true value is in the degree to which the manager uses it and in the accuracy and thoughtfulness of the preparation process.
10. A budget represents the income and expenses of an organization or the individual event.
11. The event manager cannot have a successful planning structure without a budget and priorities for how the money will be spent. Therefore preparation of a budget is very essential

Discuss the communication strategies that will enhance the success of any event

Communication strategies:

- 1) Communication between all parties involved in the event planning.

Good communication is crucial during the planning stage. As the event manager, should ensure that all agencies are effectively communicating with each other.

- 2) During the event itself, the event manual and site/venue plan.

It is vital to hold valuable tools that aid good communication they contain up-to-date information. If the nature and size of the event requires a multi-agency presence, it is likely each organization will employ their own communication system and use their own equipment.

- 3) Communication with the public at the event.

There are many ways to communicate with the public at the event including information stands, printed material, stewards, screen messages and PA announcements.

. Explain any three types of writing assignment handled by public relations professional

The types of writing assignment handled by public relations professionals are:

1. Business correspondence: internal memos that inform others in the organisation about the status of projects and other subjects, external business correspondence and e- mail messages that confirm agreements and solicit support, and proposals to clients and internal supervisors that outline recommended public relations campaigns.
2. Corporate and internal communications: news and feature stories for publication in newsletters, company magazines, and other employee publications, content for website, intranets, and digital social media, scripts for training and corporate video programmes, and annual reports directed to shareholders and the financial community.
3. Publicity writing: news releases, background materials, and other written pieces designed to produce print and broadcast media coverage.
4. Marketing communications: written materials that support marketing efforts, product promotion, and customer relations, such as product publicity, product brochures and catalogue, posters and fliers, sales literature, direct mail pieces, and customer newsletters
5. Advocacy writing: writing that establishes a position or comments on an issue, endorses a cause or rallies support, such as letters to the editor and articles sent to the opinion pages of print media, speeches written for executives that are delivered at industry conferences, media events, or business meetings, and corporate or image advertising that sells the company not s specific product

Identify and describe any four areas where training can be given to technical staff

The various aspects in which training can be given to technical staff are:

Communication: Event staff should be instructed in how to contact the Event Director or other event staff prior to and during the event. Event staffs need to know who to contact if they have a problem. Training will also require the sharing of telephone and mobile telephone numbers, and may require instruction in how to use a two-way radio.

Emergencies: Event staff should be instructed in the range of emergencies that may be encountered and what they must do if there is an occurrence. They should also be counseled to expect the unexpected. Event staff may receive training in first aid, use of fire extinguishers, how to raise the alarm, evacuation procedures and who to contact in an emergency.

Equipment: The use of equipment is often problematic. For example, electronic scoreboards and public address systems are often moved from venue to venue and may be damaged in the process. Problems may arise as a result of faulty electrical connections and detached components. Event staff should receive training in how to set up, position, test, repair, service, dismantle and transport equipment. There may also be circumstances where equipment may cause injury as a result of incorrect lifting technique, electric shock, sharp edges and heat (to name a few hazards)

Expenses: Ground rules need to be set in the matter of claims for reimbursement of expenses by event staff. Arguments and misunderstandings between Event Director and staff over what expenses can be claimed should be avoided. Out-of-pocket expenses of event staff should be anticipated in the event budget. Expenses may include travel costs, clothing costs, telephone and postage costs, accommodation costs and meal costs. If all event staff receive a job description (recommended), then this would be a suitable place to convey information about what expenses can and cannot be claimed.

Location: Event staff need to be fully informed of the location(s) to which they should report. In large events, there may be multiple events running concurrently and confusion may reign if people do not know where they are supposed to be.

Handling Money: The handling of money is a considerable risk at events. Money may be collected at the ticket office, entry barrier, food or merchandising stalls. Risks include failure of staff to properly account for money taken as advance, collected at different counters, incorrect / inconsistent charging of customers etc. It is vital that event staff receive appropriate training if their responsibility includes handling money.

Safety & Security: Training should be given in checking for obstructions and hazards and in ensuring that people behave in a manner that does not endanger anyone's safety. Aspects of security include maintaining crowd control, restricting access to certain areas, keeping a watchful eye over equipment and keeping close control over cash on the premises.

Service Delivery: Training of event staff should include aspects of service delivery such as courtesy, listening to and resolving complaints, provision of hospitality, hygiene and ensuring people are assisted.

Time Management: Events are highly time bound and employees need to adhere to strict timelines/deadlines. Training of the staff should include the essentials of time management, prioritizing of tasks. Event staff should receive training about the factors that may cause delays in the event programme.

Discuss the following types of corporate events: -

i. Seminars and conferences

ii. Executive retreats and incentive programs

iii. Team building events

1. Seminars and conferences

Purpose: Organizations plan and hold these meetings with targeted audiences, and provide them with relevant information.

Description: Seminars are usually shorter events, lasting a couple hours, 1/2 day, or even a whole workday. They have single or multiple speakers, and generally keep all participants together in the same space. Conferences, on the other hand, typically have multiple sessions that occur concurrently that are geared towards different interests, different position or roles, and even skill level. They are typically held at hotels, begin with a keynote session and then hold breakout sessions by topic. A conference is usually planned for at least half of a day though generally conferences span the course of in to two days or something longer.

Executive retreats and incentive programs

Purpose: Executive retreats and incentives programs are often held at luxury resorts in exclusive destinations, and they receive the most visibility in an organization. Business development and organizational planning are typically the topics agenda, but equal weight is given to enjoyable activities as part of the original incentive and reward.

Description: Executive retreats and incentives trips typically last between three and five days and require attention to site selection, lodging, transportation, catering, business meetings, and golf and other activities. Negotiation skills must be sharp because these programs involve all aspects planning.

Team Building Events

Purpose: Team building events are meant to build upon the company's strengths while building employee confidence, goodwill, and morale. Team building events also provide the unique opportunity for employees to spend time together in a non-work environment working together to solve puzzles and complete activities. Team building events are meant to do just in building strongest teams.

Description: Corporate team buildings events have been epitomized by outdoor and physical group activities. In fact, there are companies all around the nation that specialize in hosting team buildings events indoor and outdoor courses. Team buildings vents can also focus on other types of team buildings activities from workshops to sensitivity trainings