

Block

1

INTRODUCTION TO EVENT MANAGEMENT

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COURSE INTRODUCTION

The Event Management industry has an extremely positive future. Events are special as they are created based on the people who are going to be a part of it. Events have been playing a significant role in human society since ancient times. Modern events are social, personal, cultural, entertaining, artistic, educational, business, organisational and sometimes developmental in nature. No matter what type of event, the management of events is a service activity. This context helps us to understand how events work. Today the event industry is a growing and lucrative niche for people who are interested in the ‘business of experiences.’ And this is the purpose behind the launch of this Diploma in Event Management – to make the learners understand the role, purpose and management of events.

The aim of this Diploma programme is to assist you through your learnings, in becoming a professional event manager of high calibre. You will learn how to organise an event, how to ensure its smooth running, identify and minimise risks, and maximise the enjoyment of the event audience.

We begin with the Basics of Event Management in Block 1. Here we have presented the importance of Event Management as an emerging profession and the advantages of the event industry. The industry offers tremendous scope as a major contributor to the economy and as a field that presents an array of opportunities due to the diversity in types and the inherent characteristics. For a concrete understanding of events, they have been categorised on the basis of their size, purpose and key services. To understand the business of events, its key characteristics need to be understood. Events generate impacts which need to be balanced as much. Recently the industry has indicated emerging trends, strengths and challenges, signifying its scope for expansion.

Most of you might want to set up your own events business, while others might want to work in Event Management Companies / Firms. To start your own events business could be exciting and challenging. Who is a successful event entrepreneur? You will find the answers to this question in Block 2. This Block talks about the skills required by an event entrepreneur to establish and run the business in a successful manner. To be an effective leader, you need to manage an efficient team with a mix of people who have varied skills and expertise. Interpersonal skills, networking skills, negotiation skills, technical skills, language skills and service orientation are skills, to name a few, are required from conceptualisation to conclusion of the event and beyond. The role of communication skills is central to all these skills. Communication methods such as - public relations; public speaking; meetings like personal, briefing debriefing and technology-enabled meetings; combination of verbal and written methods; and various other methods during pre-event, event and post-event stages take place. Nowadays, events are supported by high end technology support systems. Besides these, portfolios are tools that are increasingly being used by the event industry for communication as well as for: self portrayal, portrayal of organisation, helping sell services better and building reputation of the company.

Block 3 will provide the learners with insights on how to establish and run an Event Management Company. In this context, the first question that would come to mind is: How to identify and assess the right business opportunity? Following

this step would be to create a well structured business plan for building a strong business foundation. How can we create a business plan and what benefits can be derived from it? Units of this Block have elaborated on these aspects. One has to further understand the concept of organisational lifecycle, functions such as marketing, human resource management, and areas of importance such as total quality management and business ethics in order to manage an event company. Likewise knowledge of finance, an area that is otherwise considered irrelevant, is very important while establishing an event company and its management.

This Course is meant for beginners who are wishing to enter the event industry and for those who would want to start their own business of events. It also makes you realise that future successful event managers need special skills to run the business and organise events with the help of expert management.

INTRODUCTION TO BLOCK 1

This Block titled 'Introduction to Event Management' is the first Block of the Course – Basics of Event Management. This Block provides a basic understanding of the field of Event Management.

The first Unit describes the meaning and concept of event management. The historical perspective of events reveals that event management is not a new field. You will be introduced to the key elements of events and to event designing. The increasing demand of events, and the scope in terms of demand and growth of the industry has been discussed in this Unit.

The second Unit elaborates on the 'Types of Events' giving details about the categorisations in terms of size, purpose or sector to which they belong, and based on the key services provided by the event industry. The Unit discusses the above categories through various examples including the ones that are new to the industry. It also provides a glimpse of the Indian event and activation industry.

The third Unit titled 'Characteristics of Events' will help you to understand the key characteristics of events. The Unit further discusses the impact of events in the light of social, political, cultural and economical implications. It also presents the various advantages of events that make events relevant as an effective communication tool over traditional media, as an effective marketing tool and as an exciting career option.

The fourth and the last Unit, 'Growth of Event Industry in India' introduces you to the growth of the event and activation industry in India, its emerging trends, strengths, challenges, and the role of the public and private sector in providing event services. The Unit will finally build an understanding of the areas in which the event and activation industry will undergo expansion and job prospects in terms of expanding career options.

These Units will introduce you to events and the event industry, and will enable you to put in perspective the lessons which are presented in subsequent blocks and other courses of the programme.

UNIT 1 INTRODUCTION AND SCOPE OF EVENTS

Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Historical Perspective of Events
- 1.3 Event Management — The Concept
- 1.4 The Demand and Scope of Events
- 1.5 Let Us Sum Up
- 1.6 Keywords
- 1.7 References and Suggested Readings
- 1.8 Check Your Progress - Possible Answers

1.0 OBJECTIVES

The objectives of this Unit are to provide you with a basic understanding of the concept - event management and how it can be seen as an emerging profession today. The first half of this Unit covers the historical precedents, definitions and elements of events. The second part deals with the basics of how the event experience can be designed. The scope of events is contextualized in the light of the demand for events. Events are highly demand driven and are offering major career prospects through the services provided by the events industry today.

After completing this Unit, you will be able to:

- Describe the historical perspective of events;
- Define events and explain the concept;
- Understand the basic designing process of events;
- Explain the scope of events based on their demand; and
- Establish an understanding that the market for events leads to a demand for event managers.

1.1 INTRODUCTION

We come across events in our daily lives either as observers or participants, but very few of us have managed events. The aim of this programme is to ignite the minds of learners to become event managers of high potential. Event management is a process involving planning, organizing, staffing, leading and evaluation of activities for an event. The recent growth of festivals and events as an industry around the world means that management can no longer be ad hoc. For example, the elaborate weddings happening all across the world are not a one day effort, but a result of many months of thinking, diligent brainstorming, planning, evolving creative concepts and generating a celebration event - the wedding. A number of companies are hosting and organizing events on a regular basis. These events are either small scale private events or large-scale international events.

There is a huge range of events starting from big, internationally organized sports such as Commonwealth Games or Olympics, to the family naming ceremony of the new born baby next door. Event management is offering exciting career prospects in the form of concerts, music launches, weddings, theme parties, private parties, felicitation functions, product launches, exhibitions, fashion shows, community launches, trade shows, birthday parties, corporate events, etc. With the growing willingness of people to spend more on such events and with the commercialisation of event management it has emerged as a career option for the new generation, the youth. Public or private, commercial or charitable, celebratory or commemorative - events bring people together to share an experience and to produce the desired outcome.



A large number of aspiring individuals have already entered the field because they see a huge market potential as far as demand and supply is concerned. Besides this, there are event management companies that take on consultants, who work with them on a freelance basis, as and when the need arises. Creativity is the most profitable aspect of the event management profession. Here the basic task is to plan and present an event, where ‘out of the box’ thinking is applied. Besides this, other required skills are good communication and planning, marketing, budgeting, negotiation, client management, and leadership skills. One must further have immense patience and insight to see the smallest details of the event management process and always stay focused on the event goals. The other skills required for an event manager are good networking skills, good listening skills, business analytics, time management capabilities, ability to take on challenges, problem-solving skills and adjusting to rapidly changing situations.

1.2 HISTORICAL PERSPECTIVE OF EVENTS

The history of events can be traced to the history of mankind. As long as mankind has existed and lived in groups of families, and in communities, events have been taking place. Human society used to look up to traditional celebrations, in the form of ceremonies and rituals to get a break from the tedium of daily life. Events were also held to highlight some important activity or a person. In earlier times, large scale events were conducted by ordinary people. In rural settings, the celebrations of religious and folk festivals have been taking place. We still get a chance to see carnivals, festivals and fairs in different places at various times in the year. Some major events revolve around periods like Christmas or Easter of the Christian calendar, 'Dussehra' and 'Vinayak Chaturti' of the Hindu calendar, and 'Eid-ul-Zuha' and 'Milad-un-Nabi' of the Islamic calendar, through the celebration of festivals based on these times. Similarly other festivals associated with the coming of seasons, like harvest and spring seasons in India such as 'Makar Sankranti' and 'Basant Panchmi', are also celebrated. We have events that are celebrations associated with a nation's significance, such as Independence Day, Republic day and so on.

Both in private and public, people feel the need to mark the important occasions of their lives, to celebrate the key moments. Some events leave a significant impact in people's lives. Events like the Olympics and the New Millennium, help to mark eras and become significant milestones by which people measure their private lives. For instance, being 'born at the dawn of the new millennium' or she got her 'first job before the Commonwealth Games,' and so on. Historically, the organization of small local events was relatively uncomplicated and needed no extensive managerial expertise. The organization of a wedding, for example, could be done, most often, by the bride's mother with help from the two families involved and the vicar, priest, religious or other official representation. (In past times, especially up until the Victorian period, 'expert' advice often came in the form of a dancing Master, employed to give the wedding festivities some formality of style. There were also quite specific local rituals to be observed, which acted as 'checklists' for the activities). Some weddings are still done this way, and are within the ability of non-specialist people to organize and run.

Large-scale event management is not particularly a recent development. If we look at history, the Roman gladiatorial games had a variety of contests, activities and theatrically mounted sea battles, and a large crowd that flooded the arenas. The scale and complexity of such games shows that it would have required a professional event management organization to run them in today's world.

History tells us that there have been specialists of various kinds to organize events (right from temple priests for the Greek Games to the Lord Chamberlain's department for Queen Elizabeth). The coronation of a king or queen was a grand, but highly complex event. The military was called to organize state events. This involved great ceremonies, and the army officers were often seconded to do the organization of such events. This is still being followed as in the case with modern state ceremonies like parades, state visits, pageants and festivals. The organization of historic ceremonial events was done through military organizational skills.

New traditions were formed alongside the old because of the cultural collision between Aboriginal people and the first Europeans. The ancient Olympic Games were first held in 776 BC, and were restarted in modern times in 1896. The Olympic Games, first held in 776 BC at Olympia in Greece, had the purpose of celebrating the festival of Zeus, the most important Greek God. The history of the event's industry in Australia is interesting. In Australia, probably the first 'event' which took place after the arrival of the First Fleet was a bush party to celebrate the coming on shore of women convicts in 1788. After World War II, festivals with floral names became prominent such as Ballarat's Begonia Festival and Toowoomba's Carnival of Flowers, to name a few. New events emerged in the 1970s due to rise of multiculturalism, paving way towards community arts movement and a new range of festivals. In 1980s and 1990s a pattern for the contemporary events industry was established.

The Commonwealth Games in Brisbane, Australia, in 1982 brought in a new breed of sporting events. The Commonwealth Games also initiated a career in ceremonies and celebrations for an ABC rock show producer, Ric Birch, which led to his taking a key role in the closing ceremonies at the Los Angeles and Barcelona Olympics. Later in the Olympic Games of Los Angeles in 1984 it was proved that major events could be economically viable. Here a combination of Hollywood-style spectacular, with a sporting event in a manner which had not been done before was attempted to set a standard for all similar events in future. The production and marketing skills of the television industry brought the Olympics to an audience wider than ever before. The entrepreneurs who were involved in the 1980s economic boom of Australia got a learning from this and the America's Cup defence in Perth and Fremantle in 1986-87 were held, attracting major economic and tourism benefits to Western Australia. By 1988, there was an increase in special events, and this was matched by governments setting up State events corporations, thus providing public sector support to special events.

Organizational events have also left lasting legacies. These may be anything from a political party conference to a motor show. After the industrial revolution, many countries began to celebrate and display their industrial achievements, through a number of industrial and commercial exhibitions in many major cities, that often developed out of local trade fairs in towns and cities around medieval Europe. Fairs are popular events, being held through centuries for displaying products, goods and other wares. One of the first great international industrial fairs was the Great Exhibition in London of 1851, besides the one held in Paris in 1849. The London exhibition was organized in the Crystal Palace, a special hall and 13,000 exhibitors had participated from all over the world. During the Victorian period, fairs were held in London, Amsterdam and Paris especially, where a series of fairs from 1855 to 1900 were held. The Paris Exposition of 1889, that was the idea of the then French Prime Minister Jules Ferry to demonstrate France's industrial, commercial and engineering might, left behind the world famous legacy, the Eiffel Tower.

Pushkar Mela, the biggest attended fair in India, is an example of one of the biggest organized fair since ancient times. Originated on religious lines, such melas (fairs) have been a meeting ground for big and small traders, along with

traditional games and entertainment. Ancient events such as Indian fairs and festivals with their visually spectacular depiction of epic themes interwoven with singing and dancing were a means of expression of the spiritual and cultural tradition of a community.

‘The Times of India’ celebrated 150 years during 1988-89 in a grand manner and this was one of the major turning points in the life of events in India. The functions that were organized were in-house activities to promote their products, i.e. magazines to increase circulation and help people to recall their paper. The celebrations were termed as an ‘event’ as very rarely they had been organized on such a large scale. During the celebrations, several events were held for the first time. Significant among these were ‘The Raagas,’ a three-day classical music and dance festival featuring Zakir Hussain, Birju Maharaj and many well known figures. The Timeless Art Event displayed works of Anjali Ela Menon, M.F. Hussain and Manjit Bawa at the platforms 1 and 2 of the historical Victoria Terminus (VT) Station which was converted into an art gallery for ten days. Eminent personalities in Victorian tongas, handcarts and vintage cars were taken from the J.J. School of Arts to VT. The late J.R.D. Tata was amongst the esteemed guests. During the celebrations the international auction house Sotheby’s auctioned their painting on the training ship ‘Jawahar’, the proceeds of which went to charity. Timeless Art and Yves St Laurent branded T-shirts, caps, pens, postcards and ceramics were distributed in thousands. The 150th birthday of the prestigious Old Lady of Bori Bunder was celebrated by posting police, army and navy bands playing at bandstands all over Mumbai. It was a landmark event for the TOI who managed the events with their own in-house team. No event management expert existed in those days. Since then entertainment and infotainment programmes have been termed ‘events’. Today’s largest and best event management company (EMC) in India - Cineyug, was also born then.

Events become memorable due to their scale, uniqueness and frequency of occurrence. Some of such events become annual properties or Intellectual properties (IPs) for their hosts, corporate houses / sponsors. Over the years event properties that became popular are the LIC Zee Cine Awards, Coca Cola World Cup, Smirnoff Fashion Awards, Kingfisher Derby, Hero Honda Indian Television Academy Awards, Dabur Vatika Star Screen Awards, Lakme Fashion Week, IPL (Indian Premier League) and the Filmfare Awards, to name a few. ‘One-off events,’ that serve objectives for the limited duration they last, such as Bryan Adams concert, Roger Waters, Elton John Nite, A.R.Rahman ‘Live’ in concert become popular, but over a period of time, they become a part of history. Sporting events like the IPL, Olympics and Commonwealth games are much awaited events and become memorable ones. Many events today become awaited calendar happenings. The third Thursday of March every year is the most awaited day for the Indian and international film industry when the Oscar Awards ceremony is held.

Today events are happening on a mammoth scale. To quantify, in monetary terms, how much events are worth, as an industry is a challenge as the requirement of events is increasing. Events in this new millennium will be catering to all demographic segments of the population. They have come a long way in terms of categorization and specialization. Today, attempts are being made to reach out to rural India through events, by corporate for their communication campaigns.

Check Your Progress I

Note: Use the space provided for your answer.

- 1) Events were held in the past across the world. Discuss some of them with suitable examples.

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- 2) Which event was one of the major turning points in the life of events in India?

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- 3) Briefly write about events that become memorable.

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1.3 EVENT MANAGEMENT — THE CONCEPT



Event management is the application of the management practice of project management for the creation and development of festivals, fairs, weddings, exhibitions, competitive events, sports, television shows, product launches, meetings and conferences. According to Shone and Parry event management can be thought of as an art, rather than a science. The event process involves studying the needs of the client, identifying the target audience, devising the event concept, planning logistics and coordinating the technical aspects before executing the event. There has been a massive growth of the event industry around the world, suggesting that it has a positive future.

Definition of Events

Events have been defined in various ways. This section presents some of the definitions. Silvers defines event as *an experience, carefully crafted to deliver an impact on the person in attendance*. Basrur defines event as *an occasion where a gathering of a target audience meets to celebrate or experience an occurrence, designed and organized to communicate and interact with a purpose to achieve an objective*. It is a dynamic plan involving a live multimedia package, organised with a preconceived concept or idea. According to Singh, *events are an organised business. Event management is a process of organizing an activity, social or professional, for a particular target audience*.

Kotler defines events as *occurrences designed to communicate particular messages to target audiences*. In this context, Gaur and Saggere talk about events from a marketing perspective. Events have been understood as an effective marketing tool. Here events are an additional media whereby two-way (or active) communication is possible. Event is something noteworthy which happens according to a set plan involving networking of a multimedia package, thereby achieving the clients' objectives and justifying their need for associating with events.

A comprehensive definition given by Gaur and Saggere is as follows: *An event is a live-multimedia package carried out with a preconceived concept, customized or modified to achieve the client's objectives of reaching out and suitably influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two-way interaction*. From this definition it is evident that an event is a package so organised as to provide, reach and live interaction between the target audience and the client to achieve the desired impact. The population of the target audience that the event is exposed to is called the 'reach' for the event. The live interaction process facilitates communication between the clients and the audience. This process strengthens the possibilities of mutually beneficial transactions occurring in tune with the desired objectives for the event. Events have therefore been termed as 'Experiential Marketing.'

There are specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions. Such events help in achieving particular social, cultural or corporate goals or objectives. McDonnell, Allen and Toole describe these events as 'special events.' Special events can include national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches. Special events, according to them, have become a growing industry. The field of special events is now so vast that it is impossible to provide

a definition that includes all varieties and shades of events. Goldblatt has defined special events as *a unique moment in time celebrated with ceremony and ritual to satisfy specific needs*.

Getz has provided two definitions of special event, one from the point of view of the event organizer, and the other from the customer's or guest's point of view:

- i) *A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body.*
- ii) *To the customer or guest, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.*

Key Elements of Events

Gaur and Saggere have explained that events have six key elements, namely event infrastructure, target audience, clients, event organizers, venue and the media. The event hexagon shown in Fig. 1.1 depicts the interaction between the six elements.

- Event infrastructure is a broad term that encompasses the core concept, people, talent and structure.
- Target audience is the people who have the ultimate experience of the event and for whom the event organizer consciously designs the event.
- Client from the event organizers' viewpoint is the sponsor or financier of an event venture.
- Event organizers design and execute all activities concerning an event.
- The media is the vehicle used to communicate details of the event to the target audience
- Venue is the place where the event takes place.

Let us understand the roles of two very important elements in event management: (i) target audience / customers / consumers, and (ii) clients. The target audience is the group of people who ultimately experience the event and for whom the event manager consciously designs the event. Event design depends upon the demographic profile and the number of the target audience. The first step in event designing involves target audience, as you will read in the next sub-section, designing the event experience. Clients are the people or organizations who act as sponsors for any event and approach the event management companies for organizing their event. They sponsor the events because they use events as an effective marketing communication tool, in order to create for themselves a desired position in the minds of the target audience.

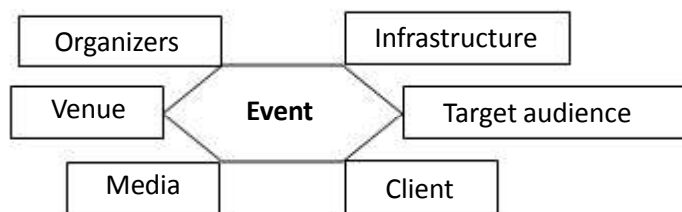


Fig 1.1: Key Elements of an Event

Event infrastructure includes those essential elements without which there cannot be any event. These essential elements are core concept, core people, core talent, and core structure. The nature of this infrastructure varies with the event types / categories and variations within a particular type of event.

The core concept of the event is related to the type / category it falls under. ‘Core concept’ is concerned with the fundamental underlying ethos / meaning of the event and how it came into existence. ‘Core people’ are people who capture the attention of the audience through their performance or acting on centre stage, playing the role of host on or off stage. Core people influence the audience to create a desired impact in terms of a favorable position for the clients’ brand in the audience’s mind. ‘Core talent’ is the expertise and skills of core people and this is important for every event type. Core talents like reputation, charisma and knowledge of the performer or host, attract and influence the audience. For example, in a music concert, the audience that gets attracted to the event depends on the talent of the performer. Further, whether the event is a classical music concert or a pop music concert, depends on the type of instrument and the music being played. Similarly in sports, every game is specialized and has limitations in terms of number of participants etc. Different talents of players are required in playing each game. Core talent is game specific, i.e. talent required in cricket differs from talent required to play basketball.

In a formal and structured event there is a proper organizational structure, in which roles and responsibilities are clearly assigned to different members of the organization along with proper delegation of authority to carry out these roles. When an organization manages a particular event type / category, it becomes specialised and therefore lucrative from its marketing point of view. This organization for efficient management is denoted as the ‘Core structure.’ Core structure is established for the purpose of efficient management of an event. Competitive events like sporting events are the most organized and structured both nationally and internationally.

Event ‘Product’

Often in event management literature, you will come across the term ‘event product.’ Additionally, Robinson et al., added event experience as a part of the actual event product. It is used to denote the market offering of an event. It includes the concepts of production and consumption within the event. Events are produced and consumed simultaneously. *Event product* according to Brassington and Pettitt, Robinson et al., McCabe, and Tersine and Hummingbird, can be understood as (i) **Core event product** – which means the actual need or want of the consumer that the event is fulfilling, (ii) **Actual event product** – which denotes the event format and content in totality, and is also called tangible product, (iii) **Augmented event product** - this means all the extras that are offered to the event consumers for delivering the event experience, and (iv) **Potential event product** – means opportunities for further developing the event in future, either by redefining the event concept or further supplementing the current concept with additional features.

Designing the Event Experience

According to Silvers, the professional event coordinator uses a sequential process to consistently produce events of any type. This process helps to deliver the intended event experience through the following steps:

- Conduct the necessary research to determine expectations, and create a customer profile / target audience who attend the event.
- Conceptualize the event, assessing the scope of the event required to meet expectations.
- Determine which event elements and components will provide the features of the desired experience.
- Visualize how all these event components will and must fit together, and design the strategy for implementation.
- Select the best products and providers available and affordable.
- Finally monitor the delivery of the experience.

The job of an event manager involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate meetings and seminars, conferences, exhibitions, wedding celebrations, theme parties, product launching etc.

An event is thus an experience, carefully crafted to deliver an impact on the people attending it. The best event experience is the one where the event design is formed with the activities, the environment surrounding the event and various multi-sensory effects (music, decoration, performances, videos etc), in such a manner that the intended impact is delivered effectively to the people in attendance. You have to remember that an event is based upon a particular need. People do not buy an airline ticket because they need an airline ticket. What they need is to be in Mumbai on Wednesday or in Amsterdam on Friday. Thus the event manager must remember that s/he is not just taking an order, but crafting a solution to what the client truly needs.

For a basic understanding to meet the needs and expectations of those attending the event, the following course of action has to be adopted:

a) Understanding Expectations

To produce an event you have to gather some basic information first - who, what, where, when and most importantly 'why' from the client.

Some clients for whom the event has to be conducted may be very open and specific regarding what they want to achieve from the event, others may not be able to articulate well at this juncture.

The event manager has to find out what type of event it is - a product launch, fund-raiser, wedding party, musical evening or any other? When and where is the event to be held? Where have the guests attended events in the past and their profile? What type of event experience will satisfy their preferences? Why is the event being held?

The event manager or event coordinator needs to have a clear understanding about the purpose of the event. Goals and objectives of the event are very important. The goal or objective may be to celebrate success, commemoration, matrimony, anniversary, festival celebrations, appreciate culture or art, increase sales or increase awareness. The entire experience that is generated through the event must have value.

Even a family reunion, anniversary, birthday party or local wedding may have measurable objectives - having specific people over, enjoyment and entertainment levels of guests, or having an event that is more lavish than a colleague or rival. The event manager has to develop an evaluation strategy from the very beginning, that will increase the chances for event's success.

b) Develop the Concept

The event manager has to conceptualize the final event. An overall picture of the final event, that is the concept, must be put together and be managed with the logistical, operational parameters and practices into the event plan. Event managers thus are quoted by Alvin Toffler as 'Experiential Engineers.' It can be done by starting with the concept, developing the theme or event name and then filling in all the details like the roots branching from a tree base, or by beginning with the event elements, and building a pyramid with all the details until a complete picture of the event emerges.

c) Creating the Event Experience

Any person who aspires to take up the event management profession has to learn how to create the 'event experience.' The event experience may be a civic celebration or a charity fund-raiser, an anniversary or a wedding, a corporate product introduction or incentive programme, a sports event or a convention event. It may be a company picnic, a hospitality reception, a grand opening or a family reunion.

To create the desired event experience the right event elements and components will have to be identified as these enhance the experience. For this the event manager will have to visualize the experience, from start to finish from guests point of view. The event manager has to identify those elements that helped in the success of the previous event, elements that will take advantage of opportunities and strengths. After studying the guests' needs, wants, expectations, then arranging the elements and adding layers of detail, the desired event experience is created. Every event experience should be designed to incorporate the six critical dimensions of an experience which are - anticipation, arrival, atmosphere, appetite, activity and amenities. These are interdependent on each other.

Check Your Progress II

Note: Use the space provided for your answer.

1) Define events.

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2) What are special events according to Getz ?

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3) What are the key elements of events?

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4) Describe the process used to deliver the event experience. To meet the needs and expectations of the audience, what can be done?

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1.4 THE DEMAND AND SCOPE OF EVENTS

Historically, the demand for events has been determined largely by social factors. These factors were the need for social integration, interaction between individuals and communities, the need for public celebration, promoting community cohesiveness, group activities, social norms and social structure. Religious, civic, trade and community rituals, and ceremonies also lead to the demand for such events.

These historical determinants still hold true in the modern societies, where despite technological innovations, events are driven primarily by social needs. But events today also address economic, organizational, political, marketing, philanthropic, fundraising and charitable needs.

Many of us must have had the experience of organizing small birthday parties, anniversaries and similar such events. Today these events are no more just family affaire, rather are extended affairs, and mostly organised by event managers as their expertise is required. Events such as concerts, fund-raisers, product launches, conferences, exhibitions, entertainment events, festivals and fairs, and sports championships need a great degree of involvement by experts from outside. Big events like these are managed as projects by EMCs.

The emergence of EMCs and the coming into prominence of the field - Event Management, as a separate industry, also indicates the increasing demand for event activities. This has led to a felt need for professionalizing the field. The

creation of events is also due to economic factors, an increasing standard of living, urbanization, changing demographics, exposure to media and increasing literacy rates. Much as in the European Union, India in the wake of globalization and liberalization is seeing the growth of the event industry as a contributor to the Indian economy through events ranging from small scale private events to large scale international ones. Be it hospitality, tourism, business, entertainment, festive, social and cultural events, the demand for events continue. Same is true for commercial events where the demand has led to an increase in trade fairs, conferences, exhibitions, product launches etc.

Events are also driven by motivations. For example, the primary motive for holding an athletic competition may be to provide an opportunity for local athletes, to display their abilities, and the secondary motives may be to provide an opportunity for people having same interests to interact with each other.

Getz underlines the motivational aspect for participating in events, which might be physical, social or personal, and also organizational. The primary need for attending a Nokia cellular phone launch may have nothing to do with personal needs, but everything to do with your organization that sent you there for organizational purpose.

People therefore participate or attend events based on several motives, not just one. These could be: fulfillment of personal expectations; for competition/achievement; to make or break a record; for educational, tourism, entertainment or recreational support for other participants in the event and so on. Ticketed events are an activity where the ability and willingness to pay the price becomes an issue, and the secondary cost implications in terms of transport, travel costs, time, distance and effort, or some other personal priority like looking after children at home becomes an issue.

Although an event may be a single activity (such as a wedding) with one homogeneous group of people attending (one market segment), certain types of events comprise a range of activities that are attended by different groups or segments of people, with different motives of being there.

Shone and Parry quote four kinds of potential demands for events - 'Current demand' (that demand which our event satisfies at the moment), 'Future demand' (that demand which our event could satisfy in the future, over a normal growth period), 'Latent demand' (that demand which is sleeping until you provide an event for it), and 'Suppressed demand' (that demand which exists for our event, but cannot get to it due to being suppressed by price, time, availability, lack of disposable income or other reasons). A new event might tap a demand that is latent or suppressed in some way.

The scope of an event can be understood in terms of its market demand. An event organizer has to first find out about the demand for an event, because without this knowledge, it is impossible to provide what the target market wants. Different events that are held in a city or town will attract different target groups. Those who attend the annual 'dastkar mela' (artisans' fair) might not be the same people who attend the annual painting exhibition. Over time, some events become popular than the others, some may be new while some may be not, all these depending on reasons like costs, extent of popularity or shortage of volunteer expertise. The planning and execution of an event not just depends on the market demand, but also on the availability and kind of expertise, funding and support.

Many times the objective is to create a new market and then expand on it. In this context, the scope of an event expands for the event organizer. For instance it can be seen that there is further potential and less exploited demand for North-East Indian Dance Festival or a tribal dance festival, and by organizing this event repeatedly, it becomes successful and grows over years. A successful example is the North Sea Jazz Festival, which began in 1975 with less than 300 musicians, few venues and visitors. The level of demand at that time was small, but over the years the number of visitors and musicians increased to 1,50,000 and 1,200 respectively. One could not have foreseen the level of demand to visit and participate in the event 25 years ago, because in those days, jazz was a latent demand. It is possible that jazz might have further potential and unexploited demand, which is not being tapped for a variety of reasons. This happens for many events.

The event market today is very diverse, is changing and cannot be seen as a homogeneous whole. It is difficult to quantify a particular type of event in a particular town, city or state. This is because the range of events activity is from small personal events to large scale events. And within each type of event there are variations. Information and data collected on any type of event will enable event managers to estimate the size and scope of that event. In order to understand the market demand of events, one should first analyze a particular event in terms of the given time, effort and the cooperation of the organizers. Once this is done, the market for the event can be analyzed too, in terms of what kind of people are likely to attend or have attended in the past, their motives of going to the event and the benefits of their attending or participating in the event.

To understand how events can be planned and marketed and how market information should be recorded, continuous monitoring and recording has to be done in the following areas - visitor numbers, visitor spending, visitor activity and participation, advertising effectiveness, and visitor satisfaction. There are a number of events for which the potential market will be just an estimate. But for some events, the potential market is known and fixed, as in the case of weddings, birthdays and anniversaries. Then there are events that, while retaining their uniqueness, recur at intervals, such as annually or biannually, and in this case, market is relatively well known from previous experience. For example if 50,00,000 people came to the International Book Fair last year, it is very likely that 50,00,000 people will come this year. Some events become perishable. A one day event, for example, an open air musical concert or a one day hockey match, may either be very exciting or may suffer from an unexpected weather condition, traffic or a clash with another similar event equally exciting.

The unique feature of events is that they break through the clutter of thousands of commercial communications or advertisements that consumers encounter every day. Events bring in customized and innovative, first hand experiences and reinforce the brand image of the product or service. As critical marketing tools for direct communication, events have started featuring as large parts of a marketing budget for any organization, and feature equally alongside advertising spends and internet marketing. Apart from creating brand awareness, events allow an independent platform for the product to be uniquely showcased, and registers in the audience's mind instantly. Many brands get rejuvenated or re-launched at various stages of their product life cycle through innovative events to gain back their market shares. Events also provide a critical 'touch and feel' experience to

the consumer through interactive mode. Events enable the implementation of marketing plans of many companies which include a) Test marketing, b) Focused sales to a captive audience, c) Increasing customer attendance in stores, and enabling sales promotions, and d) Enabling relationship building and PR activities.

Marketing research also gains significantly by events as they help in market database collection, updating of data on a regular frequency and creation of consumer panels. Events usually provide instant and accurate feedback on products and services. Over and above the marketing aspect, the economic benefits to the region holding the event is significant. Large scale events tend to give a facelift to the resources and infrastructure of a place, and generate positive employment. For example, the Commonwealth Games changed the face of Delhi's National Capital Region territory in terms of roads, bus and metro services and infrastructure.

The demand for event managers is growing exponentially with corporate, cultural and personal occasions needing professionals to manage them. Opportunities for people who want to enter the industry are expanding. One of the most profitable aspects of the field of event management is the need for creativity, which provides a major opportunity for earning. Events such as theme parties, birthday celebrations, anniversaries and other family celebrations have become glitzy events today as people are focussing on themes, décor, colours, interiors, buffet spreads, foods and beverages, and celebrity appearances. These are handled by a team in event management and offer enormous scope. This also reflects the ability and willingness of the consumer to spend for events.

The Indian events industry today broadly has the following types of services, namely intellectual properties (IPs), managed events, activations and digital events. These include MICE events (Meetings, Incentives, Conferences, Exhibitions), sporting events, rural events, field marketing, contests, awards, brand launches, personal events including weddings, events seen by a large audience at one time with the help of internet etc. These shall be discussed in the next Unit. The number of business opportunities offers great career prospects for the youth. Managed events, i.e. corporate events or personal events provide the largest revenues to the event business and hence the enormous scope. The demand for events has grown to such an extent that print and radio companies have started activation services, which are event activities of small size that help to promote or sell a product / services, in some cities across India. This shall be discussed in detail in Unit 4 of this Block. Thus event management encompasses a range of profiles that offer opportunities in different areas.

Check Your Progress III

Note: Use the space provided for your answer.

1) What do you understand by demand for events?

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2) “The scope of an event can be understood in terms of its market demand.” Discuss.

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1.5 LET US SUM UP

Events have always played an important role in our lives. They are held for a reason, and bring people together to share an experience and to achieve the desired outcome. They can range from big events like internationally organized sports eg. the Commonwealth games to small events like a birthday party at home. A look at the historical precedents tells us that events existed since the history of mankind. Ceremonies, rituals and celebration of religious and folk festivals date back to history and are happening even today. The importance of events is seen both in private and public where a need is felt to celebrate key moments.

Events have been defined by various experts. Event management is a process of organizing an activity, social or professional, for a particular target audience. The six key elements of events are the event infrastructure, target audience, clients, event organizers, venue and the media. Within the event infrastructure, there are elements called the core concept, core people, core talent and core structure without which there cannot be any event.

The Unit further presents the basic process of designing the event experience, through conducting research to determine expectations of customers; conceptualizing the event; determining the elements that will provide the desired experience; design strategy for implementation; selecting the best products, providers available and affordable; and monitoring the delivery of the experience. The best event experience is the one in which the activities, the environment, and various multisensory effects deliver the intended impact to people. The demand for events is largely driven by social factors. Today they also address economic, organizational, political, philanthropic, fundraising, charitable and marketing needs. The increasing demand for event activities led to the emergence of event management companies and the establishment of event management as a separate industry. Events are also driven by motivations. The scope of an event depends on its market demand. There are four kinds of potential demands for events - current demand, future demand, latent demand and suppressed demand. Even a new event can tap a latent demand. An event’s scope also lies where one can create a new market and expand on it.

Events bring customized and innovative experiences and also provide a critical ‘touch and feel’ experience. Creativity is a major asset and tool for event management. Being a critical marketing tool for direct communication, events are generating brand awareness and implementation of marketing plans besides

other activities. They also provide economic benefits to the region. The demand for events is growing exponentially and so is it for event managers. The growth of the industry signifies large business opportunities and career prospects. It is emerging as an exciting career option for the youth.

1.6 KEYWORDS

Creativity	:	To plan and present an event in such a manner where ‘out of box’ thinking is applied.
‘Out of box’ thinking	:	Creative thinking, thinking differently or unconventionally.
Mammoth scale	:	Enormous and gigantic scale.
Multiculturalism	:	The preservation of different cultures or cultural identities within a unified society, i.e. a state or a nation.
Tedium	:	Life moving on with things continuing to happen in the same way, making it boring.
Spectacular event	:	A large scale impressive event.
‘One-off events’	:	Events that happen as just one of their kind and serve objectives for the limited duration for which they last.
Significant milestones	:	This happens when people measure or mark an important point in their private lives through significant events.
Landmark events	:	An event that becomes significant in such a manner that it makes a turning point in the history of events. Such events mark the beginning of a period , for eg., the ‘New Millennium.’
Special events	:	Events that are consciously planned and created to mark special occasions. They are a unique moment in time and are meant to satisfy specific needs.
Target audience	:	The people who have the first-hand experience of the event and for whom the event is designed. They are the customer groups or consumers who attend the event and are exposed to the event on a face-to-face basis.
Activations	:	They are promotional campaigns / activities, usually small, carried out at multiple locations for the promotion / sales of a product or service.
Client	:	They own the event. Clients can also act as sponsors for the event. They sponsor events because they use events as an effective marketing tool to create for themselves a desired position in the minds of the target audience.

- Event product** : The market offering of an event.
- Experiential marketing** : Events are also termed as experiential marketing because the live interaction between the client and target audience facilitates communication, thus promoting mutually beneficial transaction that creates the desired impact, which is in tune with the objectives of the event.
- Event experience** : The experience an event provides to the consumer, through live interaction.
- Touch and feel experience:** Events provide such an experience to the consumers through interactive mode, which happens when they are actually present on the scene.
- Captive audience** : The event happens for a certain objective, which is targeted at a particular audience. This audience which is completely exposed to the event experience, i.e., all inputs, communication, promotions, visual influencing in the venue and time of the event is the captive audience.

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1.8 CHECK YOUR PROGRESS-POSSIBLE ANSWERS

Check Your Progress I

- 1) Events have existed since the history of mankind. Ceremonies, rituals and celebration of religious and folk festivals existed even then. The Roman gladiatorial games had a variety of contests, activities and theatrically mounted sea battles, attended by a large crowd in the arenas. Specialists were there in those days also, to organize events, such as temple priests for the Greek games and the Lord Chamberlain's department for Queen Elizabeth. The military or army officers were called to organize events like the coronation of a king or queen. The most popular games - The Olympics, that are held today were first held in 776 BC at Olympia in Greece, for celebrating the festival of Zeus. Pushkar Mela that is held in India every year, is one of the biggest organized fairs since ancient times. Probably the first 'event' which took place was a bush party after the arrival of the First Fleet to celebrate the coming on shore of women convicts in 1788. The Great Exhibition in London of 1851, and the Paris Exposition of 1889 are other examples.
- 2) The 'event' organized by the 'Times of India' in 1988-89, to celebrate its 150 years was one of the major turning points in the life of events in India. It was marked with a gala opening ceremony at the Victoria Terminus station, Mumbai. There were significant events like the 'Raagas' by popular artists, the Timeless Art Event, the auctioning by the international auctioning house

Sotheby's at the training ship 'Jawahar' and the 150th birthday celebration of the prestigious Old lady of Bori Bunder. Cineyug, India's largest and best event management company today, was born then.

- 3) Events become memorable because of their scale and frequency of occurrence. Some of such events become annual properties or Intellectual Properties for their hosts, corporate houses / sponsors; eg. LIC Zee Cine Awards, Coca Cola World Cup, Lakme Fashion Week and Idea Filmfare Awards. 'One-off events' like the Bryan Adams concert, A.R.Rahman 'live,' and sporting events like IPL, Olympics and Commonwealth Games are other examples of memorable events.

Check Your Progress II

- 1) Some of the definitions of events are as follows:
 - An event is a live-multimedia package carried out with a preconceived concept, customized or modified to achieve the client's objectives of reaching out and suitably influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two-way interaction. The population of the target audience that the event is exposed to is called the 'reach' for the event. The live interaction process facilitates communication between the clients and the audience. This process strengthens the possibilities of mutually beneficial transactions occurring in tune with the desired objectives for the event. Events have therefore also been termed as 'experiential marketing' (Gaur and Saggere).
 - Event is an experience, carefully crafted to deliver an impact on the person in attendance (Silvers).
 - Events are occurrences designed to communicate particular messages to target audiences (Kotler).
 - Event is an occasion where a gathering of a target audience meets to celebrate or experience an occurrence, designed and organized to communicate and interact with a purpose to achieve an objective. It is a dynamic plan involving a live multimedia package, organised with a preconceived concept or idea (Basrur).
 - Events are an organized business (Singh).
- 2) Getz has provided two definitions of special event, one from the point of view of the event organizer, and the other from the customer's or guest's point of view:
 - A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body.
 - To the customer or guest, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.
- 3) Events have six key elements, namely event infrastructure, target audience, clients, event organizers, venue and the media. Event infrastructure includes those essential elements without which there cannot be any event. These essential elements are core concept, core people, core talent, and core

structure. The nature of this infrastructure varies with the event types / categories and variations within a particular type of event (Gaur and Saggere).

- 4) a) For a professional event coordinator, the following process is used to deliver the intended event experience to consistently produce events of any type:
- Conduct the necessary research to determine expectations, and create a customer profile / target audience who attend the event.
 - Conceptualize the event, assessing the scope of the event required to meet expectations.
 - Determine which event elements and components will provide the features of the desired experience.
 - Visualize how all these event components will and must fit together, and design the strategy for implementation.
 - Select the best products and providers available and affordable.
 - Finally monitor the delivery of the experience.
- b) To meet the needs and expectations of the audience, the following course of action has to be undertaken:
- ***Understanding Expectations:*** Gathering of basic information first-who, what, where, when and most important ‘why’ from the client is essential. Ascertain what type of function it is - a product launch, fund-raiser, wedding party, musical evening or any other? When and where is the event to be held? Where have the guests attended events in the past and their profile? What type of event experience will satisfy their preferences? Why is the event being held? Understanding the goals, objectives, and developing an evaluation strategy with such measurements that will increase success are important.
 - ***Develop the Concept:*** Conceptualizing the final event is important and can be done by starting with the concept, developing the event name and then filling in all the details .This can be done by beginning with the event elements, and building a pyramid of details until a complete picture of the event emerges.
 - ***Designing the Experience:*** The event experience may be a civic celebration or a charity fund-raiser, an anniversary or a wedding, a corporate product introduction or incentive programme, a sports event or a convention event.

Identification of the right event elements will enhance the experience. For this the event manager will have to visualize the experience, from start to finish from guests point of view. Identifying elements that helped in the success of the previous event, and providing opportunities and strengths will help. Every event experience should be designed to incorporate six critical dimensions namely - anticipation, arrival, atmosphere, appetite, activity and amenities.

Check Your Progress III

- 1) Economic factors, urbanization, globalisation, liberalization and the emergence of event management as a separate industry have created a demand for events. The emergence of event management companies and the need to professionalize the field indicate its increasing demand. The demand has led to an increase in events like concerts, fund-raisers, product launches, conferences, exhibitions, entertainment events, festivals and fairs, sports and many more. There are four kinds of potential demands for events: current demand, future demand, latent demand and suppressed demand. A new event might tap a demand that is latent or suppressed in some way.
- 2) The demand for an event has to be recognized by an event manager or organizer, because without this knowledge, it won't be possible to provide what the target market wants.
 - Market demand is seen where events are increasingly being used: as marketing tools; for providing 'touch and feel' experience through interactive mode; for rejuvenation of brands; for enabling marketing plans of many companies and for marketing research. For some events the potential market will be an estimate, and for others like weddings or birthdays it is fixed.
 - The scope of an event expands for the organizer when the objective is to create a new market based on a demand and expand on it.
 - Large scale events provide economic benefits to the region.
 - There is a demand for professionals to handle creativity, and to add glitz and glamour to events. Every aspect of event management is becoming specialized. Thus events provide vast scope for aspiring professionals.
 - The number of business opportunities in India through intellectual properties, managed events, and activations are offering great career prospects to the youth.

UNIT 2 TYPES OF EVENTS

Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Categories based on Size
- 2.3 Categories based on the Purpose or Sector to Which They Belong
- 2.4 Categories based on Key Services Provided: The Indian Events and Activation Industry
- 2.5 Let Us Sum Up
- 2.6 Keywords
- 2.7 References and Suggested Readings
- 2.8 Check Your Progress – Possible Answers

2.0 OBJECTIVES

In the previous Unit, we had learnt about the historical contexts of events and the basic concept of event management. We also got a glimpse of the demand and scope of events. For a deeper understanding of events, it is important to know about the various types of events that are organized. A particular category or type of event highlights its core concept. In this Unit we will be learning about the different types of events falling under three major categories. More specifically, in this Unit, you will come across several examples of various types of events, under the respective categorisations.

After completing this Unit, you will be able to:

- Understand the various categories / types of events;
- Analyze events in terms of their range - small scale events to large scale events; and
- Develop familiarity with the Indian Events and Activation Industry.

2.1 INTRODUCTION

A look at the varieties of events that are happening around us help us to put them in categories based on their purpose or to a particular sector to which they belong. For example mega, major, minor, activations, sporting, rural, social, entertainment, cultural, art, MICE, and so on. However, you would be surprised to know that every event has its own uniqueness and specialty and does not get repeated. Getz, who has done groundbreaking work in the typology of events, stated that “events are transient, and every event is a unique blending of its duration, setting, management, and people.” This suggests the blending and linkages between management, time, staff, attendees (people) and venue(s) for the execution of an event.

Fig. 2.1 provides a glimpse of the different types of events, also called special event genres, that can be applicable to the Event Management profession. A

professional event manager / coordinator may specialise specifically in any one type of event along with the clientele, or may focus on one or two primary genres.

Event Types	Event Management Subfields
<ul style="list-style-type: none"> • Association Meetings / Events • Attraction Events (Amusement Parks) • Business Incentive Events • College / University Events • Concerts • Corporate Meetings / Events • Exposition Events • Fairs or Festivals • Fund-raising Events • Government / Political Events • Military Events • Social Events • Sporting Events • Weddings 	<ul style="list-style-type: none"> Civic Events Conventions Expositions Fairs and Festivals Government Hallmark Hospitality Incentive Travel Meetings and Conferences Retail Events Reunions Social Life-Cycle Sport Events Tourism
<p><i>Source: Event Solutions, Fact Book (2002)</i></p>	<p><i>Source: Goldblatt (2002)</i></p>

Fig 2.1: Special Event Genres

Whatever genre or type of event you are interested to specialize in, you should understand how you will be able to serve your target market better through a thoughtful analysis of needs, resources, and physical requirements for an event. Before moving ahead with the chapter, we need to understand that the event industry has no definite categorisation. The industry is a dynamic and evolving industry, based on contemporary social and economic developments. However for the ease of understanding of learners, this chapter has explained the different types of events under three categories.

2.2 CATEGORIES BASED ON SIZE

Mega-events

The largest events are called mega-events. These are generally targeted at international markets and affect whole economies. Mega-events get extensive media coverage. Some good examples are the Olympic Games, World Cup Soccer, Maha Kumbh Mela and the World Fairs. Getz has defined Mega-events as follows:

“Their volume should exceed 1 million visits, their capital costs should be at least \$500 million, and their reputation should be of a ‘must see’ event... Mega-

events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination.”

According to Hall, who specializes in researches on events and tourism, Mega-events are defined as follows:

“Mega-events such as World Fairs and Expositions, the World Soccer Cup final, or the Olympic Games, are events which are expressly targeted at the international tourism market and may be suitably described as ‘mega’ by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on economic and social fabric of the host community.”



Mega-events characterize of great tourism benefits due to their international outreach. There is an enormity of costs involved in organizing mega-events, thus making it difficult to calculate them accurately with so many stakeholders (mostly the government being involved). The Commonwealth games, is yet another international multi-sport event involving athletes from the Commonwealth Nations. First held in 1930, the event has been taking place every four years (except 1942 and 1946), and is described as the third largest multisport event in the world after the Olympic Games and the Asian Games.

Though the best example of mega-events are the Olympic games because of the enormous costs, sponsorship, economic impacts and world-wide audience. Another great example of mega event is the Maha Kumbh Mela of India, a fair that is considered to be the largest peaceful gathering in the world and the world’s largest congregation of religious pilgrims ever in history. It is held every third year, by rotation in four places: Haridwar, Allahabad, Nashik and Ujjain. Thus the Maha Kumbh Mela, is held in each of these places every twelfth year. The pilgrims gather here at the confluence of the Ganges and the Yamuna rivers in Allahabad for a sacred bathing ritual, that is believed to purify and break the cycle of reincarnation. Being rated globally as the ‘greatest show on earth,’ the

Kumbh Mela that was held from January 2013 at Allahabad, was attended by 100 million people. It had the largest human gathering on 10th February 2013, which was the biggest bathing day.

The India International Trade Fair (IITF), a mega-event, is organised each year by the India Trade Promotion Organization, at Delhi. The 37th edition of the IITF held in 2017, had 'Start-up Standup' as its theme. Around 22 countries and around 3000 domestic and foreign companies participated. In 2006, IITF had more than 3 million general visitors and 2,75,000 business visitors including 91 delegations from 53 countries.

Major Events

Major events attract significant visitor numbers and local interest, generating significant tourism revenue, media coverage and economic benefits. The Chinese New Year celebrations is a popular event that is held in many capital cities, and attended largely by Chinese community. For example, in Honolulu, the event covers festivities and activities like the Lion Dance, Lantern Festival and Dragon-boat races. The Grand Australian Sumo Tournament that was held in Melbourne and Sydney in 1997, attracted strong destination promotion in Japan for both host cities. In the competitive world of international major events, many international sporting championships are becoming players such as the Wimbledon. Many major sporting events are being increasingly sought after and bid for by national sporting organizations and governments. Certain cultural and global business events also qualify as major events. The Festival de Cannes, an international film festival, celebrates cinema at the international level and promotes development of cinema across the world. The DSC Jaipur Literature Festival is Asia's biggest literary festival, organised every year in January, at Jaipur, since 2006. Its popularity was rated by Miranda Seymour as the 'grandest literary festival of them all.'

In the area of meetings and conventions, international conferences are sought after and bid for by tourist bureaus with the same enthusiasm as major sporting and cultural events. For example, many countries participated in BioAsia 2013- the Global Business Forum, an event held at Hyderabad in India, to promote biotechnology in India. The 2010 World Expo held at Shanghai, China and the World Rose Convention 2006 held at Osaka, Japan are other examples.

Hallmark Events

Ritchie has defined 'Hallmark' events as *those events that are either one-time events or recurring events of limited duration and enhance the awareness, appeal and profitability of a tourism destination in short term / long term*. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.

Hallmark events become popular as they get identified with the spirit of a town, city or region. They are unique. Because of this characteristic, hallmark events become familiar with the name of the region or represent the region or city. In other words the city is put on the 'world map.' These events also generate a sense of local pride and gain widespread local as well as international recognition. They have a tendency for huge tourist attraction and become known across the world. The Carnival at Rio de Janeiro, known throughout the world as an

expression of the vitality and exuberance of that city, the Tour de France, the Oktoberfest in Munich, Germany, and the Edinburgh Festival in Scotland are other examples.

Another definition by Getz describes hallmark events as *those having a competitive advantage*:

The term ‘hallmark event’ is used to describe a recurring event that possesses such significance, in terms of tradition, attractiveness, image, or publicity, that the event provides the host venue, community, or destination with a competitive advantage. Over time, the event and destination become inseparable. For example, Mardi Gras gives New Orleans a competitive advantage by virtue of its high profile. Stratford, Ontario, has taken its tourism theme form the successful Shakespearean Festival. Increasingly, every community and destination needs one or more hallmark events to provide the high levels of media exposure and positive imagery that help to create competitive advantages.

Other examples like the Melbourne Cup and the Adelaide Festival in Australia, have a great degree of international recognition, and help to identify the ethos of their host cities.

Regional Events

According to Wagen and Carlos, *events that are designed to increase the appeal of a specific tourism destination or region are regional events*. The Las Fallas Festival that is celebrated to pay tribute to Saint Joseph, Valencia’s patron saint, is one of the most impressive festivals of Spain. Another popular festival, the La Tomatina, a ‘tomato war’ festival is celebrated in the town of Bunol, outside Valencia in Spain. Similarly, the Sydney Festival hosts all art forms including dance, theatre, music etc. of Australia and abroad. The Perth International Arts Festival , the oldest annual international multi-arts festival in the southern hemisphere is another significant regional event of Australia.

FAN Fair, the world’s biggest country music festival, that is held in Nashville, Tennessee; the Annual National Cherry Blossom Festival in Washington DC; the Delhi Food Festival (including the National Street Food Festival, Punjabi Food Festival, Winter Food Festival and the ‘Suriani’ Festival) of Delhi; the Onam Festival of Kerala which has the popular snake boat race amongst its major festival attractions; and Arts in the Park- a Memphis art festival, are some examples of regional events holding great tourist attraction, and achieving market positioning for both domestic and international tourist markets. The Mardi Gras, though celebrated in cities across the world is historically based in New Orleans, and its annual celebrations there attract local and international visitors, which in turn has a significant positive financial impact on the city.

Minor Events

Most event managers gain their experience from minor events. In the earlier classification of events based on the key services provided, it has been mentioned that ‘managed events’ form the core of event services provided. Small sized events that come under the ‘activation’ services, for promotion of sales and products also come under this category. Corporate events, dealers conferences, meetings, anniversary celebrations, weddings, parties, exhibitions, conventions, seminars, charitable and fundraising events, product launches, award ceremonies,

retail events like merchandising events and demonstrations, artistic events like singing, dancing and theatre, auditions for competitions in TV shows, cultural festivals including college and inter-college festivals, local events, community events, and many other social events fit into this category. Minor and small scale events are usually organized in a pre-planned manner, but quick-thinking organizers can generate a show at that moment and simultaneously ensure a successful running of the event – all in a day’s work for the event team.

Minor events can be one-time events, including historical, cultural, musical and dance performances. Annual events like agricultural fairs, flower shows and expos are much awaited events. Annual cultural celebrations like the Mood Indigo, hosted by IIT Mumbai and other educational institutes are popular. The Winter Theatre Festival that was held once by the Times of India showcased contemporary Indian theatre with plays crafted out from popular works of William Shakespeare and Anton Chekov.

Check Your Progress I

Note: Use the space provided for your answer.

1) What are Mega Events? Give suitable examples.

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2) “Major Events attract huge visitor numbers, generate significant tourism revenue and provide great economic benefits.” Justify this with examples.

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3) What is the speciality of Hallmark Events?

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4) Describe Regional Events.

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2.3 CATEGORIES BASED ON THE PURPOSE OR SECTOR TO WHICH THEY BELONG

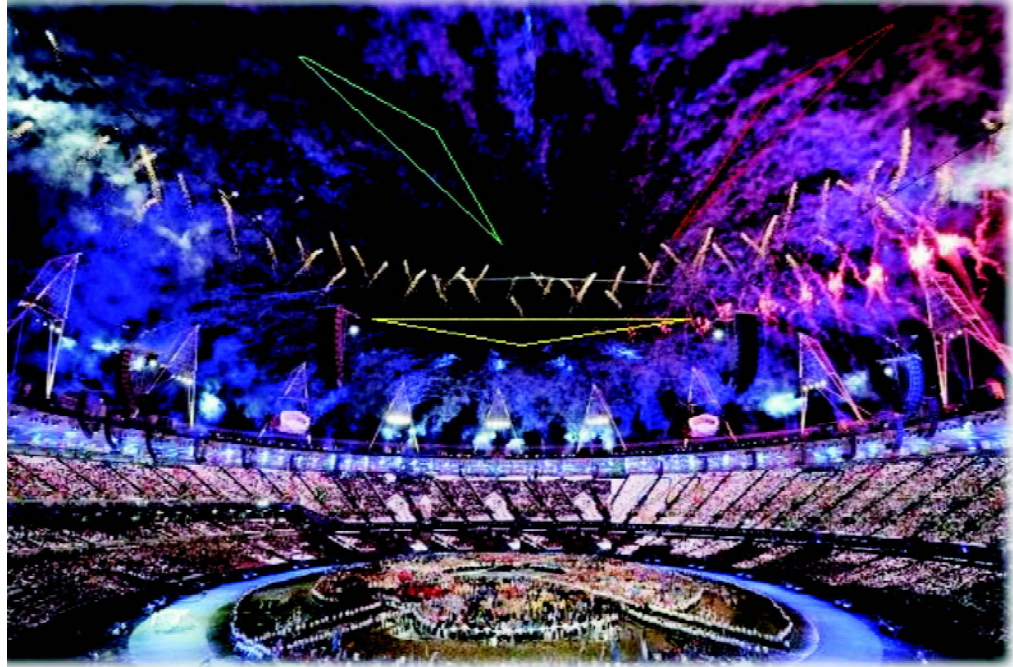
Sporting

Events in the arena of sports have been an integral part of the society. Sporting events are the most popular competitive events. Sports events ranging from inter-school or inter-collegiate level to national and international football, tennis matches, and cricket tournaments need a lot of planning. The purpose of such events is to keep sports activities alive, evoke national and international participation, increase the popularity of countries and encourage talent.

Every country holds sporting events in its states, districts, towns and cities. Hockey, cricket, tennis, golf, baseball, football, basketball, downhill ski racing, car racing, and marathons are just a few examples. At the local level they are organized as sporting competitions for the players. Sporting events like the Wimbledon Championships, Olympics and Commonwealth Games start preparations years before the event. Here event management is not about only preparing the various venues for the events, but making arrangements for accommodation of participants and spectators from around the world. The Sydney Olympic Games 2000, were touted as the greatest show on planet earth and awarded as the Olympic Games of the New Millennium. The Winter Olympics 2002, held at Salt lake City, Utah, was a success and can be attributed only to the management team who made it happen. People around the globe had tuned in to watch. The XIX Commonwealth Games (2010) were held in Delhi in October 2010. Here 6081 athletes from 71 Nations belonging to the Commonwealth of Nations competed in 272 events. The sports events took place at 12 venues and there were 20 training venues. The 127th edition of the Wimbledon Championships in 2013 was held at London. The tournament was an event run by the International Tennis Federation (ITF) and was part of the 2013 Association of Tennis Professionals (ATP) World Tour and the 2013 Women's Tennis Association (WTA) Tour calendars under the grand slam category.

Sports events have the advantage of live telecast opportunity by media, especially television and radio, and this has increased the scope for reach and revenue. For example sporting events like the IPL (Indian Premier League) promote corporate / brand awareness, and are increasingly being used by corporates for consolidating the positioning of brands in the minds of the consumers. The IPL is Indian professional league for men's Twenty20 cricket clubs. It is a competition that was formed by the Board of Cricket Control in India (BCCI) and is the most watched Twenty20 cricket league in the world. It became the first sporting event to be broadcast live on YouTube and has been sponsored by Pepsi. The re-launch

of Prudential, a UK based insurance company in India, through the Prudential World Cup of 1983, held in England, in which Kapil Dev and his team India beat West Indies Team, was a success. All this happened without a single advertisement released in either the newspapers or television. The post-event benefit was the prolonged impact it had on every cricket fan. The extensive national and international television coverage provides visibility and exposure to brands of the firms who sponsor the sporting event. The dress and guits of bracelets worn by tennis players carry logos of sponsors. The sports venues and the boundaries of the play area, that are prime spots, are used by multiple sponsors and the entire play area is surrounded by branding opportunities. Sponsoring of sporting events like golf, polo, tennis, squash etc help in marketing a lifestyle for the audience.

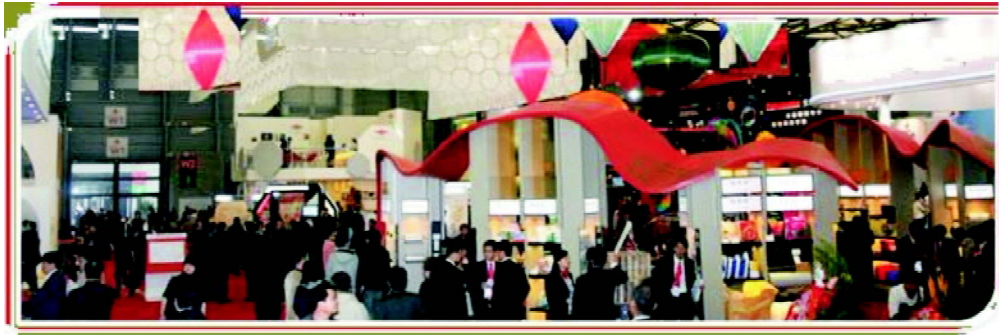


Corporate / Business and Trade Events

Events like MICE (Meetings, Incentives, Conferences, Exhibitions), product or feature launches, sales and promotions, annual employee get-togethers, road shows, buyer-seller meet, seminars, conventions, corporate training and workshops, and corporate cause announcements are common events of the corporate and business world.

The term ‘meetings industry’ is sometimes used alternately for MICE owing to the industry trend, or sometimes replaced by ‘events industry,’ as an umbrella term for the vast scope of MICE events. In MICE, incentive tourism is different and refers to tourism undertaken solely for employees’ entertainment, as a reward for target achievement or target exceeded or for job well done. MICE tourism focusses on themes or agendas like a professional trade organization, a special interest group or an education topic. Examples of MICE events are IMEX (the Worldwide Exhibition for Incentive Travel, Meetings and Events), EIBTM (the Global Meetings and Events Exhibition, Barcelona), GIBTM (the Gulf Incentive, Business Travel and Meetings Exhibition, Abu Dhabi, UAE) and AIME (The Asia-Pacific Meetings Expo, Melbourne, Australia), to name a few. The Asia-Pacific region has held 1879 conventions in 2011. Singapore is ranked as a top country in holding conventions by working closely with the Singapore Exhibition

and Convention Bureau. Seoul, one of the five best convention centres in the world, is famous for the G-20 Seoul Summit, and the 2012 Nuclear Security Summit.



India has become a hub for international conferences and conventions that are of global standards. At the Vigyan Bhawan in New Delhi events like the SAARC and NAM Summits were held, and events like the National Film Awards are held annually. Other popular centres in India are the Renaissance Mumbai Convention Centre Hotel; the BM Birla Science and Technology Centre in Jaipur; the Jaypee Hotels and International Convention Centre at Agra; the Cochin Convention Centre in Kochi; the ITC Welcome Group Hotels; the Oberois; the Meridian Hotels; Taj Hotels; Marriot Hotels etc. These are spread across various destinations and historical / tourist cities in India.

Exhibitions are presentations of goods and services at a common location which may be for commercial or non-commercial reasons. Popular exhibition centres are the Pragati Maidan in New Delhi, Gachibowli Stadium in Hyderabad, the Nehru Centre in Mumbai and the Chennai Trade Centre in Chennai. Most exhibitions and trade fairs are business related events that are held at the local, national or global level. Certain companies organise such events in their related industry. Events like these help in generating awareness within the industry as well as for consumers. There are trade fairs that are meant for business-to-business (B2B), and for business-to-consumer (B2C). EXCON- South Asia's biggest construction equipment event, was held at the Bangalore International Exhibition Centre on November 2013. It had 7 country pavilions, 100+ product launches and 715 exhibitors (including international). ENGIMACH - India's largest engineering, machine tools, technology and innovations exhibition, was held in Gandhinagar, Gujarat, in December 2017. ENIGMACH-2017 saw the participation of over 1000 companies, and also countries like USA, Spain, Germany, Turkey, Japan, Korea and many more. Each year the number of participants and products vary in such exhibitions.

Conferences have become a common platform to share and upgrade knowledge regarding latest developments in a particular field. The in-house conferences by a company are hosted only for the staff and sometimes workshops are organised. Conferences are also forums for professionals such as scientists, academicians, doctors, development practitioners, and non-governmental organisations. In conferences of the global level delegates from different countries participate. Some such conferences are the Fourth World Conference on Women held at Beijing, 1994; the United Nations Climate Change Conference at Warsaw, 2013; the International Conference on Population and Development held at Cairo, 1994; and the 2017 G-20 Summit held at Hamburg in Germany.

There are special business events that are entirely customized to the Customer / Consumer's requirements, and are based on the logic of interaction and reach.

With globalization and increased presence of multinational companies in India, innovative product launches have become a norm. In these events the audience comprises of business partners, retail and wholesale customers, consumers, and media / PR companies. Such events are called activations. The objective is to create immediate publicity and visibility for the product, and this is a critical factor for successful sales and off-takes for the product from the market. Hence, a product launch event is essentially an investment, or an entry cost toward building the brand. There are many examples where a grand product launch often results in immediate success of sales, distribution and consumer off-takes eg, Carlsberg beer, Smirnoff etc.

Retailers are laying a special emphasis on retail events and special 'days' wherein the primary objective is to drive in more people through media and PR (Public Relations); and through sales, exciting discounts and displays. The highly interactive environment where the consumer can experience the products first hand is a big enabler. Merchandising events involve publicity on a particular category of products, which are emphasized during the event by selling products like T-shirts, bracelets, cups, caps etc., often aided by a celebrity or a well known figure who comes to the store during the event. A lot of emphasis is given on extremely innovative merchandising of the product, aided by exciting sales inducement techniques like on the spot contests and spot discounts eg 'Buy two get one free' ; or '50 per cent off for today' etc.

For a product category which has low reach and interaction with consumers; or is technical or process based in nature, one of the best ways to sell is to create an event of live demonstrations and showings, for potential consumers. This phenomena is often seen with Direct Selling companies like Amway where the distributor holds these demo events with groups of people in pre-decided venues.

Cashing in on the craze for movies in India, a lot of companies hold huge events wherein they book entire cinema theatres on release days of blockbuster movies. These shows are meant for consumers, business partners and other important stakeholders, usually along with families. The whole idea of an evening at a new movie, with snacks and tickets sponsored by a company, and a big branding display of the product leaves a huge positive impact on the audience's mind. The presence of the lead actors and some celebrities adds to the glamour. This phenomena is widely seen in South India, where film stars are seen as 'demi' gods, and product sales increase over the next few weeks of the event. Branding such events like reality shows, talent search competitions, launch of new shows and revamping existing shows, with the sponsoring company's or brand name has value, eg Close Up Antakshari, Colgate Boogie Woogie etc.

With internet penetration, and web access on mobile growing at a breakneck pace, Webinars (Web based seminars), Web Casting and Events through Video Conferencing has become a norm for the day. The net savvy audience prefers to sit on their PCs or tablets and access events virtually. America OnLine (AOL.com) is very active in arranging exclusive live web events ranging from shows featuring Madonna as a guest, to a live coverage of the Olympics and the Presidential elections campaign events. Many organizations telecast one event or conference

to various geographical centres, where the audience is able to see and interact with the key stakeholders through internet conferencing.

Cultural Events: Festivals and Fairs

India is a culturally rich country. Festivals such as Holi, Ganesh Chaturthi, Dassehra and Ram Leela, Janmashtami, Diwali, Eid and Christmas are celebrated with great fervor. Fairs and festivals have their root in religious tradition and rituals. Besides celebrating festivals as per tradition, they are also being celebrated to bring different sects together and to promote a feeling of nationalism, unity and diversity.

Festival events are mostly a part of the unorganized sector, with a large number of people gathering for the event. For example, the Ganesh Chaturthi festival, a popular Hindu festival, is celebrated in the grandest manner in the state of Maharashtra. After ten days of celebration the idol of Lord Ganesha is immersed in a river or sea. During the festival days Ganesha is worshipped in tents, where other activities like medical check-ups, blood donation camps, films, dramas etc take place. Festivals are also celebrated to promote a concept. Holi, the festival of colours, is a concept that traditionally evolved from a celebration of good harvest along with a mythological significance. 'Chat Puja' an antique festival of Hindus is dedicated to Lord Surya (Sun) and is celebrated with large crowd gatherings in the states of Bihar, Uttar Pradesh, Jharkhand and Nepal, a few days after Holi. The holy month of Ramzan where fasting is observed for thirty days, culminates into Eid-ul-Fitr which is the most important festival of the Muslims. To celebrate the spirit of Ramzan and to promote harmony, 'iftar' (breaking of fast) parties are organised in which people of other religions also participate. 'Iftar' parties are eagerly looked forward by politicians, socialites and other groups, with grand celebrations and indulgent feasts. The one organised at the Rashtrapati Bhawan, New Delhi, is the grandest and attended by 4000-5000 guests.

Many traditional festivals in India are celebrated with fanfare to promote tourism. 'Onam' the ancient Hindu festival of Kerala needs special mention here. The festival holds five major attractions including spectacular carnival of elephants, music, Kathakalli dance, fireworks, and 'Vallamkalli' - the grand snake boat race and the most delightful facet of Onam. Celebrated as a tourism week by the state government of Kerala, the festival attracts national and international tourists every year. The 500 year old Goa Carnival, celebrated before lent every year, is filled with fun, frolic, amusement and merry-making. The Carnival at Panjim is more popular than the others. The Portuguese introduced the carnival to Goa, and its history traces back to Rome and Greece. The Taj Mahotsav, Khajurao Dance Festival, International Kite Festival, Bikaner Camel Festival, Elephant Festival, Ram Navmi and Baisakhi are celebrated to promote India's rich culture and many of these have international tourist attraction.

The United States' multicultural community provides rich opportunities for a wide range of festivals. Chinese New Year and Championship Native American Pow Wow at Traders Village, Texas are good examples. Small towns in America like the Kenniwick in Washington State and Mountain View in California attract interest with their wine and food festivals. Many wine regions hold festivals, often in combination with musical events, such as the Portland Jazz Festival. The 'La Tomatina' held in Bunol, in the Spanish Mediterranean, is so popular that its organizer - the Town Hall of Bunol, sold 15,000 tickets to foreigners and

5000 tickets to locals, in 2013. In 2017, around 22,000 people gathered at Bunol for La Tomatina.

India is predominantly rural, but television covers only a small percent of rural India. Rural fairs and festivals are opening up new marketing horizons for the corporate sector. The famous Surajkund International Crafts Mela, organised by the Ministry of Tourism along with the Haryana Tourism every year, showcases skills and handicraft products of rural artisans, a mid-food festival as well as folk dances and dramas. The Pushkar Mela another very popular annual fair is world renowned for its religious fervor, festivities, and for its camel and cattle fair.



Fig.2.2: A Rural Fair

India has an estimated 5000 different festivals. Such events offer a unique opportunity to firms for direct sale, awareness among rural population and a vast scope for large-scale events due to complete sensory awareness, high level audience participation and the combination of art forms like music, drama, dance and poetry by people of different faith and regions.

College, inter-college and campus festivals are organized in many educational institutes across India. ‘Mood Indigo’ an annual cultural festival of the Indian Institute of Technology (IIT), Mumbai, is attended by students from over 700 colleges of the country. The festival includes grand concerts, international performances, competitions and various artists from all across the world. In ‘Rendezvous,’ an annual cult-fest of IIT Delhi, more than 350 colleges across the country participate including stalwarts from the entertainment industry. There are many similar events held across institutes and voluntary organisations. ‘Ambrosia’ the Annual Cultural Festival of Delhi College of Arts and Commerce, and ‘Harmony’ of St. Stephen’s College are popular events. Many campus festivals have web presence and sponsors get a chance to take the student community as a target market.

Charitable and Fund-raising Events

Charitable events are meant for collection and dispersal of funds for social welfare and creating awareness for a worthy cause. Such events are also termed as ‘cause-related’ events. These events have usually three main players – the artist or celebrity, the charitable institution and the event organizer. Their interplay is as follows - the charity needs the funds, the artist needs the publicity and the business is got by event organizers.

Many organisations look towards fund-raising events to raise awareness on social problems, and to generate funds for charity / their operational budgets. These social welfare events employ concepts from other events such as music concerts, dance performances and movie premiere shows, indicating cause-oriented needs. The funds raised are used for activities related to children with special needs, to combating malnutrition and illiteracy, improving health care, women's empowerment, financial empowerment of the poor, etc. Fund-raising events are also used to generate funds for scientific research in combating diseases like AIDS, tuberculosis, cancer, and in creating a pharmaceutical drug.

Charity fashion shows, fairs, auctions, marathons, awards, parades, sponsorship athletic sports and sponsorship local community events including the small scale ones held in colonies, are some charity events that we see happening around us. These events are based on goodwill and not organized for commercial benefit. Many non-profit organizations organize events for fund raising purposes through marathons, theatre, CEO lunches, music festivals, art shows etc. And there are many platforms to help raise funds that are forwarded to NGOs. For example, the events planned by Give India, a donation platform are such that the cost of fundraising is less than 10 per cent. Some of their events include Bhook Mitao Campaign with the Confederation of Indian Industry (CII), Toofles-TAG Heur Styles for Smiles 2009, Vodafone Delhi Half Marathon, Twestival 2011 and India Tax Saving Challenge.

Fund-raising events should have mass appeal and the potential to attract the target audience. Cause-related events are increasing because of the positive image the firm gets, free media publicity and the waiving of entertainment tax. Such events also help in raising the event organizers' and the sponsors' brand image. Sponsors get a social marketing opportunity through such events. For example the Concern India Foundation for children, a non-profit support organisation has been organising the child art exhibition to share the creativity of underprivileged children. NGOs and companies like Kellogg India Ltd, Godrej Foods, Pepsi, Johnson & Johnson, Mc Donalds and the Bombay Store participate in the event. Paintings are offered for sale at affordable prices and the proceeds are given to participating NGOs. Freesia, a charity organization organised an event in 2013 at New Delhi, where children and young adults with special needs wore designer outfits of well-known fashion designers and walked the ramp. There were paintings, photography and a dance show of children with a renowned choreographer. This event is an example of art and fashion coming together for a cause.

A few years back the Filmfare Awards got converted from a ticketed show and its proceeds were forwarded to Kargil War victims. Event properties are getting associated with causes such as malnutrition, drought, war, earthquake riots and tsunami, to raise funds. Some events that are not completely meant for charity and fundraising donate a certain percentage of funds generated, to NGOs or other charity organisations. Corporate giants like the Tatas, Birlas, Mahindras, and Ambanis are known for their philanthropic activities in India since years. With the rising importance of Corporate Social Responsibility (CSR) in India, companies are getting attached to charity / fundraising events. Many such organisations have made such events a part of their CSR activities and set aside a fixed annual budget for sponsoring such events.

Educational and Career Events

Such events are basically meant for students, researchers, academicians and job seekers. Educational and career events include conferences, seminars, skill training workshops, annual meetings, round tables, convocation ceremonies, conventions, knowledge competitions, alumnae meets, summits, research studies meetings, contests, education fair and job fair. There is knowledge exchange or celebration of milestone achievements in such events. The events characterize of presentations, group discussions, lectures, talks, debates, brainstorming sessions or simply interactions. National and international conferences nowadays have an increased number of participants due to greater importance being paid to education. Generally such events are designed for specialists in their field—professors, educationists, trainers, research scholars and students. The Indian Social Science Congress, Indian Science Congress, Indian History Congress, Chemistry Congress, Biotechnology Convention and Architecture Conferences are some popular events, to name a few.

There are many events that are organized solely to promote education and career. The World Education Fair is held every year in February, May, and September across ten cities in India. It is organized by Edwise International, India's leading overseas education consultants. The Times Education Boutique, held in Delhi, is a fair / annual expo that helps the young generation to gather information on different academic programmes, experienced guides and best educational institutes. Education USA of USIEF regularly organizes events for students, parents, teachers and institutions. It also holds presentations at schools and universities across various cities in India. The International Education Expo is the largest overseas exhibition in Taiwan. Multiple countries participate in it including 100 participants and over 15,000 attendees. The 'Global Education Dialogues: South Asia Series,' is an event that is organized by the British Council. The forum aims to share research findings, innovation and effective practice for policy formulations, in development of skills through higher education that enhance graduates' employability in South Asia and U.K..

Entertainment and Art Events

Arts and entertainment play a key role in promoting business through a wide range of performing visual arts, media arts and artists. Entertainment events are those events that are meant to amuse and interest the audience. They have the ability to attract large audiences. An event becomes entertainment primarily because of the audience who can turn a recreation or a leisure activity into an entertainment. In the case of art events, the role of the event manager is to market artists and art events, raise funds, manage finances and develop programming for arts organizations. The event manager working in this category may decide to work in a dance or theatre company, an art gallery, or media network. The key role is to bring art forms, performances, sculpture, paintings, music, folk art, scripts, poetry, literature and much more to the public.

Events like art exhibitions, fashion shows, music concerts, theatre, dance performances, television shows, stage shows, beauty pageants, celebrity nights, flash mob, jewelry shows, film premiers, cultural shows, talent hunts and model hunts come under this category. New art fairs, fine art fairs, antique fairs and festivals are becoming a trend all over the world. In these fairs, gallery artists showcase their products, sales of art products and symposiums. The Art Basel,

Switzerland; Frieze Art Fair, London; ARCO, Madrid; the India Art Fair, New Delhi; and Art Dubai are a few amongst the top ten international fine art fairs in the world.

The India Art Fair is the leading art fair of South Asia. It is one of the world's most attended events attracting approximately 3,00,000 people, and is an endeavor towards presenting a diverse selection of galleries and catering to a large selection of art-enthusiasts from across the world. Mumbai, the commercial capital of India is the centre for cultural and art production, promoting art in a big way with the assembling of art collectors, artists, global audiences and corporate honchos. The Kala Ghoda Arts Festival and the Nakshatra dance festival held in Mumbai every year are significant art events to name a few.

Musical events hold a universal appeal and are used by sponsors to keep up the image of their brands. For this the type of music and image of the band / performer is important. For example rock concerts sponsored by Thums Up or alcoholic brands like Bacardi, invite groups like Indus Creed, Agni and similar such bands, who can revive its youthful and vibrant image. Stage performances and musical events are used a lot by cigarette and liquor companies to lift the image of their brands. Timing and ticket pricing are critical to the financial success of such events. Many musical events are also used for fundraising.

India is coming up with rare music festivals at exclusive destinations. For example, goMAD, a rare arts festival was held in Nilgiris, South India featuring creative artists ranging from fusion rock to pop, electronic to metal, dancers and art installations. Many musical and dance events aim to promote artists. South Africa's leading dance festival - the Dance Art Festival promotes dancers from the age group of three years. EDM (Electronic Dance Music) festivals, also called 'dance music,' 'club music,' or 'dance,' have been gaining popularity across the world. EDM has a broad range of percussive electronic music made for festivals, night clubs etc. and produced by disc jockeys. EDM also uses live music in a festival or concert. The Sunburn of India is one of the premier EDMs across the world. Supersonic, Sula Fest, and many other EDM festivals happen across India and abroad. Literary events like the Jaipur Literature Festival, Hyderabad Literary Festival, and the Delhi Poetry Festival are popular. Such events have poetry readings, theatre presentations, 'meet the author' sessions and panel discussions.

Fashion shows are becoming popular in India. Besides domestic fashion gurus, world fashion is reaching Indian shores. Fashion shows like the Lakme India Fashion Week are not meant for day-to-day consumers, so to speak, but are used for marketing and launch platforms. Apart from fashion designers, textile designers and other players from the industry also showcase their products in such events. Beauty pageants like Miss World, Miss Universe and Miss International are world renowned. Such events are also hosted at the regional level, as local competitions, to promote brands or for cause-related reasons.

Television-based entertainment events basically comprise of reality shows, talent hunts, live competitions, performance shows, quizzes or other new formats like 'Big Boss.' These events are live examples of branded events which have artistic expression, and competition combined with them.

Social and Personal / Life-cycle Events

Social or life-cycle events provide opportunities for a social gathering - of people having family ties or of friends. Events that fall under this category are birthday party, wedding, engagement, anniversary, theme party, dinner party, dance party, costume or fancy dress party, bachelors party, bar mitzvahs, baby and bridal showers, and nowadays even divorces and funerals in some parts of the world. Events such as weddings, anniversaries, parties and family get-togethers are also called personal events. These events are creating their own separate event space, as the prospects of their growth are increasing. Due to high disposable income and the willingness to spend by customers for such events, and because customers expect for excellence and precision in the delivery of personal events, such events are popular and offer great opportunities. Such events lead to more professionalism and greater revenue for the event industry. It is important for the event manager to therefore keep track of changing social trends.

Theme parties and birthday parties are becoming increasingly popular. In theme parties, games and ice breakers are used to familiarize and involve the guests. Themes could be anything ranging from mythology (religious folklore) to hipster (retro dress code) or simply use of colours like a pink or a rustic cool dress-colour code. The theme party may be held on the occasion of new year, farewell, and so on. In order to keep the guests active and not bored, speeches, toasts, games and party props like devil hats, eye masks etc are used in a creative manner. Event organisers are nowadays being hired to organise birthday parties as it is easy on working parents and makes the event all the more memorable for the kids. Such parties are theme based too and children are entertained.



Fig. 2.3: A Wedding Venue

Wedding ceremonies vary between cultures, ethnic groups, religions, social classes and geographical boundaries. A wedding is a public proclamation of a marriage and involves celebration amidst elders and other family members. There are many event organizers that provide personalised and innovative wedding services. Asian weddings comprise of a variety of rituals and there is a separate piece of music or song for every occasion. Weddings range from large scale to small

scale ceremonies. Steel tycoon Lakshmi Mittal's daughter's wedding in 2004 was one of the most expensive weddings ever. The venue for the wedding ceremony was France, held over a period of five days, and involved artists and celebrities like Kylie Minogue, Shah Rukh Khan, Saif Ali Khan, Juhi Chawla and Rani Mukherjee who performed in the festivities. Having a wedding in any part of India gives the event planners and clients a wide range of options in terms of decorators, entertainment, food and beverages, artists, space etc. NRI couples are opting to come to India for their weddings as India has become a popular option to have a 'budget wedding' and also to celebrate with relatives and friends. There are destinations like Agra, Jaipur and Udaipur for royal weddings; and Mumbai, Goa and Kerala for people who opt for 'sun and sand' weddings. The cost of organising a wedding in India is much cheaper than planning the same wedding in Europe or USA. Destination weddings are also becoming popular. In such cases, wedding takes place across geographical boundaries.

Other Events

Events that come under this category defy categorisation. Under this category are political events like political procession, demonstration, rally, gatherings and political functions. Others include annual days like annual poetry gatherings, annual storytelling festivals, local marathons / runs, rally / gathering on social issues, flower festivals, fruit festivals, religious congregations, festival of wines, annual tractor pull, etc.

Most of these events are community related and are run on a fairly small scale with voluntary support and sponsorship. These events provide the potential event manager with invaluable experience, besides getting a chance to contribute to the community. Even the smallest event gives the event manager valuable insights into the general principles that apply to the management of all events.

Check Your Progress II

Note: Use the space provided for your answer.

- 1) Why are Sporting Events so popular? Write about the different Sporting Events.

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- 2) Explain the significance of Corporate / Business or Trade Events using suitable examples.

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- Intellectual Properties (IPs)
- Managed Events
- Digital Events
- Activations / Promotional Campaigns
- Emerging Trends in Rural, Sports, Digital Integration and Government Events.

Intellectual Properties

Successful events are now perceived as desirable properties, capable of increasing brand awareness and driving sales. Intellectual properties (IP) refer to those events whose intellectual property (i.e. the concept, logo, name etc) is wholly or partly owned by the Event Management Company (EMC). Some examples of IP include the Mirchi Music Awards, the Indian International Film Awards (IIFA), the Kala Ghoda Festival etc.

Managed Events

These are corporate or personal events that are managed on behalf of a third party, who owns the IP of the event (if any). These comprise of brand launches, dealer meets, auditions management for TV shows like Indian Idol, weddings, concerts, birthday parties etc.

Digital Events

According to Ernst & Young and EEMA, a digital event is that event which brings an audience together where some or all of the attendees are not physically present in the same location, but are connected in a common digital environment. Such events are mostly sought by advertisers, as they can easily target communities of people at a very low cost, unlike traditional events. Digital events are increasing because of the ever increasing internet users and internet penetration. Mobile smartphone penetration is also increasing, because of these handsets being capable of digital interactions. Hence advertisers are able to look at rural markets for their digital activations. A good example is Hindustan Lever Limited's (HUL) Kaan Khajura Tesan, a mobile based digital marketing initiative, to provide internet to rural people living in media dark states (states living beyond media reach) such as Bihar, Uttarakhand, Jharkhand etc. This digital activation initiative has penetrated rural markets and the number of subscribers has crossed 30 million. Through this initiative the subscribers can get free access to entertainment, like music, film dialogues, comedy and so on. Digital is used to market events, see tickets, enable registrations, obtain feedback and continue to engage the community after the event. Digital is also used to demonstrate RoI (return on investment) to clients. Many event management agencies are providing some level of digital integration in their events.

Activations / Promotional Campaigns

These refer to event activities, usually small in size as compared to managed events, which are carried out at multiple locations for the promotion / sale of a product or service. Particularly, the banking sector, FMCG (Fast Moving Consumer Goods), durables, telecom, insurance, education and automobile industries today use activations, and are looking at markets beyond metros.

Rural Opportunity, Sports, Digital Integration and Government Events

The past years have revealed the government's clear focus on rural development and the implementation of many development schemes at the grassroots. This has given the event industry a clear opportunity in rural marketing, by focussing on rural BTL (below the line) / activations. Digital activations in rural areas reveals that activations are being focussed at rural markets too. Over and above, with the increase in telecom marketers, including both handsets and services, rural consumers are being targeted. Rural retail has been showing growing trends since 2014 according to Ernst & Young, and EEMA, across more than 6.5 lakhs villages and towns and therefore activations, both physical and digital, are gradually increasing. If rural India comes under the ambit of digital network by the government, advertising in rural areas will increase. The sports fraternity is also increasing events at grassroots by private sectors like Reliance Industries Limited, Tata Steel and JSW sports.

Digital Integration, according to Ernst & Young, and EEMA report of 2017, is important to many event marketers / event managers today. This is because this involves low cost per person, who is reached by the event. A good example is the popular TV game show 'Kaun Banega Crorepati,' where in the first week itself, the game which is available to viewers on smartphones averaged between 2 million and 3 million participants per day. It also led to app downloads of several million. Keeping in view the importance of events in the global sports market, the sports industry in India is expanding from cricket to new sporting leagues in football, kabaddi, hockey, wrestling, badminton, marathons, table tennis and other sports. Because of internet and mobile penetration, many Indians currently actively consume a lot of events on digital.

Government events have increased both at the central and state levels. For the implementation of various development schemes, the government announces and propagates these initiatives and schemes through large marquee events and multi-city activations. Some of the key events have been in areas like digital projects, Make in India campaign, investment into India, skill development, girl child education, women's employment, social themes, tourism, manufacturing etc. The state governments have also seen an increasing trend in events. Some of the famous events organised by them are, for example, South Asian Games held in Assam in 2016; Make in Maharashtra; UNESCO heritage sites global road shows, and Elephanta Festival in Maharashtra; Vibrant Gujarat in Gujarat; the Annual Tourist and Industrial Fair in Tamil Nadu; and so on.

While categorising events, they are divided into sub-categories by event bodies or associations. For example, the WOW awards are the iconic awards for events. WOW Awards and Convention Asia is the largest business and recognition platform for MICE, LIVE Marketing and Entertainment Industry. WOW awards have cultivated and celebrated WOW events and experiences since 2009. To know more about WOW, visit www.wowawards.com. Every format and category of a brand experience event, along with innovations like IP acknowledgements is a part of WOW.

The EEMAX awards, instituted by EEMA is the premier award ceremony of the Indian event industry, to recognize excellence in the event and experiential marketing space.

Some of the winners of EEMAX 2013 were E-Factor Entertainment Pvt. Ltd for the Sethia Wedding with gold medal (category-Social Event of the Year); CRI Events Pvt Ltd for Airtel-Jo tera hai wo mera hai with gold metal (category-Activation of the Year); Showtime Events (I) Pvt Ltd for Jodhpur One World Retreat with gold metal (category-Event of the Year); Wizcraft International Entertainment Pvt. Ltd for the Chevrolet Start GIMA Awards with silver metal (category- Best-IP-Event or Activation), and for International Indian Film Academy with a gold metal (category-Best International Event); Fountainhead Entertainment for Idea 58th Filmfare Awards 2012 with a bronze (category-Best Televised Event), and also for POGO-Bheem Ka Fatafat Formula with a gold (category Best School Contact Programme); and KRAYON - a Division of Edumedia India Pvt.Ltd for Horlicks Wizkids 2012 with a bronze (category-Best Signature Event).

The EEMAX Global Conclave Awards organised by EEMA in 2017 at New Delhi, were targeted at the events and experiential industry, within India, under the theme 'A Decade of Transformation.' The major focus was to celebrate women in the event management industry. There were 84 awards in about 29 categories, of which E-Factor Entertainment got 9 awards. Award for best IP - Event or Activation, went to Wizcraft. The award for Best use of Digital Marketing for an Event or Activation went to Communique Marketing Solutions. To learn more about the awards every year you can visit www.everythingexperiential.businessworld.in, www.eemaindia.com and www.eemaxglobal.com .



Fig. 2.4: Award winners of EEMAX Awards, 2012

As is evident from above, the classification of events into various categories, and creating awards for each of these signifies the focus that is laid on each area of event management and also the enormous scope. The Indian event industry is emerging as a lucrative industry, with great growth prospects. These shall be discussed in detail in Unit 4 of this Block. In the next Unit, we shall be discussing the characteristics of events and the impacts created by them.



Fig. 2.5: WOW Awards

Check Your Progress III

Note: Use the space provided for your answer.

- 1) Give the classification of events based on key services provided.

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- 2) What are digital events?

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Intext Activity 1

Visit the websites <http://www.eventfaqs.com/> ; wowawards/categories.html and <http://www.eemainindia.in/> and go through them in detail. Prepare a list of the event companies / agencies along with the events for which they were awarded this year under WOW and EEMAX.

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2.5 LET US SUM UP

Events have been categorised on the basis of: their size, the purpose / sector to which they belong and the key services provided. Categories based on size include mega-events, major events, hallmark events, regional events and minor events. The second category of events, based on the purpose or sector to which they belong are: sporting events, corporate / business and trade events, cultural events including festivals and fairs, charitable and fundraising events, educational and career events, entertainment and art events, social and personal / life cycle events and other events. The third categorisation is based on key services provided. This categorisation talks about the Indian event and activation industry and covers key services that are in the portfolio of event management companies namely intellectual properties (IPs), managed events, digital events, activations / promotional campaigns, and emerging trends in rural, sports, digital and government events.

Iconic awards for events in India such as the WOW awards recognize various sub-categories under categories. The EEMAX awards created by the Event and Entertainment Management Association (EEMA) of India also recognize events under various categories. The categorisation of events and creating awards for categories goes to show the enormous scope and importance of event management in India.

2.6 KEYWORDS

- Charitable events** : These are cause-related events involving collection and dispersal of funds for social welfare and creating awareness for a worthy cause. The funds raised are used for activities related to children with special needs, to combating malnutrition and illiteracy, improving health care, women's empowerment, financial empowerment of the poor, etc. Fund raising events are also used to generate funds for scientific research in combating diseases like AIDS, tuberculosis, cancer, and in creating a pharmaceutical drug.
- Competitive advantage** : The extent to which an event has a better quality than its major competitor.
- Digital Integration** : The integration of digital with non-digital platforms. This kind of integration enables to make digital initiatives successful.
- Genre** : Type of event
- Hallmark events** : One-time events / recurring events of limited duration, that are unique, enhance appeal, awareness and profitability of the region. Such events help to identify the ethos of the host cities and provide the host venue with a competitive advantage.

- Intellectual property or IP** : Intellectual property or IP refers to the concept, logo, or name that is wholly or partly owned by the event management company.
- Mega events** : Largest events; they are targeted at the international tourist markets and affect whole economies.
- Marquee** : A large tent used in a festival, fair, garden party, or any other outdoor event
- MICE** : This refers to Meetings, Incentives, Conferences and Exhibitions. They are trade and business related events. They include product or feature launches, sales and promotions, annual employee get-togethers, road shows, buyer-seller meet, seminars, conventions, corporate training and workshops, and corporate cause announcements are the common events of the corporate and business world.
- Sponsor** : A person or an organization that pays or contributes an X amount to the costs of putting up any event, in return for acquiring advertising space and getting the desired benefits out of the event, such as promotion of their own brand and increase of sales.

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2.8 CHECK YOUR PROGRESS - POSSIBLE ANSWERS

Check Your Progress I

- 1) Mega events are termed 'mega' because of their large size: in terms of people attending, the target market, level of public and financial involvement,

political effects, extensive media coverage, construction of facilities, and impact on economic and social fabric of host country. Hence they are the largest events. These events are targeted at the international tourism market. Some of these are the Olympic Games, World Cup Soccer, Commonwealth Games, Maha Kumbh Mela, World fairs and Expositions.

- 2) Major events attract large number of visitors and hold local interest. This in turn generates tourism revenues, along with media coverage and economic benefits. Major events include sports tournaments like the Grand Australian Sumo Tournament and Wimbledon, cultural events like the Festival de Cannes and Chinese New Year Festival. International conferences are sought after and bid for by tourist bureaus with the same enthusiasm as major sporting and cultural events. For example, many countries participated in BioAsia 2013- the Global Business Forum, an event held at Hyderabad to promote biotechnology in India.
- 3) 'Hallmark events' are unique one-time events or recurring events of limited duration, that enhance the awareness, appeal and profitability of a tourism destination in short term / long term. They rely for their success on uniqueness, status, or timely significance to create interest and attract attention. They represent the spirit or ethos of a town or a region where they are held, generate a sense of local pride and provide the host destination or community with a competitive advantage. Over time, the event and destination become inseparable and is put on the 'world map.' They thus gain widespread local as well as international recognition.
- 4) Regional events are designed to increase the appeal of a specific tourism destination or a region. Some examples are the Las Fellas and the La Tomatina festivals, that are impressive festivals held in Spain. In India, the Delhi Food Festival, and the Onam Festival of Kerala which has the popular snake boat race are major festival attractions.

Check Your Progress II

- 1) Sporting events are popular because such events keep sports activities alive, evoke national and international participation, increase the popularity of countries and encourage talent. Being the most popular of competitive events, sporting events range from inter-school or inter-collegiate level, district-level, state-level to national and international level. Common sports activities are cricket, tennis, hockey, marathons, golf, football, basketball, car racing etc. Examples of some popular sporting events are the Olympic Games, Wimbledon Championships, IPL, and Commonwealth Games. The live telecast opportunity by media increases reach.
- 2) Corporate / Business and Trade events have received boost since the wake of globalisation and liberalisation in India, and undergone significant growth. These events are playing a significant role in promoting business and trade. Singapore is ranked as a top country in holding conventions. India is promoting these events in a big way.
 - MICE (Meetings, Incentives, Conferencess, Exhibitions) tourism focuses on a professional trade organisation, a special interest group or educational topic; examples are IMEX, EIBTM, GIBTM and AIME.

- Large scale exhibitions and conferences enable to share and upgrade knowledge regarding latest developments. India has organised events like SAARC and NAAM Summits, National Film Awards and popular centres are Renaissance Mumbai Convention Centre, Jaypee and ITC hotels, etc spread across various destinations and tourist cities. Conferences are also held for educational purposes, scientists, development practitioners etc. For eg., the Fourth World Conference of Women at Beijing and The UN Climate Change Conference at Warsaw. Exhibitions are held at centres like Pragati Maidan, Gachibowli Stadium, Nehru Centre and Chennai Centre. Few examples are EXCON and ENGIMACH.
 - Special business events are aimed at customer requirements and are being used by multinational companies for product launches. Retail events, merchandising events, demonstrations and showings, branding of events like reality shows, talent search competitions, webinars, web-casting and events through video conferencing promote business and trade.
- 3) Entertainment events are meant to amuse, interest the audience and attract large audience, by turning a recreation or leisure activity into events. Art events are meant to market artists, artefacts, raise funds, manage finances and develop programming for art organisations by event managers. Entertainment and art events include music concerts like Indus Creed and Zakir Hussain, EDM festivals, television based entertainment events like talent hunts and ‘Big Boss,’ literary events like Jaipur Art Festival, fashion shows, beauty pageants, art exhibitions, art fairs, theatre and dance performances, stage shows, celebrity nights, flash mobs, jewellery shows, film premiers, cultural shows and model hunts.
 - 4) Cultural events are those that promote culture, traditions, and along with these promote nationalism, unity and diversity. Large and small festival events eg. Ganesh Chaturthi, Holi and Eid-ul-Fitr, are organised mostly by unorganised sector. There are traditional festivals like Onam in Kerala, the Goa Carnival and the Taj Mahotsav which promote India’s rich culture and have international tourist attraction. Rural festivals, fairs and rural artisans are promoted in India through international events like Surajkund International Crafts Mela and India International Trade Fair. College, inter-college and campus festivals like the ‘Mood Indigo’ of IIT are also becoming popular and have web presence. The Chinese New Year and the wine and food festivals in the United States are famous.
 - 5) Charitable and fund-raising events are held for the purpose of generating and dispersal of funds for social welfare and creating awareness for a worthy cause.
 - Funds are raised for children with special needs, health-care, women’s empowerment, malnutrition and other social causes. Cause-oriented needs are conveyed through music concerts, dance, movie-premiere shows, charity fashion shows, fairs, marathons, auctions, awards, parades, sponsorship athletic events and local community events.
 - Many NGOs organise such events through the above activities, for eg. Give India- a donation platform, Concern India Foundation, etc.

- The concept of CSR has gained importance in recent years. Besides the existing CSR practices of the Tatas, Birlas and other industrial giants, many multinationals are using such events as part of their CSR activities.
- 6) Social and personal / life-cycle events provide opportunities for a social gathering - of people having family ties or of friends. Such events include birthday party, wedding, engagement, anniversary, theme party, dinner party, dance party, costume or fancy dress party, bachelors party, bar mitzvahs, baby and bridal shower, and nowadays even divorces and funerals in some parts of the world.

Check Your Progress III

- 1) The Indian event and activation industry has the following key services in the portfolio of Event Management Companies:
- Intellectual Properties (IPs)
 - Managed Events
 - Digital Events
 - Activations / Promotional Campaigns
 - Emerging Trends in Rural, Sports, Digital and Government Events.
- 2) According to Ernst & Young and EEMA, a digital event is that event which brings an audience together where some or all of the attendees are not physically present in the same location but are connected in the same location but are connected in a common digital environment. Such events are mostly sought by advertisers, as they can easily target communities of people at a very low cost, unlike traditional events. Digital events are increasing because of the ever increasing internet users, due to internet penetration.

UNIT 3 CHARACTERISTICS OF EVENTS

Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Characteristics of Events
- 3.3 Impact of Events
- 3.4 The Advantages of Events
- 3.5 Let us Sum Up
- 3.6 Keywords
- 3.7 References and Suggested Readings
- 3.8 Check Your Progress – Possible Answers

3.0 OBJECTIVES

The objective of this Unit is to highlight the key characteristics of events as an integral aspect to the understanding of the business of events. Events have significant social, cultural, economical and political implications that affect our societies. Besides these, the services of the modern event industry reveal that events are highly advantageous over press advertisements and TV commercials. The benefits of the event experience tell us that they are memorable, provide great opportunities for interaction and reach, and as a marketing tool, they have great advantage over traditional media.

After completing this Unit, you will be able to:

- Identify the key characteristics of events as a service activity;
- Understand the social, economical, cultural and political impact of running events;
- Examine how to basically balance these impacting factors; and
- Understand the advantages of the event experience.

3.1 INTRODUCTION

From our earlier Units, we could identify the key characteristics of events as ‘non-routine’, ‘unique’, ‘one-time’ and a ‘one in a life-time’ experience for the participants. You would have also ascertained that events are generally expensive to stage and require long and careful planning. While planning the event, the purpose of the event, the event theme, the venue, the audience, available resources, the timing of the event, and the skills of the team have to be considered. The demands on an event manager are far greater than one could expect.

Some events take place only once or are held annually / biannually usually at the same time every year. Many of them carry high level risks, including financial risks and safety risks. There is a lot at stake. Every performer whether athlete or entertainer wants to deliver her or his best performance. On her wedding, the bride wants the day to be a perfect and memorable one. The marketing manager

and the design team want the new product to be taken positively by the consumer. Imagine a big budget product launch where there are 500 key industry players and the media are in attendance. If it is taking place at a fancy or unusual location, what would be the demands for logistics, lighting, sound and special effects? These are the challenges that come up while organizing events, just to name a few.

This also suggests that events have certain characteristics inherent in them. In order to understand events better and to deliver a successful event, it is important to learn about these characteristics.

3.2 CHARACTERISTICS OF EVENTS

The characteristics of events will be dealt under the following headings: A platform for interaction and networking; Uniqueness and perishability; Entertainment, ceremonies and rituals; Labour intensiveness, networking with vendors and teamwork; Fixed time-scale; Financial planning; Ambience; Creative edge and the ‘Wow factor.’ It is important to understand these characteristics to ensure the smooth running of the event, to minimize risks and to maximize the enjoyment of the event audience.

A Platform for Interaction and Networking

Events play a significant role in bringing people together for specific purposes such as brand building, charity, fund raising, ceremonial activities, rituals, image building and much more. Consumers of goods seldom get a chance to meet people who produce the goods in manufacturing units. Events are the best platform where the target audience or the consumers get a chance to meet the producers of products. The products are brought to the end user through innovative methods and interaction. For example, the product ‘camlin’ besides getting advertised, was introduced through demonstrations, drawing competitions and road shows, covering most of the schools. The crowd at a wedding, birthday party or a new year party will not just be interacting with each other, but also with the hosts and perhaps with entertainers. This creates an atmosphere and makes the event enjoyable. Similarly the crowd in a cricket match contributes to the whole experience by cheering and interacting with itself, sometimes with the participants, staff and so on.

It is necessary to create the event based on the kind of people who are going to be a part of it, because an event’s success or failure is attributed to the actions and reactions of people attending the event. The same event that was successful, if repeated, may be a success or failure depending on the background of the audience, their interactions and reactions. Hence a vital aspect that has to be considered by event planners is the kind of target audience.

Creating Live Experiences

Human life is filled with experiences. Events aim to provide memorable experiences. They create experiences for attendees of events like weddings, sports events, festivals, road shows and so on. Events activate brands, businesses and customers. When we read the newspaper or watch television, we are simply ‘seeing,’ or ‘seeing and listening.’ When we play the radio, we only ‘listen.’ An event provides a multidimensional communication to the brain by providing

experience. Hence it is only an event that makes us ‘feel.’ Every experience provided by events is unique. The latest trends in activations, IPs, managed events, weddings, MICE, digital events and many others, is experiential. This is because the available technology is affordable and effective. Hence we get to see more of live and experiential. Experiential is about providing live and immersive experiences. The experiential aspect makes the event more engaging and fun. Marketers use live events to tell their brand story. Creating an experience that connects the brand and target audience is called experiential marketing. The event manager is expected to provide strategy, development and management of communication technology that creates memorable experiences for the consumer. Event managers help build brands and sell products in this way.

Uniqueness and Perishability

Every event is unique in its own way as every event is a different experience to the audience. No two events are the same. Even if two weddings were to be held by the same organizer on the same day, in the same city, they would differ in terms of timings, number of people visiting, the way people interact etc., hence the two weddings would be radically different. Likewise, the response towards a rock show by a renowned artist in a city might not be the same in another city. This is because the location, demographics, arrangements and audience response might not be the same in different places, hence giving the rock shows by the same artist in different cities, their uniqueness. A memorable event is unique because of pleasant happenings to cherish and a successful audience response, thus generating the desired impact and outcome.



Just as events are regarded as unique, they are also considered tremendously perishable. No event can be repeated the same way. The International Filmfare Awards or Oscar Awards held every year might not be similar to the one that was held in the previous year. Events like workshops, seminars and brand building, though mostly organised by Event Management Companies (EMCs) in a particular way will be different on every occasion, while being brief and time-bound. Perishability also relates to the use of facilities for events. Let us suppose we have a banqueting room for weddings. Its peak usage might be on

Sunday evenings for weddings, and so on the remaining days of the week, its revenue generating potential may not be exploited. Hence for the remaining days, the revenue-generating potential of each day is lost forever, thus suggesting that it is perishable. The day on which the hall is empty cannot be replayed and used for an event, another perishable characteristic.

Events like the LIC Zee Cine Awards, the Lakme Fashion Week, Sunburn, Mahindra Blues Festival and IIFA are popular and unique event properties. Further events are also exploited via multiple mediums like webcasting, internet, audio and video programmes. Hence an event manager's role would be to ensure the extent of facilities and services that can be used effectively for the event, because of its uniqueness and infrequent occurrence. Because of the perishable nature of events, events could be expensive to provide. The cost of losing an opportunity in event management (often referred to as loss due to perishability), can be countered by many event managers, by applying different techniques. Differential pricing or discount days are used to draw in business in cycles or days when the business trend is low. For example, the 'Kingdom of Dreams' in Gurugram, Haryana, offers discounted rates for its entertainment shows on weekdays.

Entertainment, Ceremonies and Rituals

Entertainment is the essence of most events. For some events entertainment is central, for others it is peripheral i.e. secondary in importance. Entertainment when used in any event should serve its purpose. The needs of the event audience must be carefully considered when making this decision. While the sole purpose of some events is only entertainment, such as festivals, carnivals and musical concerts, entertainment is used as a strategy to create momentum and enhance the beauty of events like fairs, weddings and charity shows. Some forms of entertainment go well with diverse kind of events. A 'theme' / fancy dress code can be considered for an anniversary or a wedding party. However the same idea can work extremely well for a business success party.



A major characteristic of events that makes them special is the ceremonies. If we look at the past historical events, rituals and ceremonies always played an important part. The ceremonies we see today are the reinvented versions of old

traditions. Often the rituals and ceremonies are there because they emphasize the continuity of tradition. On January 26th every year, the Republic Day celebrations are celebrated with ceremonies marked by traditional openings and processions. The Golden Bears, Golden Globe or Oscar Awards have prizes given for good film-making, acting, production and direction, and the whole ceremony is specially made up of performances. Similarly, weddings are made up of rituals and ceremonies based on the tradition that is passed from generation to generation. Based upon the size of the event the ceremonies could be large scale or small scale. New events with wholly new ceremonies are becoming a trend now to attract tourists in cities and towns.

The Oscars as an event have remained a tradition and become a ritual. This largest event in Hollywood that started in 1929 with black and white films, moved to colour in 1966, with more hi-tech, more glamorous, more exciting, more thrilling and worldwide coverage. It is an event looked forward to every year by the best in the business.

Labour Intensiveness, Networking with Vendors, and Team Work

Depending on the scale of event, the event is planned and staged. The more complex and more unique an event is, the more likely it is to be labour intensive, both in terms of organisation and operation. The skills of the event team are very important for concept development. Right from complicated planning for efficient service delivery of a good event (events may be outsourced to caterers or other suppliers), to the operational level where high levels of staffing are required for proper delivery of the event, most events are labour intensive. The event manager is supported by a team that sometimes grows enormously as the event draws closer. A planning team of 10 members that works together for a year might suddenly grow into a team of 200 members during that short period of the event. This phenomenon has been described as ‘pulsing organisation’ by Toffler. For example, the small catering team for the 2002 Olympic Winter Games expanded to over 200 (including volunteers) in the month before the games. It also provided only one opportunity for the entire team to be together for that short time span for a training session.

Another key characteristic is the network with the vendors / supply chain. EMCs are the essential link between client and vendor. They have the ability to source, negotiate and get the work done by the vendors who are various service providers. There must be a commitment from the supply chain to offer the latest and most efficient solutions including technology. Being able to identify the right type of vendor for a particular requirement determines the EMC’s ability to deliver quality work.

The staff working at most events have limited opportunity for training, hence job breakdowns and task sheets become essential aspects of planning. This requires high level of communication between the team members, even where the event may be repeating a well-known formula, or operating within a common operating framework such as a conference. A wedding reception in an open space of 400 people will not only require catering staff, but also jockeys to conduct a musical evening, cleaners and staff to set up and break down the set up. Hence the importance of team structure is crucial to successful event management. A host of skilled and unskilled staff need to be guided effectively. Staffing needs

are also likely to peak at certain times. An event manager will have to forecast staffing needs directly from the requirements of running the event.

Functional level responsibilities need to be addressed within the team for a specific event. For example, a gaming event such as an athletic competition will require a completely different staffing structure to support it (including competitions, judges, time keepers etc) than a grand traditional wedding which would have more of catering staff, lighting technicians etc. Besides the above, stakeholders such as police, emergency services, the environmental protection agency as well as local transit authority have all sorts of requirements that would challenge the feasibility of the event and these must be investigated.

Fixed Time Scale

Events have a fixed time scale and are not like routine activities that can be carried out indefinitely. In short, events do not go on forever. The timescale could be very short, such as for the opening ceremony for a new road, or very long, as with the Olympics or Commonwealth Games, where the planning phase took about five years or more. Events could go on for a month / months, a week, two days, an entire day or an evening, or even for an hour. The timing of the event determines the kind of event that will be held. If it is an evening event, the kind of lighting, decor, stage set up, the colour of backdrop, seating arrangements, flower arrangement etc. will be different as compared to these arrangements as per day requirements.



While planning an event, time requirements regarding preparation for the event-pre and post, and wrap up etc. are decided by the magnitude and size of the event. You will have to work out the schedule of the event because you need to know how long an event will last, whether it will be for an hour or two, what will happen during the event and how much time each activity in the event will take. The criticality of right timing is to be kept in mind. Imagine a product launch where the product is revealed while the chairman is still introducing the product, when the schedule specifies that the product reveal must happen after the speech. Sometimes, the fixed timescale also gets varied, particularly in events

that have an informal setting. A birthday party, may carry on longer than intended because ‘it just happened.’ Sometimes a formal event like a fair where there are many stakeholders, may get extended in a planned way for some special reason, eg. to recover the costs.

Financial Planning

Financial planning is very important for the event. It depends upon how big the event is going to be and the number of visitors attending it. It also depends on what it will cost to hold the event and whether it has to be profitable. Every event differs in the way it is priced. This issue of pricing is very important as inexperienced organizers typically underestimate the various costs. This is why accurate and well-thought of budget should be negotiated and finalised by the EMC with the client before the start of any activity. It is a crucial factor in controlling costs within budget and ensuring efficient resource utilisation. There is a tendency on the part of everyone to say “Oh well, it will cost about...” without actually checking. When someone does get around to checking the real amount, it comes as a shock. Every event has a level of risk associated with it. The scope of pricing an event depends on the level of risk the event organizer is ready to take. This helps in doing the pricing for the clients separately and pricing the tickets for the target audience separately. Sometimes the organizers keep the ticket price low and land the event in serious financial difficulties. The ticket price has to be based on actual costings.

A calculation about the break-even point of the event should be included in the budget and cash-flow statement. This can be achieved through break-even analysis. Break-even analysis is the comparison of production and selling expenses against the sales projections on a market-based price. This helps in finding out if the event is worth carrying out. In case of ticketed events it depends on how many tickets can be sold and at what price. For this, calculation of the break-even point has to be done. For example if the ticket prices are INR 10, and the costs are INR 600, for the event to be break-even, this means that 60 tickets have to be sold. What if the seats at the venue are only 55 instead of 60? You will not make profit. Hence, once the full costs of the event are known, the ticket price can be calculated bearing in mind that enough tickets have to be sold to cover eventualities. There could be cost risks related to quality management and standards, cost risks related to the expense of putting on the event, and cost risks related to the effective timing and scheduling of events. The issues related to event pricing and risk will be dealt in detail in Course 5 on Event Financing and Accounting.

Ambience

Ambience is that very essential characteristic that seeks to ensure whether the event is a success or a failure. At a personal event, such as a birthday party, the ambience may be simply created by the people who are there, without the need for anything else - good company amongst friends can make an excellent event. However, for many events, the right ambience is created by the desired services. The presence of expensive venue, themed decor, gifts, foods and games might not necessarily make an anniversary party a success. A well organised event can lighten up the moods of guests who have had a busy day or have travelled long distances to reach the venue.

The event manager has to employ enough creativity while blending these services. Careful attention has to be given to every detail and by trying to bring out the desired outcome.

Creative Edge and the ‘Wow Factor’



The greatest skill for the event manager is to use creativity in providing an event. Ideation and creativity are the key strengths of the event industry today. A wedding planner will use a colour theme to emphasize the mood or symbolism of the event. The staging of events in a creative manner shows the event manager’s creative skills. Events typically have a team based work environment and a project type of organisation structure. Once the event concept is finalised with the client, the very first step begins when the creative conceptualiser works on ‘the brief’ with the creative team. A brief is a detailed list of input and specific instructions from the client for the event. The creative team also has to work with hard practical realities such as the logistics, like transportation of material, travel, stay arrangements etc and the networking aspects, namely media plan, ad designs, ticket designs, printing etc. With these constraints the creative team tries to create the perfect picture of the event. Indian sponsors are looking for innovations in properties every year, with the help of creativity. Creativity as a tool is required by advertisers, is essential for growth of revenues and retention of business.

The first edition of the Jaipur Art Summit was held in November 2013 at Hotel Clarks, Amer and Jawahar Kala Kendra, Jaipur, in Rajasthan. The summit showcased creative expressions across many media and formats like canvas, visual and digital art, art installations, sculptures, interactive art, other contemporary and folk centric expressions. The works of 150 artists were showcased including senior renowned artists like Anjolie Ela Menon, Jatin Das and Jai Zharotia. Features like art camp, installation art works, seminars, display of folk traditions and art ‘haat’ (market) were different elements that gave a creative touch to the summit.

The ‘Wow’ factor of events is an essential characteristic, which owes the event a memorable experience. For example, the ‘Wow’ factor can be created by using an interplay of unusual venues, artistic expressions in decor, other creative touches and activities that can make the event a success. Venues are also used to reveal the message or culture of a company, like - a contemporary and futuristic building for a new and trendy company, and a historical building for a traditional firm. For example, the Roundhouse is an 1846 steam engine repair-shed, in North London that was at the heart of the swinging 1960s scene with famous rock-n-roll bands like The Rolling Stones, Jimi Hendrix and The Doors, all playing there. In recent years, product launches, award ceremonies, the ‘X Men’ movie premiere, video productions and Music Week Awards were held there. Clients for events like brand promotion, annual corporate events and product launches prefer to choose unusual venues like palaces, historical monuments and ‘havelis’ (old traditional big homes), museums, etc that raise the curiosity of audiences and give a wonderful feel to the event.

Intext Activity 1

Observe an event that is happening in your city. Write down its major characteristics.

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Check Your Progress I

Note: Use the space provided for your answer.

1) How do events create live experiences?

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2) What do you understand by uniqueness and perishability of events?

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3) Why is networking with the right vendors important?
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4) Why is financial planning crucial to event management?
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5) Explain the importance of creativity in events. How does the ‘Wow factor’ help in making an event memorable?
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3.3 IMPACT OF EVENTS

Events have a range of impacts, both positive and negative on their communities and stakeholders. The event manager needs to always identify and predict these impacts, and then manage them to bring about an overall positive impact from the event. Impacts on the social, economic, cultural and political framework of the destination should be carefully assessed as a critical planning tool to events. Good communication and consultation with local authorities, while keeping religious and cultural sensitivities in mind are important aspects in selecting the event destination and organising it. Logistics, crowd traffic flow and event venue planning often are the critical areas, where errors in planning can lead to huge negative impacts.

As mentioned in the historical contexts of events, in earlier times, events used to be more social in nature, example weddings and this was a big source of social interaction between people, hence bringing around a clear social and cultural impact on society. Apart from the social aspect, there were larger events of religious or political nature example, the Kumbh Mela. Such events bring pride to the community, and broaden people’s awareness and cultural horizons. Contemporary events are seen more in the light of the community, and event managers are focusing more and more on bringing benefits to an entire community

through footfalls, tourism and more business for the local community. Some events, especially sporting events like the Commonwealth Games play a political role, in addition to social and economic roles. There is considerable competition to stage the games, and they bring in significant impact on the national image of the country, in addition to economic, social and commercial benefits. Destinations are often chosen keeping in mind the local weather, culture, and tourist attractions for a particular event. For example, Goa is usually the destination for International and National Film Festivals, or Media Summits. The environment and culture in Goa, especially during December (carnival time) enables the right atmosphere for a fun filled and creative environment for these events. An ill planned event can have huge negative repercussions, and the larger the scale of the event, the larger is the impact. Stampedes and crowds going in a panic have often been seen in very large mass events like the Haj at Mecca, or the Kumbh Mela, where unplanned logistics and crowd management have resulted in disasters with many people dying. This leaves a huge negativity to such events.

Economic implications and impact on a community or city can be huge, due to a major event. An event, in itself may or may not provide direct employment, but the indirect effects on local businesses, services and infrastructure can be extremely significant. Events are seen as catalysts and marketing tools for attracting visitors and tourists, while creating profiles for destinations. Many events, after analysis have proved that a large chunk of the income came from tourists, and various merchandise and related items with the event theme being sold ; as also with the local restaurants, hotels and other shops gaining hugely during the event. Support services like transport, taxis, equipment vendors, photographers and videographers, contractors and other type of suppliers also see huge upsides in their businesses. In destinations which host an event on a regular basis (annually), there is a marked positive impact on the tourism aspect, and this tends to extend much before and after the event time period. There can be huge developmental impacts from a large scale event, like the Commonwealth Games held in the National Capital Region of Delhi in 2010. Work started many months before the event, and the positive changes in transport, infrastructure and facelift of the city extended much beyond the event. This had a permanent impact on the facilities provided by the city.

Political implications of events have also been huge, right from historical times. The Roman Gladiator games in Rome were political in nature, and the ability of the Roman Emperors to put on a major spectacle of a huge scale contributed much to their royal status. In today's time too, holding of global events like the Olympics, or World Cup Cricket and Football events speak much about the political status and superiority that the hosting country enjoys. The politicians and ruling governments get a platform to showcase their popularity, success and achievements during inauguration ceremonies in these events. Media coverage on such events, which include a lot of information on the host city and country, showcase the economic, social and cultural development there, which all goes as political benefit to the government at work. Shrewd politicians and governments always have an eye on large scale events that will keep the population happy, and themselves in power. They use hallmark events to highlight their coming into and going out of power, as these events are retained in public memory for a long time. Such events could arouse nationalism, patriotism and are eventually linked to the government as a positive impact. Corruption arising out of politics can have negative impacts on an event too, example the negative

publicity that came out of media coverage of the corruption in the Commonwealth Games in Delhi raised many question marks on the integrity of the organizers, and the ruling party.

The event planner holds the critical task of assessing and balancing all the above impacting factors. Social and cultural factors, along with economic and political issues could have positive outcomes if managed well, but could bring about negative, and sometimes disastrous results if not managed and planned well. Governments also need to have a long term view while planning mass events. Though these bring huge social, cultural and economic benefits and urban development, the governments need to assess long term political and social impacts, while keeping costs and integrity of managing these events in mind. However small or large scale the event maybe, one cannot ignore or overlook the criticality of planning and analysis of all the above factors, which may impact the long, medium or short term social and economic environment.

Check Your Progress II

Note: Use the space provided for your answer.

1) Explain the social and cultural impact of events.

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2) What are the economical impacts created by events?

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3) What are the political benefits of events?

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3.4 THE ADVANTAGES OF EVENTS

You have so far learnt that events generate social, economical, cultural and political impacts. Through these impacts the vast majority of events serve to improve and enhance our society at a time of significant social change. A look at the various types of events reveals that events are used for developmental purposes besides being used for cultural, recreational, enjoyment and celebration purposes.

A well crafted wedding provides us the advantage of a memorable experience that lingers on for years. Cultural celebrations are greatly promoted, because of their success in terms of openness, free entry and informality in most events. They provide great opportunities for interaction, reach, are beneficial to sponsors, and open up new marketing horizons for the corporate sector. Talent shows and award functions enable the promotion of arts, entertainment and enjoyment. Events that are used for image-building, to support tourism, or improve the environment have a positive outcome. Events like garden festivals are useful as a mechanism to regenerate rundown areas. Thus events provide innumerable opportunities to ideate and create. The effective networking of the event managers with the right vendors or suppliers are highly advantageous to events. Efforts should be made to establish a relationship on a long term basis with a commitment to a partnership approach between the EMC and the vendor.

As a marketing communication tool event helps us overcome problems associated with traditional media. Events have the ability to bring together well defined participants. A specific number of the target audience could be invited or could buy tickets for a show specially created for a particular profile of the target audience. Since the audience is actively targeted, the option of controlled reach can be exercised. This leads to lowering of the media networking budgets and focused communication with the specially gathered audience. Live media communication enables interactive communication. Live media communication is a complete sensual experience as compared to a press advertisement on TV/ Radio commercial. This is so because a press ad is basically a flat piece of paper and a commercial is just an audio-visual experience. The high recall value of live media communication used in events is very advantageous. No wonder events are called as tools for ‘experiential marketing.’ Experiential not only integrates a number of mediums together, but offers a great degree of personal connect. A consumer is more likely to have a greater sense of brand recall and brand loyalty after experiencing a product in a favourable environment. The word-of-mouth publicity of a memorable event suggests that the event has been professionally carried out.

One of the greatest advantages offered by an event is the involvement of all the senses while experiencing the event. When the audience participates in an event, they get to see and do activities happening (in real time), hence the ‘feel good’ factor and ‘thrill’ sets in. Events have the greatest advantage over other media, by boasting of instantly collecting feedback. Being a live media, it is possible to feel and deduce the reactions of the audience to the objective that the event was meant for.

Intext Activity 2

Attend an event or watch an event on a state or national tourism website. Highlight those aspects of the event that provided you with the ‘feel good factor.’ Also indicate the live communication tools used for the event experience.

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Above all events can be easily customized. This means that specific traits of the local inhabitants can be incorporated in the core concept and design of the event, to ensure that the event is socially and culturally in tune with the local culture. The advantage in terms of post-event publicity that events can offer, apart from the media involved in the event, is the benefit associated with reports of the event in the newspapers and news on the electronic media. For such reports there is no extra cost to be borne – neither by the sponsor nor by the event organizer.

Check Your Progress III

Note: Use the space provided for your answer.

1) List down five advantages of events

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3.5 LET US SUM UP

In this Unit, we have discussed the key characteristics of events. They are a platform for interaction, live experiences, networking, and are unique and perishable. They also characterise of entertainment, ceremonies and rituals. Other key characteristics are labour intensiveness, networking with vendors and teamwork. Events have a fixed time-scale and financial planning is very crucial to event management. Ambience, creative edge and the ‘wow factor’ are other essential characteristics of events.

We have also tried to understand the impact of events. The event manager has to work towards generating an overall positive impact from the event. Events bring about social, political, cultural and economic implications on a community or a nation. The event planner holds the critical task of assessing and balancing all the above factors. Towards the end we look at the various advantages of events. They provide ample opportunities to ideate and create. They are effective communication tools, provide great opportunities for interaction and reach, provide marketing opportunities for the corporate sector, enable promotion of arts, entertainment, enjoyment etc. The involvement of all the senses while experiencing an event is its greatest advantage. Events can be easily customised and there are no extra costs for post-event publicity.

3.6 KEYWORDS

Uniqueness : No two events are the same and differ from each other because every event offers a different experience to the audience. Hence it is unique.

- Perishability** : However similar the events may be, they don't get repeated the same way. This refers to the perishability of events. Perishability also relates to the use of facilities for events. There are peak times of events such as a wedding happening in a banqueting hall on Saturdays and Sundays only. The day on which the hall is empty cannot be replayed. Hence it is perishable.
- Pulsing Organisation** : The event manager is supported by a team that sometimes grows enormously as the event draws closer. This phenomenon has been described as 'pulsing organisation' by A. Toffler.
- Vendor** : Vendor is the supplier who provides service to the EMC such as catering, decoration, technology requirements etc.
- Break-even point** : The point at which an event's costs equal the revenue received for it.
- Break-even analysis** : It is the comparison of production and selling expenses against the sales projections on a market-based price.
- Ideation** : Ideation refers to all the processes involved in taking an idea from its critical 'conception through to its realisation. The novel ideas and concepts give a distinct appeal to the event.
- Wow Factor** : A memorable event gives it the 'wow factor.' This factor is created for an event by using an interplay of unusual venues, artistic decor, ideas, innovation, activities and other creative aspects that can make the event a success.

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3.8 CHECK YOUR PROGRESS - POSSIBLE ANSWERS

Check Your Progress I

- 1) Events create live and memorable experiences for attendees of events like weddings, sports events, festivals, road shows and so on. Events activate brands, businesses and customers. An event provides a multidimensional communication to the brain by providing experience. Hence it is only an event that makes us 'feel.' Every experience provided by events is unique. The latest trends in activations, IPs, managed events, MICE, digital events and many others, is experiential. This is because the available technology is affordable, effective, and we get to see more of live and experiential. Experiential is about providing live, immersive experiences, and makes the event more engaging and fun. Marketers use live events to tell their brand story. Creating an experience that connects the brand and target audience is called experiential marketing.
- 2) Uniqueness and perishability of events:
 - Every event is unique, because it offers a different experience to the audience. No two events are the same. For example, two weddings by the same organiser in a city on the same day would differ in terms of timings, number of people visiting, the way people interact etc., hence the two weddings would be radically different. Pleasant happenings and the success through desired outcome may make an event memorable. Such an event is also regarded as unique.
 - Events however similar they may be are not repeated the same way. The workshops, seminars or exhibitions organised by the same EMC in a particular way will differ on every occasion. Perishability also

relates to the use of facilities for events. For eg: the revenue generating potential of a banqueting hall for weddings is lost on each day of the week as it has its peak usage on Sunday evenings. The day on which the hall is empty cannot be replayed. Hence it is perishable. The losses incurred due to perishability can be overcome by differential pricing or discount days.

- 3) Event management companies (EMC) are the essential link between client and vendor / the supply chain. An EMC should have the ability to source, negotiate and get the work done by the right vendors who are various service providers such as catering, flower decoration, etc., to deliver quality work. There must also be a commitment from the supply chain to offer the latest and most efficient solutions including technology.
- 4) Financial planning is one of the most crucial factors for successful event management. This is because there are certain risks involved such as if the ticket prices are low, the event can land in serious financial difficulties. Similarly, there could be cost risks related to quality management and standards, cost risks related to the expense of putting on the event, and cost risks related to the effective timing and scheduling of events. Financial planning depends on how big the event will be, number of visitors, the costs to hold an event and how profitable the event will be. Pricing has to be done for clients separately and for the tickets of the target audience separately. The ticket price has to be based on actual costings. Break-even analysis should be done to include break-even point in the budget and cash flow statement.
- 5)
 - a) Creativity is a skill that is in great demand and is the strength of the event industry today. A wedding planner or a decor specialist will use different colour schemes and effects, to create the right mood for the wedding or the conference, by using creativity. Once the event concept is finalised, the creative conceptualiser starts work with the creative team. The creative team also looks into the logistics of the event. Ideation and creativity are important tools required by large advertisers, and are necessary for the growth of revenues and retention of business.
 - b) The ‘Wow factor’ of an event renders to it a memorable experience. It can be achieved by using creativity through an interplay of unusual venues, artistic decor and activities that can make the event a success.

Check Your Progress II

- 1) Events are a great source of social interaction. Large events like the Kumbh Mela bring pride to the community, promote culture and broaden people’s awareness. This happens with sports events too. Contemporary events are seen more in the light of the community. Destinations are chosen keeping in mind the local weather, culture, and tourist attractions. For example, Goa is a destination for International and National Film Festivals, or Media Summits. The environment and culture in Goa, especially during carnival time, enables the right atmosphere for these events. Thus events bring social and cultural impacts.

- 2) Economic impacts are created by a large number of people attending the event, promotion of tourism and more business for the local community as in the case of the Commonwealth Games. There are indirect effects on local business, services and infrastructure. Events also become catalysts and marketing tools for attracting visitors and tourists, while creating a profile for destinations. Besides income from tourists, merchandise and related items within the event get sold. Local restaurants, hotels and shops benefit a lot. Transports, services, vendors, photographers, videographers, contractors and other types of suppliers also see huge gains in their business.
- 3) Since early times and even today, events have generated political benefits. Events like the World Cup Football, Commonwealth Games and the Olympics speak about the political status and superiority enjoyed by the host country. The politicians and ruling governments showcase their popularity and achievements during inaugural ceremonies. This is enhanced by media coverage. Hallmark events highlight coming and going of power of the governments, besides evoking a feeling of nationalism and generating positive impact.

Check Your Progress III

- 1) Following are five advantages of events:
 - The greatest advantage of events is that they provide a highly sensual experience where all the senses are involved while experiencing it. This provides the ‘feel good’ factor and the thrill sets in.
 - They provide great opportunities for interaction and reach and are beneficial to sponsors, and opening up new marketing horizons for the corporate sector. Talent shows and award functions enable the promotion of arts, entertainment and enjoyment. Events that are used for image-building, to support tourism, or improve the environment have a positive outcome.
 - Events, as marketing communication tools, help overcome problems related to traditional media. As live media communication, they enable interactive communication over press, TV / radio commercials. The live media communication enables high recall value. This is one of its greatest advantages. Through events, feedback can be instantly collected.
 - Events are effective tools of ‘experiential marketing.’ Experiential not only integrates a number of mediums together, but offers a great degree of personal connect. A consumer is more likely to have a greater sense of brand recall and brand loyalty after experiencing a product in a favourable environment.
 - Events can be easily customized and the advantage in terms of post-event publicity lies where no extra cost is borne either by the sponsor or event organizer.

UNIT 4 GROWTH OF EVENT INDUSTRY IN INDIA

Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Industry Size and Growth
- 4.3 Strengths and Challenges
- 4.4 Structure of Event Services
- 4.5 Scope of Expansion and Careers
- 4.5 Let Us Sum Up
- 4.6 Keywords
- 4.7 References and Suggested Readings
- 4.8 Check Your Progress - Possible Answers

4.0 OBJECTIVES

In Units 2 and 3, you had learnt about the characteristics and types of events under their respective classifications. This Unit aims to highlight the growth of the Event and Activation Industry in India, and the scope the industry has to offer.

After completing this Unit, you will be able to:

- Explain the growth of the event and activation industry in India;
- Highlight the emerging trends, strengths and challenges;
- Understand the role of services related to event management; and
- Understand the scope for expansion of the event industry and identify job prospects related to various areas in event management.

4.1 INTRODUCTION

Event management is emerging as a major contributor to India's economy. It got a head start in the wake of globalization, as multinationals started pouring into India. As a profession it got created, because a need was felt to craft an event with utmost success. Initially the players in the industry were only the large-scale ones with international tie-ups, helping them to organize the events. Earlier various set of activities were streamlined to create a grand event, but today elements like glamour and glitz are incorporated on a large scale into the event to give it a unique touch and make it look different from other events. Events require expertise of professionals just like any other enterprise or company. This is because different categories of events provide different products that satisfy a variety of needs. The scope of event management ranges from organizing an international mega event like the Commonwealth games to a small birthday party.

4.2 INDUSTRY SIZE AND GROWTH

The Indian events and activation industry has great growth prospects. As already discussed in Unit 3, there are four key services in the portfolio of Indian companies. These services are Intellectual Properties (IP), Managed Events, Activations / Promotional Campaigns and Digital events. Rural, sports, digital integration and government events are emerging trends in the event industry. According to the Ernst & Young, and the Event and Entertainment Management Association (EEMA). The expected growth rate of the industry will take the size of over INR 10,000 Cr by 2021, and more in the coming years. This value represents only the revenue of 'organised' events and activation agencies, and not the unorganised event companies.

The marketers have shown an increasing confidence in events and activation, for their business growth. This has resulted in a consistent growth pattern in events and activation. However, there was a decrease in the revenue generated by activations from 31 per cent in 2015 to 22 per cent in 2017, showing that there is a move towards digital activations.

Event management service providers face no practical entry barriers to start operations. Unorganized players play a major role in the events and activation business. These service providers are either individuals, or small organizations who do not have defined business processes and policies.

Most of the event and activation companies have their operations mainly centered in India, with an average of 2-5 offices located mostly in the metro cities within India, to facilitate their operations. Few event companies such as Wizcraft, Percept, etc have offices abroad. The focus of most event companies continues to be India as many feel that there are sizable business opportunities to be exploited. But the number of services being provided internationally is increasing.

Managed events and activation services are provided the most in India. The largest share of revenues come from these services. While managed events form the core of the event industry, and growth is seen in this area the most, IP events and digital events are also increasing and gaining in importance. Event management companies are starting to pay increasing importance to building and investing in IPs while simultaneously, increased below the line (BTL) marketing spends by advertisers is driving growth on managed events and activation. Because of the youth factor, there is an increased interest in delivering high quality events with a 'wow factor' and increased creativity.

The event and activation industry is seeing a large number of young workforce becoming a part of it and being gainfully employed. A large number of young aspirants are keen to join the industry. On the job training and development of Event Management courses can enable development of talents and professionalize the field. Till recently Event management required no formal training or education. Formal education involved the studying of advertising and public relations with a specialization in event management. The growth of the event industry has popularized studies of event management.

Event management is not a new industry and has long existed as part of the tourism and hospitality industries. In recent years, the event industry has seen a

lot of changes. Events today are not positioned as a subsidiary effort towards advertising, but an independent marketing communication tool. Each category of event has its own demands that need to be addressed. This industry has generated employment of a very creative and innovative kind. It is also an outlet for people who have innovative ideas and would like to put them to practice. For example, an event management company (EMC) that works on brand building and management has to first research about the brand and its image, and the requirements of the hosts of the event. Keeping this in mind, the event is conceptualized using creative ideas and methods. Within the framework of the event, an interesting and possibly interactive medium is thought of.

The industry has grown due to the middle income group increasingly willing to spend more on personal events such as weddings, concerts and celebrations. The event and activation activities have also received a boost from the corporate sector who see event management as an effective marketing tool. Companies like Wizcraft, Fountainhead, and Showtime have moved ahead from not just being pure event management companies, but to becoming marketing partners for their clients. The scope of the event industry is such that players are offering a complete 360 degree marketing solution to their clients right from ideation, conceptualization, promotion, marketing, arranging sponsorships and on-ground execution.

The event industry is greatly driven by - growth in disposable income and consumer spending, an increase in personal events like weddings, corporate events, activation events, and an increasing need for organized events. Consumer spending helps the event industry grow. The consumer base or the clients of the event industry are corporates (both domestic and international), government and public sector, people who are increasingly spending on personal events, etc. Technology, FMCG (Fast Moving Consumer Goods), auto, media, entertainment and telecom are the largest users of the Events and Activations industry. BTL activities in marketing such as local promotions and public events meant for interaction, are greatly contributing to the event industry. Such innovative activities bring more publicity and visibility for products at the local level.

The growth of corporate sector in the wake of globalisation has increased corporate events - a significant driving factor in the events and activation industry. Corporate sector relies heavily on professional event management for this. India is increasingly making MICE tourism a mode for its travel and promotional budgets. The MICE activities are yet to be taken up in totality by the corporates in India, and at present incentives form a major component of MICE. Incentive programmes are receiving a boost due to exciting destinations and a combination of tradition with modern cosmopolitan touch in destinations. The demand for meetings has increased with a focus growing on details like accommodation, the traditional 'boardroom style' space being replaced by innovative approaches like outdoor meeting spaces and new-age technology. Airlines and travel / tour companies are targeting MICE. Destinations market MICE products to specialised agencies and the corporate world. The MICE industry can showcase latest products. Countries are promoting themselves as MICE venues to attract event managers. MICE events have become networking tools to promote successful business. The future of this industry sees growth in digital events, sports, personal events and activations as already mentioned. The government's focus on rural development reveals increased opportunities for rural BTL / activations.

Besides corporate events, sports events are also becoming commercial events that need the help of event management services. Large scale sports events like the IPL World Cup, Commonwealth or the ICC World Cup need an entire set of event services along with their opening and closing services , during the entire course of event and use ATL (above the line) media, including digital. People today prefer celebrating events with a lot of extravagance and splendor than they did before. This includes events of a small scale such as birthday parties and anniversaries, to larger family events like weddings. All these opportunities have generated a need to make events more organised with all the logistics in place and the specialty of services that a particular type of event demands, in order to make it successful and unique. All these factors are the growth drivers of the event industry.

Check Your Progress I

Note: Use the space provided for your answer.

- 1) “The event and activation industry has grown in the recent years.” Give reasons.

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- 2) Write about the growth of MICE events.

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4.3 STRENGTHS AND CHALLENGES

The key strength of the Indian Events industry is the ability to ‘get things done’ even in the most adverse circumstances, creativity in execution, cost optimization, and an extremely strong vendor base across cities. Delivery of high quality events despite regulatory hurdles, poor infrastructure, inadequate talent base, large geographic spread and low quality vendors are the clear indicators of the sheer resilience and ‘ability to manage’ nature of this industry. Ideation and creativity are key strengths where formats keep getting repeated annually, and differentiation of an event becomes key to success. Creativity as a tool needs special mention here as it is required by advertisers, it helps retain business and facilitates the growth of revenues. Delivery of good quality events despite budgetary constraints is also a clear strength. Moreover digital integration is giving the industry a boost.

The event industry however faces several challenges. It has to be understood that events cannot be put up in a few hours, even though an event manager may work in a proper organizational structure. To organize an exclusive and customized event, requires not just working in a time-bound frame, but making specialized service arrangements, inspecting technical aspects, and working on logistics. There is lack of trained manpower and shortage of experienced personnel. Industry experts have pointed out that the talents of people / human resource entering the event industry is inadequate. The image of the industry is one reason for this as is the absence of adequate, hands on training courses. The events industry is facing other challenges like hazy regulations around permissions for locations, GST (Goods and Services Tax), inadequate events infrastructure, transparency of costs, and varied logics used for calculating Returns on Investment (RoI). Obtaining sponsors for events also becomes a constraint many times.

Ticketed events have fared extremely poorly in India due to high taxes, and there is a need for a tax waiver / holiday for five years to give a boost to the live entertainment segment of the industry. Growth in the live events segment can lead to economic growth, increased tourism and employment generation. Due to the diversity in the types of events, there is no uniform structure for every type of event, unlike many industries which perceive themselves as a cohesive whole, for example, banking or retail. There is no one single major supply element to events, although there are some representative bodies, and some understanding that events are a major economic activity, however difficult to quantify.

Event companies mostly have a sound and profitable business model, largely de-risked through advances received from customers. Most events and activation companies pay creditors and vendors from advances of collections made from customers. Their job costing systems are in place, with the more evolved companies preparing both a pre-event profit and loss statement (or event budget) and a post-event budget-vs-actual analysis.

Any event delivers value to the client and / or to the sponsor. This value has to be measured in order to justify delivery of this value. Measurement of performance is necessary as most marketers in organizations will be able to increase spends on events if the return on their spends can be demonstrated accurately to their CEOs in a standard manner. Hence measurement of RoI in a standardized manner is very important and is a major requirement in the event and activation industry today.

Check Your Progress II

Note: Use the space provided for your answer.

- 1) What are the key strengths of the Indian event and activation industry?

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2) Write any five challenges that are faced by the event industry today.

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4.4 STRUCTURE OF EVENT SERVICES

We already know that the event industry has broadened its levels of specialization, and the technical requirements have increased due to greater expectation on the part of organizers and participants. This has caused a rapid development in event related services and support organizations. Small personal events such as a birthday party or an anniversary may be a comparatively simple affair, as these events require little organizational or technical support from EMCs. On the other hand larger activities such as exhibitions, trade fairs, VIP events, sports championships, launches, festivals and corporate hospitality activities often require a great deal of support from conception onwards. This support may be via the public sector, for example, the Ministry of Tourism and Ministry of Sports organize multiple events across the country, and these are managed by these bodies themselves. The India Trade Promotion Organisation, is the nodal trade promoting agency of the Government of India. Each state has its own ministries which conduct state or national level cultural and sporting events. Some educational institutions, including colleges and universities teach event management.

There are many interlinked activities in the events business besides entertainment and services, like technical and logical support that are provided by private event service providers. With an increasing complexity of needs and demands, the larger and elaborate the event becomes. Hence the standard of organization required for large scale events is very high and private services are providing a whole series of specialist activities to service these needs. These organizations typically either package services and provide the whole thing or provide one element of the service needed by an event organizer, who may wish to do the rest for themselves. The type of organizations capable of providing complete packages for events are normally:

Event Management Companies

EMCs play a significant role in providing opportunities for people who would like to enter this industry. EMCs are gaining popularity today and have basically grown out of related service or hospitality providers, which have specialized in providing the complete event. EMCs tend to be involved where the organizers have a requirement for major or VIP events, or corporate hospitality or where, for example, a product launch demands specialist design and innovation. The benefit of having an EMC is the range of expertise, ideas and experience they can draw on. For instance, in the case of a gala evening, where a dinner with a theme has to be planned, the EMC will be capable of providing the expertise for

almost any theme the organizer may choose. This will include identifying a suitable menu to go with the theme, as well as full catering support in food and beverage service at the event. Development of the theme would include specialist sets, props and, if necessary, costumes for participants or guests, and all the range of support requirements from special effects and lighting, to music (live or recorded) and entertainment.

An event may be unique, but the effectiveness it brings out is more important. It has to fulfil the purpose it has been set up for. Here comes the role of EMCs. For example, in designing a large scale social event like a wedding, many challenges are faced. These include deciding the venue, preparing the guest list, incorporating client preferences, and delivering the entire wedding event within a short period of time. Right from organising bouquets to be gifted to chief guests to dropping and picking up celebrities to and from the events, is part of the job of EMCs.

For corporate events, right from maintaining protocol to sending invites and more is taken care of by the EMCs. The scope of work for EMCs varies. They also need to make sure that they stay within the budget of the event. For example, if a fund raiser is being organised, then the efforts should be made in the direction of maximising participation. Likewise, if a concert is being organised by an EMC, the gathering of all relevant resources must top the list of priorities. Venue, seating arrangement, accommodation, etc. has to be systematically and accurately arranged. Assigning responsibility and rightfully delegating tasks is the key feature of a good EMC.

The ascent of EMCs began with global events and shows getting organised in India. Their place was fortified after the success of a few events. The team should be equipped to handle any kind of crisis during the event to make the function memorable and successful.

Production Companies

While attempting to create a high profile event and an event of a professional standard, the ability to develop it may be beyond the knowledge of the average organizer, delegated to do the job within a committee or other organization. Nevertheless, high profile events, VIP ceremonies, road shows, major competitions or product launches, all require specialist technical facilities and knowledge. Increasingly events of this kind are usually handled by production companies. Here, the companies are able to package the event together with the kind of wide range of technical support required. This technical support might range from set design to the training of presenters.

A production company will probably be able to undertake activities like: 1) Project management, in the case of large scale projects where the whole event is delegated by the organizer to the production company as a contractor (especially those events that might also involve building or construction sets, either of the permanent or temporary kind), 2) Design, including set and backdrop design, staging, decoration, lighting and the range of audio-visual support needed for high quality presentations, 3) Venue management, where an organization may, for example, wish to take over a unique venue, such as a huge villa, palace or stately home to use for its event, where outside expertise can be brought in (outsourcing), 4) Handling of participants or audience, which ranges from the simplest issues of ticketing and security to the full provision of VIP seat booking

or allocation of accommodation or pavilion space, 5) Technical support, ranging from simple provision or hiring in of equipment to the full preparation of computer graphics, slide or video production and related facilities, and 6) Basic training of speakers, presenters and also of script writing and video production by some companies.

Though packaging for the whole event is not cheap, the production companies have the expertise and training that most organizers don't have.

Event Catering Companies

Catering is the most important input to the events business. It has been sometimes mentioned that EMCs were earlier catering operators. Catering today is provided in three main ways: It is undertaken either in house (i.e. by an organizer or venue) or by contractors permanently employed at the venue or, alternatively, on an ad hoc basis at the venue. A venue might not be able to provide specialist catering for an event. For example, a temple 'pooja' gathering might have a kitchen but no caterer to run it. A larger venue may be needed nearby, or a marquee may have to be erected. These situations require catering services much before the event is organized.

Catering operators range in size and in the types of service they provide. The larger contract catering companies also run the in house services of a number of venues and ad hoc provision for conferences, exhibition and other events including corporate hospitality. Independent caterers also have a share of the ad hoc conference business. In addition, in the price restricted part of the market such as for charitable events, there are small independent caterers who provide basic, but sound catering in the form of buffets. This type of catering for small events may be subserviced, that is the food / drink is delivered with disposable plates, etc, and the organizer simply lays it out for participants or guests to eat. Bakeries often provide this kind of subserviced buffet, simply delivered and paid for on the spot and perfectly adequate for the job. A similar service is sometimes provided by supermarket companies.

Many major hospitality or catering companies have divisions dealing with events catering, sometimes perhaps wrongly known as Outside Catering. Event catering companies range in size from small family businesses, which look after events such as local weddings or village fetes, up to major international caterers who hold contracts for significant large scale events such as inter national air shows and sports tournaments, major society' weddings, VIP dinners corporate hospitality and so on. Consider the complexity and size of the catering provision for the Commonwealth Games, Wimbledon Lawn Tennis Tournament, the Paris Air Show or the Olympics, and it can be seen that this is a very large business indeed.

An organizer may choose any one of the above packaging organizations depending on the requirements of a particular event: What are the event's objectives? Who are the participants? How large will the event be? How complicated will the catering provision need to be? In some cases, it might even be conceivable that all three types of company are needed together, but this is not very common.

Party Planners and Professional Event Organizers

Besides major companies that are increasing in popularity, events and event-related services are also provided by smaller organizations and individuals. These

mostly fall under the group of party planners and professional event organizers. The first provide a range of services particularly for the personal events market, the second, for the corporate market. These would include the organization of parties, celebrations, weddings, anniversaries and many of similar events. Nowadays, though many people like to organize small events themselves, many like to hire and pay professionals to do the planning, organizing, operating and managing an event so that everything goes smoothly. Professional party planners or event organizers are obviously more used to doing this, than is the average person, who might only have to put on a batfish event occasionally, and might otherwise have to rely on friends and family to help.

Exhibition and Theatrical Contractors

Exhibition (and some theatrical) contractors have existed for many years. Their function is to provide exhibition (or backdrop) services of one kind or another ranging from design and management for large exhibition-type events to simple events. Some venues provide in house services but may rely on exhibition contractors to create and supply complete shell schemes for exhibitions. A number of exhibition contractors also have expertise in events production. However some specialize and act as suppliers of systems, either for hire or for purchase.

Technical Services and Multimedia Support

Like catering services, technical services can also be bought in. Some venues do not have the technical support or equipment to cope with the full range of services sometimes demanded by organizers. Community halls, tents or small hotels may have no facilities apart from space and furniture. Equipment and technical support can be taken on hire from a range of companies, some of whom simply provide equipment while others provide equipment, training and technical support. Basic presentation equipment can be hired, ranging from overhead projectors to slide projectors and video players. High levels of technology, ranging from multimedia to video-walks, are now available on hire. The higher levels of technology can also be hired to provide complete presentations. Print shops are capable of coping both black and white and color material for guest packs, ticket handouts and support material such as badges or place cards and video production facilities. The range of technical facilities provided by the companies in this field is extremely wide and reflects the importance that organizers, particularly for high profile and VIP events, attach to the need for technical facilities, such as LCD projection, prompting systems (auto cues), or any other of a wide range of systems to support a stage presentation, ceremony or commentary.

Voluntary bodies, committees and individuals

Event management is one of those activities in which there is a large and active voluntary input. Many events, ranging from charity functions to village sports days, from birthday parties to local traditions, are undertaken by volunteers. This might be family or friends for a birthday or wedding, a volunteer group for a sports day or a fete. It might be a small committee set up for the purpose of running the event, anything from an annual rose growing competition to the recreation of a historic battle in full costume.

A typical voluntary committee might be made up of six or so people interested in putting on a particular event. The effectiveness of voluntary bodies is often very high due to commitment towards work and effort that the volunteers are willing

to put into the activity, and also because of the lengths to which they might go to obtain resources, help, facilities and services for their event.

It is also the case that for larger or more important events, an event might be volunteer managed, through an executive committee, but the committee may employ a professional events' organizer to plan and run the event. On the other hand a professionally managed event might not only employ volunteers as staff, but might co-ordinate the activities of a range of voluntary bodies to produce the event (such as at a carnival, where the organizers might be the city council tourism department, co-coordinating the efforts of everyone from the city band to the local majorettes).

A wide range of companies provide other services which can be hired in, contracted or purchased (depending on the service), in part or in full. These cover directly related services such as the provision of hospitality, or indirect services that exist not only to provide something for the events business, but also perform a function for the local community, for example, transport and guiding services, whose role is to get participants and audiences from the point of arrival to and sometimes around a venue. Then there are various other services such as retailing, medical support, administration, secretarial and travel. It can be seen from this approach that a matrix of distribution activities already exists in the events business. There is a range of distribution channels, like those of most industries. For example, when buying a holiday, the purchaser may go to a travel agent who might provide a whole package holiday (in the same way that an event management company can provide a whole event package). Alternatively, the purchaser might put together a holiday from various component parts, such as a flight and a hotel, having chosen the destinations using information from tourist office (equally, a client wanting an event could do it themselves by assembling the various parts, a venue, a caterer, an entertainer, and so on). The distribution channels are therefore the mechanism by which venues, markets and events activities are put together. The choice of the channel depends on the experiences and expectations of the buyer, and by the influences , that the various companies or other sellers can exert.

In India, the first mover advantage however has been with private Event Managers, as they have taken the lead.

Check Your Progress III

Note: Use the space provided for your answer.

1) List the event service providers and briefly mention their roles.

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4.5 SCOPE OF EXPANSION AND CAREERS

The event and activation industry has been undergoing expansion and is an evolving industry. Growth is expected in personal events, contests, awards, and brand launches as these are based on clients' needs, and also because an increasing trend is being seen in the events and activation spends by marketers. Activation, MICE, field marketing and exhibitions provide sustained revenues and being at the core of the event services are expected to grow further. In future growth is also expected to be driven around:

- Sports
- Government events, as these are increasing in number, scale and outreach programmes
- Digital activation, which is becoming an integral part of all B2C (Business to Consumer) activities, and Digital Integration
- Rural activation, as a result of the increased marketing spends in rural areas and towns
- Weddings, for their increasing demand

The major trends identified include sports broadcasters entering event management domain, growth of multiple sports, use of digital by sports teams, federations, athletes, leagues, broadcasters and sponsors, due to increase in access to digital mediums. Other major trends include event management courses in the offering, foreign companies entering India, events going green in their outlook, hybrid elements coming to the fore and foreign universities to collaborate with Indian universities.

Over the years, the EMCs have been able to build strong expertise in various categories. For example, the organisation Fountainhead has now strengthened focus on tourism marketing with the help of FH Corporate Journeys, live music events with the help of Oranjice Entertainment, and cultural festivals, undertaken by Fountainhead. In the last few years, the event management industry saw the establishment of Event and Entertainment Management Association (EEMA). The growth of the event and activation industry in India has the potential of attracting global players in the years to come.

Event management sees its potential in rural areas in the coming years. Event managers are looking at smaller cities, towns and rural areas, rather than holding one large event in a big city. Such events can have a larger audience at similar costs. This is expected to happen with larger EMCs taking the help of smaller event management companies in towns and rural areas, that have knowledge of rural people and rural expertise.

Many event management companies are now aiming to build their own IP portfolio. The revenues that come from IP are stable, long-standing and continue to be revenue generators for a long time in the future. The role of these companies is to create, execute and also own their own event properties. For example, Wizcraft owns and organises the IIFA film awards, and have extended the brand 'IIFA' with a chain of IIFA cafes and bars that sell IIFA-branded film merchandise.

Some of the most successful and top event companies in India are - Cineyug , which is India's premier entertainment company and the best, that covers

Commercial Movie Production, Live Concerts and Arena Events, Large scale Award functions, Brand Management and Networking Events, Production of Television Software, Live TV shows etc.; E-Factor Entertainment Private Ltd focusing on Corporate and Social Event Management; Wizcraft that focuses on Entertainment and communications; Percept D Mark focusing on Entertainment, Media and Communications; DNA Entertainment Networks Pvt. Ltd that focuses on Entertainment Events; Cox and King, and SITA that focus on Travel and Event Management including Exhibitions and Conferences; and Fountainhead Trans media that focuses on advertising, entertainment and communications, to name a few. Many more are getting added to the list.

The events industry is different than many industries, where the events business is not sometimes driven by the need to make money. This business also includes personal, voluntary, charitable and philanthropic activity. Events, whether small scale or large scale enable organizations and people to participate in an enjoyable way for the mutual benefit of all concerned. They have major social benefits which are beneficial, in terms of social integration and the contribution that people can make to their community.

The market for events has expanded to the point where the need for a much better professional infrastructure for events management companies and professional events organizers is an indication of this demand. Hence event management holds great scope for people who are seeking jobs in the field as well as those who are keen on establishing their own companies.

There are employment prospects and specializations for those planning a career in the event industry. Apart from the position of Event Manager for which one requires education, training, and experience in other roles, many other jobs exist in the event industry. For aspirants in the event management area there are various positions in event planning, management and functional areas. These positions are : Event Director, Event Manager, Event Planner, Event Administrator, Event Coordinator, Operations and Logistics Manager , Marketing and Event Manager, Exhibition Coordinator, Entertainment Manager, Sports Manager, Venue Manager, Decor Specialist, Creative Manager, Tourism Event Coordinator / Manager, Vendor Manager, Security Coordinator / Manager, Wedding Planner, Engagement Planner, Equipment Rental Sales Manager, Catering and Food & Beverage Manager , Conference and Banqueting Manager, Pyrotechnics, or Sound and Light Consultant, Event Assistant, Administration & Sponsorship Co-coordinator, Light & Sound Engineer, IT (Technology) Support Manager, Arts and Cultural Development Officer, Stage Technician, Catering Director, Fundraising Event Leader, Event Designer, Costumes and Sets designer, and the list keeps expanding.

Based on any of the above positions, a job seeker builds expertise in that area related to the event after entering the industry or comes with prior expertise and individual skill-set to handle the job.

In the previous years, a majority who joined the industry had lacked professional training in the field, as there were no formal or designed courses. In recent years, many institutes have started to come up with formal courses to train people in the field of event management. This has encouraged the students to aspire for a career in event management. Also known as the most profound form of advertising and marketing, event management is becoming increasingly popular as a thrilling

profession. For an event manager to have expertise in any or most of the following areas would be a further added advantage: psychology, crowd behavior, consumer understanding, on-spot decision making, financial management, human resource management, marketing, safety, and logistics. Legal knowledge is also helpful, as is a solid understanding of risk issues.

Event management is no longer ad-hoc and holds many promises as a career and industry in the years to come.

Check Your Progress IV

Note: Use the space provided for your answer.

- 1) Name some of the successful and top event companies in India (you may use the internet).

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4.6 LET US SUM UP

The events and activation sector in India is growing. The unorganized sector plays a major role in this although organized sector has a significant contributing role in the industry. Managed events and activation services are provided the most in India and are the biggest source of revenue in the events industry. Revenue of a large portion is contributed by IPs, though they contribute minutely to the total number of events conducted. IP events are gaining in importance. High quality events with a ‘wow factor’ and increased creativity can also be attributed to the youth entering the industry.

The growth of event industry has professionalized the field and has made it popular. Event management as a stand-alone segment is now commonplace. Today events are an independent marketing tool. The industry owes its growth to the middle income group that is increasingly willing to spend on events and the expansion of the corporate sector after liberalization in the country. BTL activities enable interaction and reach in a big way. An increase in corporate events has given a significant push to the MICE industry. Besides this sector, the commercialization of sports events and social events receive help from the event management services. The scope of the industry is such that players of the event industry are offering a complete 360 degree marketing solution to their clients right from ideation, conceptualization, promotion, marketing, arranging sponsorships and on-ground execution.

Ability to get things done, ideation and creativity are the key strengths of the event industry. The challenges it faces are that events need organization and cannot be put up in a few hours, there is lack of trained manpower, inadequate human resources, high taxes on ticketed events and high entertainment tax rates amongst other challenges. Event services receive support from public sector such

as ministries and educational institutions. Private services are provided as a package through EMCs, production companies, event catering companies, party planners, contractors, technical support services, voluntary bodies and individuals. In the coming years, the event industry will undergo expansion in personal events, contests, awards, brand launches, activations, MICE, field marketing, exhibitions, and also specifically in sports, digital activation, digital integration, rural activation and weddings. It is estimated that global players will be attracted to the industry in the years to come. The industry has widened the scope for employment prospects through specializations for career aspirants in planning, management and functional areas. Many EMCs are into building their own IP portfolios. The industry is a major contributor to the economy and its various facets hold immense scope in terms of career and expansion.

4.7 KEYWORDS

- Event product** : The market offering of an event
- BTL** : These refer to Below the Line activities in marketing such as local promotions and public events meant for personal interaction, mostly non-media.
- ATL** : ATL refers to above the line or media spends by marketers, including mass media like television, radio etc.
- Ideation** : The process of forming and relating ideas; creativity.

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Links

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4.9 CHECK YOUR PROGRESS - POSSIBLE ANSWERS

Check Your Progress I

- 1) The growth in disposable income and consumer spending, has led to an increase in personal events like weddings, corporate events, activation events, unorganised events and an increasing need for organized events. Corporate events have emerged as a significant driving factor in the events and activation industry. There has been a growth in corporate events, due to the expansion of the corporate sector, post liberalisation. They are used as an effective marketing tool and the corporate sector relies heavily on professional event management for this. BTL (below the line) activities are promoted, such as local promotions and public events that enable interaction and reach. An increasing demand for MICE events has led to their growth and is estimated to grow further. Growth is also being seen in rural events, government events, sports and digital activations; also in providing services interactionally; based on the needs and demands of consumers / clients like corporates, government, technology, telecom, FMCG, auto, media and entertainment.
- 2) The growth of MICE events is due to the boost received by the corporate sector. India is increasingly making MICE tourism a mode for its travel and promotional budgets. At present incentive programmes form the largest component of MICE. Incentives are increasing because of exciting destinations and a combination of tradition with modern and cosmopolitan touch in destinations. The demand for meetings has increased with a focus growing on details like accommodation, the traditional 'boardroom style' space being replaced by innovative approaches like outdoor meeting spaces and new-age technology. There is increasing demand for MICE to showcase latest products and as a networking tool to promote successful business. Airlines and travel / tour companies are targeting MICE. Destinations have begun to market MICE products to specialised agencies and the corporate world. Countries are promoting themselves as MICE venues to attract event managers.

Check Your Progress II

- 1) The key strengths of the Indian event and activation industry lies in its ability to 'get things done': even in the most adverse circumstances, creativity in execution, cost optimization, and an extremely strong vendor base across cities. Delivery of high quality events despite budgetary constraints, regulatory hurdles, poor infrastructure, inadequate talent base, large geographic spread and low quality vendors indicate the 'ability to manage' nature of this industry. Ideation and creativity are major strengths. Creativity as a tool is much in demand and is used by advertisers to retain business and facilitate growth of revenues. Digital integration in giving the industry a boost.
- 2) Any five challenges faced by the event industry:
 - Events cannot be put up in a few hours, even though an event manager may work in a proper organizational structure.

- There is lack of trained manpower and shortage of experienced personnel in the event industry.
- There is inadequacy of human resource personnel and talents entering the industry due to the image of the industry and absence of adequate hands on training courses.
- Other challenges are hazy regulations around permissions for locations, GST, inadequate events infrastructure, transparency of costs, and varied logics used for calculating Returns on Investment.
- Obtaining sponsors for events is also a challenge faced many times.
- Ticketed events have high taxes and have fared poorly.

Check Your Progress III

- 1) Private service providers provide a whole series of specialist services for events. They are as follows:
 - **Event Management Companies (EMCs):** They provide a range of services that fulfill the requirements of VIP events, corporate hospitality, social events and other events through a range of expertise, ideas and experience for designing and implementing the event. The development of theme could include specialist sets, props and, if necessary, costumes for participants or guests, catering, and all the range of support requirements from special effects and lighting, to music (live or recorded) and entertainment. Their scope of work also varies from one company to other. In also making the event unique and bringing about effectiveness, EMCs play a major role.
 - **Production Companies:** These companies package the event together with the kind of wide range in technical support required for a high profile event or an event of a professional standard. The ability to develop such events may be beyond the knowledge of the average organization. A production company can provide project management, design, venue management, handling of participants, technical support and basic training of speakers.
 - **Event Catering Companies:** These companies or operators provide catering in three ways – in house, or by contractors permanently employed at the venue, or alternately on an ad-hoc basis at the venue. Event catering companies range in size from small family businesses, which look after events such as local weddings or village fetes, up to major international caterers who hold contracts for significant large scale events such as international air shows and sports tournaments, major society weddings, VIP dinners corporate hospitality and so on.
 - **Party Planners and Professional Event Organizers:** They are smaller organizations and individuals that provide events and event-related services. Party planners provide a range of services for personal events market and professional event organizers provide services for the corporate market.

- **Exhibition and Theatrical Contractors:** They provide exhibition (or backdrop) services of one kind or another ranging from design and management for large exhibition-type events to simple events. A number of exhibition contractors also have expertise in events production. However some specialize and act as suppliers of systems, either for hire or for purchase.
- **Technical Services and Multimedia Support:** These are companies like catering companies that provide basic presentation equipment, high levels of technology, ranging from multimedia to video-walks on hire.
- **Voluntary Bodies, Committees and Individuals:** Many events, ranging from charity functions to village sports days, from birthday parties to local traditions, are undertaken by volunteers. This might be family or friends for a birthday or wedding, a volunteer group for a sports day or a fete. It might be a small committee set up for the purpose of running a local event. For larger or more important events, an event might be volunteer managed, through an executive committee, but the committee may employ a professional events' organizer to plan and run the event

Check Your Progress IV

- 1) Some of the most successful and top event companies in India are - Cineyug, which is India's premier entertainment company and the best, that covers Commercial Movie Production, Live Concerts and Arena Events, Large scale Award functions, Brand Management and Networking Events, Production of Television Software, Live TV shows etc.; E-Factor Entertainment Private Ltd focusing on Corporate and Social Event Management; Wizcraft that focuses on Entertainment and communications; Percept D Mark focusing on Entertainment, Media and Communications; DNA Entertainment Networks Pvt. Ltd that focuses on Entertainment Events; Cox and King, and SITA that focus on Travel and Event Management including Exhibitions and Conferences; and Fountainhead Trans media that focuses on advertising, entertainment and communications, to name a few (More can be added to the list from internet).