

# **PRACTICAL MANUAL**

## **Diploma in Event Management**



**School of Continuing Education  
Indira Gandhi National Open University  
New Delhi**

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Dear Learner,

Welcome to this Practicum Course BHCL-011 of Diploma in Event Management.

This Practicum Manual is based on the experiential practices of the events industry. It has been felt by the industry experts who have designed this Practicum Course that experiential learning or ‘learning by doing’ activities should be the rationale for an educational programme like Diploma in Event Management.

This manual presents the requisite practice requirements for learners of this subject. The various areas in event management that require the relevant thrusts in practical training for the application of theoretical knowledge gained have been included in this Practicum Course. This will strengthen development of skills required for employment.

Some of the practical activities can be done by attending events in your city or town, while others can be done by using internet or visiting social media. It is recommended that you attend as many events as possible for practical activities. Practical activities can also be done along with Internship by observing other events of the same Event Management Company where you are doing Internship. You can also refer to the Event Management Company’s previous events that have already taken place.

The activities of this Practicum have to be filled up in this Practical Manual Book itself and submitted directly to Student Evaluation Division (SED), IGNOU, Maidan Garhi, New Delhi – 110068.

DEVMT Practicum – BHCL-011  
Student Evaluation Division (SED)  
India Gandhi National Open University Maidan Garhi  
New Delhi -110068

***Completion of Practicum Course is Mandatory for Completing this Diploma.***

**Note : The marks for Practical book is separate and for Internship file is separate. Hence Practical workbook and Internship file have to be submitted separately.**

Please read each exercise carefully and devote sufficient time for doing it. You must follow the guidelines provided in this manual and do the exercises accordingly.

Programme Coordinator  
Diploma in Event Management

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# 1. INTRODUCING THE MANUAL

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**Read all the practical activities in this workbook carefully and decide which are the activities that can be done together, by observing one event. Rest of the activities can be done by observing another event / events.**

This practical manual comprises of activities that are of 4 credits. This Practicum Course BHCL-011 has been comprehensively designed by experts from the event industry and academicians in the field to develop practical based understanding of Event Management. These practical exercises will help you to translate into practice the various theoretical concepts that you have studied in the five Theory Courses of this Diploma in Event Management. The various facets of Event Management - event planning, designing, coordination, marketing and financing are included in this Practicum Course and are interdependent on each other.

Experiential learning helps to create personalised experiences for the learner. Also, there are event development apps and event management software. Event mobile apps can be used to learn about venue design and risk management; event promotion can be learnt through new media platforms like twitter, facebook, youtube, and other web and social media portals apart from broadcast and print media, and marketing-communication mix strategy. Various activities in this workbook are interesting and can be done with fun and excitement, by watching events on YouTube, Facebook, TV and visiting events in your city / town / state. Many a time you travel to a different city to witness an event or be a part of it as a participant. You can also capitalise on such an opportunity and conduct your practical activity.

These practical exercises have been designed to help you develop insights into organizing events professionally.

Before starting your practical activities, go through each and every activity in this workbook. Activities 2,3,4 and 6 can be done together while attending the same event. Each of the 8 activities given in this workbook are very important to the field of events, entertainment and activation.

**Activity 1** will give you an exposure to the world of events through different case studies.

**Activity 2** helps you to examine event design in detail.

**Activity 3** involves understanding the role of technology and innovation in the field of events.

**Activity 4** requires you to conduct a post-event consumer survey, helps you to understand event-evaluation from the consumer's perspective, and reviewing the event with stakeholders.

**Activity 5** gives you a first-hand experience in preparing an Event Proposal by using the given Event Brief or any other Event Brief that you select from the websites.

**Activity 6** has activities that are mainly centered on the marketing of events. Each activity is extremely relevant and equips the learners with the requisite skills for future event managers.

**Activity 7** involves developing a project check list including a timeline and checklist involving internal and external costs, along with check lists on safety, on-site communication and medical services.

**Activity 8** builds an understanding of the taxation requirements for holding a large scale ticketed public event in your state.

Attempting all the 8 activities is compulsory.

**As already mentioned the activities of this Practicum Course can be done together or separately or during Internship. Hence read all the activities once before starting them, so that you can decide which activities are the ones that you can do together.**

**ACTIVITY 1**



**Identify 05 different types of events. Present the key highlights of each event along with the objectives.**

**Guidelines**

- 1) Refer to Block-1, Introduction to Event Management, of Course1, Basics of Event Management, to understand the different types and characteristics of events.
- 2) The details of every event represent a brief form of case study. Hence you can also write down any special details that you noticed about the event.
- 3) The events can be the ones that you can attend or can watch on television or internet. It can even be an event in which you are participating as a volunteer.
- 4) Describe each event. What type of event is it? What are the goals and objectives of the event?
- 5) Each event should be of a different type, such as wedding, fair, festival, sporting, corporate, MICE and so on.
- 6) Write about the event organizers (event host) – who are they and what is their background? Are there any sponsors / sponsor? Write about the sponsors if any.
- 7) Who are the clients? Write a line about them.
- 8) For each event, analyse and give reason as to why the clients would have used this event.
- 9) What was the venue of the event? Describe the venue.
- 10) Who is the target audience? Write a line about them.

**Write the activity in the space provided below:**

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**EVENT 1**

Event goals and objectives

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Event Organiser / host

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Event Client

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Target Audience

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Venue details (location and site details)

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Event Description (type and characteristics)

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**EVENT 2**

Event goals and objectives

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Event Organiser / host

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Event Client

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Target Audience

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Venue details (location and site details)

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Event Description (type and characteristics)

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**EVENT 3**

Event goals and objectives

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Event Organiser / host

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Event Client

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Target Audience

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Venue details (location and site details)

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Event Description (type and characteristics)

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**EVENT 4**

Event goals and objectives

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Event Organiser / host

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Event Client

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Target Audience

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Venue details (location and site details)

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Event Description (type and characteristics)

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**EVENT 5**

Event goals and objectives

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Event Organiser / host

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Event Client

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Target Audience

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Venue details (location and site details)

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Event Description (type and characteristics)

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## ACTIVITY 2

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### Activity 2A

**Visit an event of your choice. It could be a wedding / birthday party / fundraiser / festival / fair / exhibition / trade fair / sports event / any other. Observe the event and complete the following exercise:**

- a) Write down the aim, purpose and event concept.
- b) Identify the unique elements introduced into the seven facets of event design.
- c) Give suggestions that could contribute to better event designing.

#### **Guidelines:**

- 1) This activity pertains to Unit-9, Event Design, falling under Block -3, Event Planning Process, of Course 2, Event Planning.
- 2) For the event concept, you will have to find answers to the 5Ws. These are as follows:
  - **Who:** ‘Who’ refers to the type of audience for whom the event is designed. It not only considers the type of audience but also the internal and external stakeholders who have invested interest in the event such as corporates, entrepreneurs, sponsors, suppliers, venues, students, volunteers etc.







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## ACTIVITY 3



**While attending the event of Activity 2, find out the use of technology and write about them point-wise in the following areas:**

- a) Event site
- b) Technology to create an element of creativity

- c) The E-communications marketing channels that were used to promote the event.
- d) Information that was used for promotion, eg. images, words, ideas etc.
- e) Social media
- f) Digital avenues for pre and post event marketing that were used to engage the target audience, generating interesting content.
- g) Other technological innovations for the event such as event mobile apps, LED watch-out screens, interactive curtains, fog screens, etc

**Guidelines:**

- 1) Refer to Unit-4, Technology and Equipments in Events, of Block-1, Course 3, Event Coordination and Control.
- 2) To get better insights into the use of technology, observe the event and interact with the event team.
- 3) It is important to understand the growing use of technology and innovations in the field of experiential marketing. For example, mobile apps used in events give easy access to displays, relevant content to the consumer, allows interactivity with peers and participants, display maps that tell the participants about the exhibits and touch-points of interest, and have real-time updates about the event . When mobile app is integrated with social media, it fosters relation building and lets the participant tweet and post pictures and topics of discussion. Tracking of metrics can be done by counting the number of people who attended the event and how many times they posted on social media.
- 4) You may further refer to websites like [www.meraevents.com](http://www.meraevents.com) that give you information on event technologies.

**Write down the activity in the space provided below, for the areas highlighted in the question given. You can add more points to substantiate your answer.**

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## ACTIVITY 4

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### Activity 4 A

There are three key periods of evaluation. They are pre-event assessment, monitoring the event and post-event evaluation. It is important for evaluation to happen in all the three key periods.

**For the event that you attended in Activity 2, conduct an interview of a consumer / a target audience who attended the event, for the purpose of post-event evaluation.**

#### Guidelines:

- 1) This activity pertains to Units 5 and 6 of Block-2, Event Control and Evaluation, falling under Course 3, Event Coordination and Control. Read and refer to these Units while doing this activity.
- 2) For a successful event, it is important that Evaluation takes place before the event, during the event, and after the event.
- 3) This exercise will help you to conduct a consumer survey only for the purpose of post-event evaluation and to prepare post-event evaluation report in future.

**Following are the survey questions. Fill up the spaces below with answers from the respondent:**

- 1) How did you find out about this event?

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2) Why did you decide to come to the event?

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3) When did you decide to come to this event?

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4) Have you attended such an event before? What reasons made you attend such an event before?

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5) Did you come to this event with other people? Yes / No. If yes who are they?

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6) How did this event meet your expectations? Describe your experience.

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7) Was the parking facility adequate? Yes / No. If no, state why.

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8) Did you get value for money? Yes / No. If no, state why.

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9) Were the food and beverage adequate? If 'no', then what suggestions can you give to improve this?

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10) Were the seating, lighting, sound and vision adequate? If no, state why.

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12) Would you attend this event again? If yes, state why.

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### Activity 4 C

If you were the organizer of the event of Activity 4A, i.e. the event manager or coordinator, identify the stakeholders that you would invite for a final evaluation meeting, post-event (after the event), for the purpose of reviewing the event. List the topics that you will include for discussion with stakeholders, for improvement in future events (example – planning; budget; refreshments; layout of room, chairs etc.; parking facilities; foot traffic etc.). Keep focused on the event, how to evaluate on every aspect and to improve for excellence.

**Note:** For this activity part you can even discuss with the stakeholders of the above event you visited. They can be the organisers, sponsors, team members, etc.

#### Write the activity in the space provided below:

- Who are the Stakeholders whom you will invite for the review meeting? List them.

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- List the topics / aspects of the event to be evaluated along with the stakeholders. They should be in the form of sentences, as points.

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## ACTIVITY 5

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Based on the Event Brief given in Box No.1 below, or any Event Brief that you select from Unit-4, Bidding for Events-II: Event Proposal, of Block 1 in Course-2, or any brief from the website, prepare an Event Proposal.

### Box No.1 Sample: Event Brief for Mirinda Activation

<b>Background</b>	: Mirinda is taking a fresh positioning this year since it was time Mirinda broke the normal, expected stuff expected from an orange drink like fun / happiness / feminine values etc and created disruption.
<b>Cities</b>	: Top 15 Cities – Tamil Nadu (India); Must include – Chennai, Madurai, Coimbatore, Tirunelveli, Tiruchy, Tuticorin, Salem and Pondicherry
<b>Task</b>	: Give Mirinda a distinct brand identity that resonates with our TG(target group)
<b>TG</b>	: Youth – Colleges + First Jobbers, bulls eye 24 yr old Male & Female
<b>Touch points</b>	: Youth hangouts- market places, amusement parks, malls, multiplexes, colleges, office complexes
<b>Tagline</b>	: <i>Mirinda Kannu Konjam Gallata Pannu (After drinking mirinda thodi masti karle)</i> We need to bring alive this idea at various touch points.
<b>Deadlines for First Cut:</b>	Monday – 9 <sup>th</sup> Feb, 2019
<b>Project Start Date</b>	: 1 <sup>st</sup> March (Plan for a month’s activity)
<b>Brand positioning</b>	: Mirinda – Helps you break free from the norms of the society for a moment (not associative but enabling)
<b>Reason to believe</b>	: Mirindas’ bright orange colour and the fizz.
<b>Proposition</b>	: Break free from adulthood
<b>Personality</b>	: Spontaneous, fun loving, not artificial, young at heart
<b>Budget</b>	: Rs.*****

#### Mandatories and guardrails:

- Fun over here is not about madness in terms of someone not being mentally fit, but about the little craziness / absurdity / madness that everyone needs in their lives. Thus, it should not become weird. Should be momentary and non-persistent.
- Please take care that all properties must look / sound spontaneous and carefree instead of rehearsed and forced fit.
- The ‘fun’ should not just be for the sake of it, there should be a reason behind it.
- The ‘fun’ should happen after drinking / seeing Mirinda, not otherwise.
- It’s about someone enjoying the lighter side of life for some time, not about someone who is mad and leads such a life throughout the day.
- Very Important – Make sure that it is taking care of the sensitivities of the South Market and not hurting anybody’s emotions.

(Source: Vibgyor Brand Services)

**Background:**

An Event Proposal is prepared on the basis of a Request for Proposal (RFP). It is important to know what an RFP is before you prepare an event proposal.

An RFP or Event Brief is a document or specification of the event that is prepared by a client, who wants the Event Management Company (EMC) / event firm or a Professional Event Organiser (PEO) to conduct for them. An RFP is a complete overview of the event and states the event requirements that the client which could be a corporate, sporting body, government organisation or any other organisation is planning to run. The EMC can use the Event Brief either to bid for an event by using an event proposal, or can use it as a basis for the design of the event itself, or both. An RFP / event brief can be very detailed or very brief.

**Guidelines:**

- This activity pertains to Unit-4, Bidding for Events-II: Event Proposal, of Block 1 in Course-2, Event Planning.
- Paste a copy of the Event Brief if you select it from the website or from Unit-4, Block 1 in Course-2.
- A template of event proposal has been given below for your reference. You can prepare the proposal on this template. The template may be customized / modified depending on the agency's requirement to whom the proposal is being submitted.
- If you do not want to use the below event proposal template, you can use another template and paste it here. Mention the source of the template.
- You may also refer to the framework to prepare an event proposal provided in the Unit-4 of Block-1, Course-2

**Write the activity in the space provided below:**

**Event Proposal Template**

**EVENT DESCRIPTION**

- ABOUT THE EVENT [A brief summary of the event which is to be organized]

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- POTENTIAL ACTIVITY / EVENT TITLE

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- LOCATION

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- ESTIMATED DURATION OF THE EVENT-

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- VENUE

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- DURATION / TIMING

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- OVERVIEW AND PURPOSE / CONCEPT

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**EVENT MANAGEMENT**

- TARGET PARTICIPANTS / SPECTATORS –  
[Details of the Participants / spectators and their background]

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- STAKEHOLDERS

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- PROJECT PARTNERS AND THEIR PROFILES

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- SPONSORING ORGANISATION/S – [name, address and contact details of sponsoring organization]

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- POSSIBLE PUBLICITY MESSAGE/S

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- RESOURCES REQUIRED [Audio / Visual, Catering, Staff, Technical facilities, equipments, suppliers and resources from other vendors]

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- APPROVALS [Government, road and traffic authority, liquor licensing, music licensing, police, any other]

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- **MARKETING AND PROMOTIONAL SERVICES REQUIRED** [eg. for pricing, ticketing, advertising, promotional messages, media, press releases, any other]

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- **BUDGET – Capital and funding requirements, fees (to police, local government, music, costs including insurance and others if any]**

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- **RISK MANAGEMENT METHODS** [Identification of risks, hazards and risk management]

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- EVENT CONTROL AND MONITORING MEASURES

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- EVENT STAGING – [theme, décor, special effects, lighting, sound , electricity, catering , waste management, toilets]

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- SAFETY AND SECURITY MEASURES [of event audience, of performers and VIPs, and of staff]

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## ACTIVITY 6

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### ACTIVITY 6 A

Go through the following Case Study and answer the given questions.

#### *Case Study: New Delhi World Book Fair*

**The New Delhi World Book Fair (NDWBF)** is a major calendar event in the publishing world. It is being held for the past 45 years in New Delhi. The Fair is organized by **National Book Trust, India which is** an autonomous organization under the Ministry of Human Resource Development, Government of India and co-organized by India Trade Promotion Organisation (ITPO) operating under the Ministry of Commerce, Government of India. The objective of the event is towards promotion of books and the habit of reading in the country.

In 1972, National Book Trust organised its first World Book Fair in Windsor Place. Thereafter, since 1976 (2<sup>nd</sup> NDWBF), the World Book Fair is being organised in Pragati Maidan, New Delhi. Pragati Maidan is a purpose-built, versatile venue capable of hosting various International events. The venue not only provides excellent logistics but offers good connectivity in terms of transport. In 2017, it had organised its 25<sup>th</sup> World Book Fair. New Delhi World Book Fair is a platform for displaying our rich treasure of knowledge through books. With the collective efforts of authors, publishers, distributors and media, the NDWBF helps to connect books with people.

New Delhi World Book Fair, 2017 was celebrated for completing 60 years of NBT foundation, showcasing its journey in promoting books and reading at a special exhibit. The exhibit displayed the varied activities that NBT has undertaken in promoting books including book fairs being organised by the Trust across India, participation of NBT in international book fairs, publishing programme among others. In 2017, the event had the theme ‘Manushi’ which focused on writing on and by women exhibiting the rich tradition of women writings from ancient till present.

NDWBF offers the participants a unique opportunity of doing business with this growing book industry. Over the years, the event has shown continuous increase in participants with 1343 as the highest in its 18<sup>th</sup> NDWBF in the year 2008 in comparison to its first event (1972) wherein there were only 200 participants. The event proved to be an ideal venue for promoting titles, co-publication arrangements and trade. It organizes many literary and publishing conferences and programmes during the Fair. It also opens up a gateway to the publishing and intellectual world of South Asia. The Fair attracts participation from major publishing houses of the globe including Sharjah Book Authority, Sri Lanka Book Publishers Association, General Egyptian Book Organization, China Universal Press & Publication Co. Ltd., German Book Office and so on. The year 2017 witnessed the participation of 19 foreign participants which not only included publishing houses but other stakeholders including Iran Cultural Fair Institute, The Japan Foundation, UNESCO, Abu Dhabi Tourism and Cultural Authority, Capexil, World Health Organisation and so on.

The Foreign Exhibitors / Missions / Embassies / Cultural Centres / Book Promotion Agencies are encouraged to book slots at the Events Corner for organizing Book Launches, Panel Discussions, Literary Programmes and Workshops for children as well as adults. CEOs and Senior Executives from these organisations are invited to participate in the B2B event which is referred to as the New Delhi Rights Table. This allows the participants to meet each other, make sessions presenting their

products and ideas and also finalize their interests and agreements for transfer of translation and other rights of book available in English, Hindi and other Indian languages.

Through Foreign and Indian Brochures, National Book Trust (NBT) invites participants for space booking. The brochure provides application form and detailed information on rental rates. The allotment of space is through a fair strategy based on the draw of lots. Apart from this news channels and newspapers advertise about World Book Fair promoting the event among masses. The website of the New Delhi World Book Fair is uploaded with information in terms of timings, programme schedule, hall numbers, gate passes, press releases and information on seminars, conferences and entertainment programmes. Also there are announcements at Metro Stations for directing the audience to reach event venue.

Being Asia’s biggest book fair in terms of footfalls, the NDWBF provides enormous options to participating brands to promote their product / brand at prominent places. The objective is to provide marketing opportunities to different national and international participants helping them to increase their business and thus encouraging repeat attendance, revenue and new business for the organizers. In the past years the NDWBF has been offering marketing options such as advertising sites including Flag poles, Electric poles and Halogen poles; advertising in Hindi and English newsletter, Shuttle vehicle, Author’s corner, LED screen in front of Hall, chocolate box hoarding, triangular hoarding, tower hoarding and hoarding. The brochure specifies the charges of advertisement. Through print media, NBT takes active lead in promoting and marketing the event. Press Release in Hindi ‘Mela Varta’ as well as in English providing details of activities / seminars / conferences / cultural programme is published for each day of the Book Fair.

**Source:** <http://www.newdelhiworldbookfair.gov.in>

**Answer the following questions based on the above Case Study:**

- 1) Though today Indian publishing stands poised in the direction of growth, it has seen a decline in the past four events as per the table shown below. Refer to this table and design a marketing strategy using 7 Ps of marketing mix so as to increase the number of participants.

**Table 1.**

	<b>Year</b>	<b>Venue</b>	<b>Area (Sq. Mtr.)</b>	<b>Participants</b>
1st	1972	Windsor Place	7,780	200
2nd	1976	Pragati Maidan	7,700	266
3rd	1978	Pragati Maidan	12,000	554
4th	1980	Pragati Maidan	16,800	450
5th	1982	Pragati Maidan	21,000	540
6th	1984	Pragati Maidan	20,000	561
7th	1986	Pragati Maidan	20,000	600
8th	1988	Pragati Maidan	21,000	625
9th	1990	Pragati Maidan	22,000	625



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## ACTIVITY 6B



**Visit a corporate event / a product launch / retail activation / exhibition / mall activation / concert / any other ticketed event. Observe the event and interact with the event marketers.**

This activity pertains to Block 3, Event Promotion, of Course 4, Event Marketing and Promotion. Read the Units of this Block before doing this exercise and complete the following exercise.

- a) Break the event into the following 5 Cs and discuss each C in 4-5 lines
  - i) Conceptualisation
  - ii) Costing
  - iii) Canvassing
  - iv) Customisation
  - v) Carrying out
- b) Explain the marketing mix (7Ps), that was used in the event.
- c) What marketing communication methods are being used to promote the event? Follow the event for pre and post-event promotion activity and note down your observations.
- d) What is the message being communicated in terms of features and benefits?



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## ACTIVITY 6C

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### Guidelines:

**Consider an event that you will see on the Event Management Company’s website or a social networking website such as links given on Facebook / Twitter and watch on YouTube. For example you can watch events like SAREGAMAPA Little Champs and similar talent shows on YouTube. It can also be an Educational event, a Digital event such as Conference, a Sports event or any other that you watch on internet.**

(Mobile apps such as EventBoard, Webmobi, Whova, Grupio etc can be used for this activity and websites like [www.meraevents.com](http://www.meraevents.com) and [www.eventfaqs.com](http://www.eventfaqs.com) can be referred to for various events like sports, entertainment, weddings, product launches etc.)

### Write the activity in the space provided below:

- 1) Name the event. How many people liked the event on social media? Mention 03 favourable comments.

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- 2) Name a mobile app that is used for events. Explain its benefits. You can paste pictures of the app here.

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## ACTIVITY 6D

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**Pick up an existing event property and develop a suitable marketing plan to make the property big in the market.**

This activity pertains to Block 3, Event Promotion, of Course-4, Event Marketing and Promotion. Read the Units of the above Block before doing the following exercise.

What is an event property?

An event property is a branded event belonging to the Event Management Company or a Media House. It is an Intellectual Property (IP) of the company. IP's are now gradually becoming a trend of the event industry. IP refers to events whose IP (i.e. the concept, logo, name etc) is wholly or partly owned by the Event Management Company (EMC). Many large companies have already built their own event IP portfolio and several other EMCs are developing their own properties. These companies conceptualize, create, execute and own these events. IP-based properties provide stable cash flows and over a period of time, these get converted into strong brands. For example Wizcraft owns and organizes the IIFA film awards. Percept organizes Sunburn, one of the largest music festivals in Goa every year.

Intellectual Properties in music are a great example. The arrival of satellite television years ago, ignited fan passion for music. The coming of FM, countdown shows and Radio Jockeys increased the appetite for music. Now with internet, YouTube, mobile apps, I-tunes, Face Book, Twitter and other social media, the concept of music and concerts have flourished. Percept India created its own music IP called Sunburn in the year 2007. Today, Sunburn, like other IPs such as OML's NH7 Weekender and Live Viacom 185 Supersonic (two IPs belonging to other event companies) dominates India's music scene, as a large format music IP. Each of these three IPs with their campus brand-extensions and multi-city tours, has continued to grow significantly in scale and attendance. Today, Sunburn, Johnny Walker-The Journey, NH7, Mahindra Blues Festival – all are potent properties for their owners. In this way music has been converted into a powerful event property. Kwan, a leading talent and entertainment management agency has got exclusive rights to manage Kiran Kotrial, popular Bollywood personality, and Kiran's property 'Timepass Talkies.' Event Capital, another event agency, got the rights to host the 'Windmill Festival,' which will be promoted by a company called Tribe Asia. Event Capital, along with another Company called Bollywood Music Project holds the rights to IPs like – Bike Festival of India, India Kids Fashion Week, Manifest, The Edutainment Show and Fulcrum Awards. Smaaash Entertainment Pvt Ltd. has its IP called 'Smaaash Virat Cricket Carnival' which is a sports-centric entertainment



event. Momentum Group is a company that specialized in weddings and corporate events, and has conceptualized and managed its IP- the prestigious Rajiv Gandhi Awards for several years. These are just a few examples of IPs. There are many more to add to the list and many more that are getting created.

**Guidelines:**

- To look for event properties and gain further knowledge about them, you can visit websites like [www.eventfaqs.com](http://www.eventfaqs.com) & [www.everythingexperiential.com](http://www.everythingexperiential.com)
- You need to also know that any event company owning an IP with a name, logo or trademark sign would like to protect its claim and would not like it to be used by others. That is how it becomes that company's IP. The protection of trademark ownership is generally covered within legislation, including Trademarks Act, the Copyright Designs and Patent Act. The legislation prevents any other party from the use of logo, motto and related word by another party without the owner's permission.
- After selecting an existing event property of a company, write down its concept, name, logo, purpose and objectives.
- Following this start developing the marketing plan.
- To develop the marketing plan, go through the Units in Block-1 and Block-2, of Course 3, Event Marketing and Promotion.

**Use the following framework for the marketing plan. Fill the spaces under each heading. You can also use the blank pages at the end of this activity.**

- NAME OF THE EVENT PROPERTY

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- CONCEPT, THEME AND LOGO (You can paste pictures if you want)

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- PROFILE OF THE EVENT MANAGEMENT COMPANY / AGENCY TO WHICH THE PROPERTY BELONGS

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- PARTNER / PARTNERS OF THE EVENT MANAGEMENT COMPANY IF ANY

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- The unique gap in the market which this property has addressed and been able to fulfill

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B) Market Research [questionnaires can be used to get consumer feedback on all aspects of the event / event experiences, or secondary market research or any other method, like observation] in brief.

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C) PESTLE analysis [Political, Economical, Social, Technological, Legal and Environmental factors] in brief.

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- TARGETING [Selecting the most relevant segments and write about developing a product offer and communications strategy that will be attractive to the segments in brief]

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- EVENT MARKETING MIX [7 Ps’: product, place, price, promotion, people, process and physical evidence – also called product / service mix that might attract different parts of the target market]

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- EVENT DISTRIBUTION CHANNELS [place where the event experience is delivered and where ticket distribution takes place, such as websites to facilitate sale of merchandise i.e. purchasing of tickets, role of online platforms, newspapers, magazines etc.]

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- EVENT PROMOTION [Positioning of the event, marketing tools to be used, eg.through advertising, E-Marketing and Internet-Marketing if any, and so on]

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- TOTAL MARKETING BUDGET [for staffing cost, advertising and public relations costs, pre-event activities costs, awareness raising promotions if any, and costs of a variety of other marketing tools]

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## ACTIVITY 7

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**You have been hired to coordinate a charity event to benefit a children’s hospital. The guest list of 500 people includes celebrities from the film industry and theatre, dignitaries from municipal and state government, and executives from the top corporations in the country. The site selected for this evening of entertainment, i.e. singing and dancing, sports activities, dining and a special appearance by a world renowned musician, is the lawns of a residential community club.**

**Develop a project check-list including a timeline, and checklist involving internal and external costs. Outline and describe the safety plans, along with on-site communications and medical services for the above event.**

### **Guidelines:**

- This activity pertains to Units 9,10 and 12, of Block-3, Event Planning Process in Course 2, Event Planning. Refer to these Units while doing this activity.
- For the present activity, interact with the event management team of an event company and find out how they prepare timelines (production schedules),their methods of budget and costing, list of possible safety hazards, on-site communications and medical services that they consider during their events. Apply the possibilities of these hazards and other hazards to the event in question.
- The exercises highlighted in this activity, namely, developing a timeline, budget, safety check-lists, on-site communication and medical services checklist, are a part of the ‘strategic planning process’ of events. You have to develop only these checklists in this activity.
- Checklists are valuable in all areas of event management. They are easy to use, quick to set up and easy to change. They can be developed in the following areas: Queing, VIPs, VIP transport, Tickets / invites, Artists and speakers, Celebrities, Media onsite, Exhibitors, Transport, Evaluation, Promotion, Hospitality and Catering, and many other areas.
- First develop the event goal and objectives adhering to SMART principle.
- SMART is an acronym wherein ‘S’ stands for Specific, ‘M’ stands for Measurable. ‘A’ stands for Achievable, ‘R’ stands for Relevant and ‘T’ stands for Time-specific.
- Prepare SWOT analysis for the event after scanning the internal and external environment.
- Create a team structure based on the functional domains of the event.
- Identify the event elements and design. Note them down.
- **TIMELINE**

Now integrate these into a project schedule or a timeline. There can be different event elements like catering, décor, entertainment and so on. A timeline should be presented in formats like chronological or graphical chart such as a run sheet, a Gantt chart, a bar graph or a flow diagram. The way to use these charts is that Task A can be done before Task B as needed, and this makes it clear which task has to be done before the other, and hence must be sequential. Similarly certain tasks can be done simultaneous and so on. To prepare these timelines, you may refer to the tools used in strategic planning of events, discussed in Unit-10, Event Planning, of Block-3, Course 2, where Gantt charts and other tools have been discussed.

- **BUDGET**

Design a master budget. It focuses on the cost and revenue items of the total event. For preparing the budget establish what the economic environment is, the budget guidelines should fit into the event objectives, after that identify and estimate cost areas and revenue sources. Identify, categorise and estimate the cost areas and revenue sources in the budget. These categories become the items in the budget. A sample of the categories is shown in the table below. After preparing this, expand each of these items and put the costs against them. For example, under expenditure for publicity, you may have art work, press kit, printing, leaflet distribution and so on, and the costs should be written against each of them. The budget checklist can vary, based on the requirements of the events. You may also consult event companies, books and websites for the same.

***Sample budget checklist***

<b>Income</b>	<b>Expenditure</b>
Grants	Administration
Donations	Publicity
Sponsorship	- art work
Ticket sales	- press kit
Fees	- printing
Special programmes	- leaflet distribution
Concessions	Venue costs
Security	Equipment
TOTAL	Salaries
	Permits
	Insurances
	Accounting
	Cleaning
	Travel
	Accommodation
	Catering and Hospitality
	Cleaning of venue
	Community groups
	Volunteers
	Contingencies
	<b>TOTAL</b>

- **EVENT SAFETY CHECKLIST**

Determine the aspects and activities for which an event safety checklist is required. A safety checklist can be prepared based on site inspection and looking at the use of the site or venue. Consider the activities that will take place and how these will increase or affect the possible hazards at the event. Check the hazards that could be associated with lack of ambient lighting and electricity involving cords and cables; installation and rigging of decorative lighting and sound system equipment; excessive use of alcohol; movements in the event space such as corridors, tunnels, passageways, aisles; lack of safety railings and steps at staging sections and platform risers; tents and marquees not made of fireproof / fire retardant materials; unsafe occupancy conditions of spectators such as unfenced, un-ticketed and oversold events resulting in overcrowding; crowd density hazards; hazard that could arise due to weak fences and barriers causing crowd collapse injuries; loud music or noise; unsafe parking lots, wet floors; use of special effects such as pyrotechnics and smoke or fog effects may create hazardous situations. The list can be longer.

The event safety checklist can be developed in the following format (it can include health hazards too).

*Sample safety checklist*

<b>Possible Safety hazards</b>	<b>Safeguards</b>
Crowd capacity - Fire - Food and water contamination- Electricity- Fencing- Flooring- Seating- Dance platforms- Roofs and ceiling décor- Tents and marquees (if the event uses)- - - (add more safety hazards to the list)	Crowd management Emergency procedures, evacuation, incident procedures Emergency and medical services Safely installed and rigged lighting, sound, equipment and other systems

- **ON-SITE COMMUNICATIONS**

There is a constant flow of information throughout the event coordination process. The event manager should plan this flow with proper systems, and equipment, using a system of hierarchy. Develop an organizational chart and segment it into various components and departments. This will show the hierarchy of communications. Combine this chart with the site plan and the production schedule of the event. To each person on the organizational chart, telephone numbers,

frequency radios and other equipment can be assigned. Based on these, prepare a checklist of communication modes and types of equipment. The checklist could consist of the following modes and equipment:

***On-site Communications checklist***

Cameras	Telephones- public and cellular	Televisions
Computers	Projection screens	Two-way radios
Intercoms	Public Address Systems	Sirens
Local Area Networks	Answering machine	.....
Microphones	.....	.....
E-Mail	.....	.....
E-mail Alarm bells..... (More can be added to the list)		

- **ON-SITE MEDICAL SERVICES**

Many public events involve large audience population and chances of incidents or injury and illness are high. The list of these can include : Allergic reactions; Choking; Dehydration; Electrical shock; Cardiac arrest; Gastrointestinal Distress (food poisoning, acidity, indigestion, overeating etc); Sprains; Heart-stroke / exhaustion; Epileptic seizures (can be caused due to strobe lighting; Assault and rape; Fainting; and there can be more in this list).

The checklist of on-site medical care can be prepared in the following format:

***Medical care checklist***

<b>Level of Care</b>	<b>Scope of Medical Care</b>	<b>Medical Personnel</b>
First Aid Kit	Antiseptics, bandages, sterile gauze, creams and lotions, .....	Staff available who are trained in first-aid and CPR
Basic Life support	Basic first-aid plus intravenous therapy and oxygen. On-site ambulances may be included	Paramedic or registered nurse with a physician on call; Emergency Medical Technician-who is trained to administer emergency medical treatment
Advanced life support	.....	.....
On-site or Mobile Ambulances	A fully equipped specialized medical van that provides a clinical environment, with a physician for treatment, including full monitoring and ventilation	Physician
Any other		
Any other		

**Write down the activity in the space provided below:**

**EVENT PURPOSE, VISION AND MISSION STATEMENTS**

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**GOALS AND OBJECTIVES (based on SMART principle)**

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**BRIEF OUTCOME OF SWOT ANALYSIS**

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## ACTIVITY 8

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**Collect all the information pertaining to taxation requirements for holding a large scale ticketed public event (of about 5000- 10000 people) in your state. It could be a festival, fair, exhibition or a concert or any other large scale event. The information can be collected through primary research (visiting the event yourself) or secondary research (through literature, publications, books etc and also information available on the internet).**

**Note:** The information should not be gathered only from internet in case of secondary research.

### **Guidelines:**

- 1) This activity pertains to Unit-5, Laws, Permits and Licenses in Event Management, of Block-2, Event Planning Pre-requisites (Regulatory and Compliance Issues), falling in Course-2, Event Planning. Go through the Unit in detail for doing this particular activity.
- 2) Name the event and who will be organizing it.
- 3) Describe the type and characteristics of the event, the venue, design, vendors, entertainment, etc that will be a part of the event.
- 4) Find out about the following:
  - Goods and Services Tax (GST)



EVENT PARTNER / PARTNERS (if any)

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EVENT SPONSORS

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TOTAL EVENT BUDGET [you can present budget break-up here]

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