

EVENT MANAGEMENT-MANAGEMENT OF CREATIVITY

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ABSTRACT

In today era management take place in every aspect of life normal events of family or/and business at present handled by team which known as event management company these companies take our burden of lighting, photography, catering, parking, decoration etc .Today India is very demanding for a team who can handle their events with innovative ideas that's why in India event management companies working very actively in many cities. Management of event really work as management of creativity because event manager release new ideas of arranging events in economic way and purely attractive too for attracting customers. Due to shining need of event management professional courses are also available for event management which provides diploma and degree in event management. These colleges also arrange placement for their students for their bright future these companies provide healthy package to students so that event management called very creative activity.

Introduction:

Event management is the process of planning a festival, ceremony, competition, party, and concert. Event management can include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits such as alcohol permits, insurance licenses, etc. coordinating transportation and parking, developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support such as electricity and other utilities, and arranging decor, event support and security, cartring, emergency plans, and cleanup

Event management is the application of project management to this process

The industry now includes events of all sizes many industries, charitable organizations and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate.

Olympics



Breakfast meeting of 10 business people

Event management companies

We offer Event Management Services like wedding planner, flower decoration, Indian wedding planner, flower decoration services, dj nights, catering services, tentage services, exhibitions services, rain dance parties, theme parties, birthday parties, corporate parties, road shows organizer, private parties organizer, event management services, event management company, event management solutions, event management organizer etc.

We provide services for organizing road shows to various clients in corporate, companies and other sectors. The road shows play an important tool in promoting a product. Managed by our experienced personnel, our services help in reaching out to a large audience and getting the product noticed of the clients. Further, we deliver our services as per the desired specifications of the clients and at market leading prices. What's more, all of us have been a part of these events from time to time. We either organize these events or take part in the show. Either ways we want these occasions to go on as per our expectations and in doing so we often seek professional help. However, we do not pay much heed to the people who assiduously put in their effort and creative talent to make these events memorable and successful. They are the event managers.

Event management is a multifaceted activity. Major constituents of this profile include creativity,

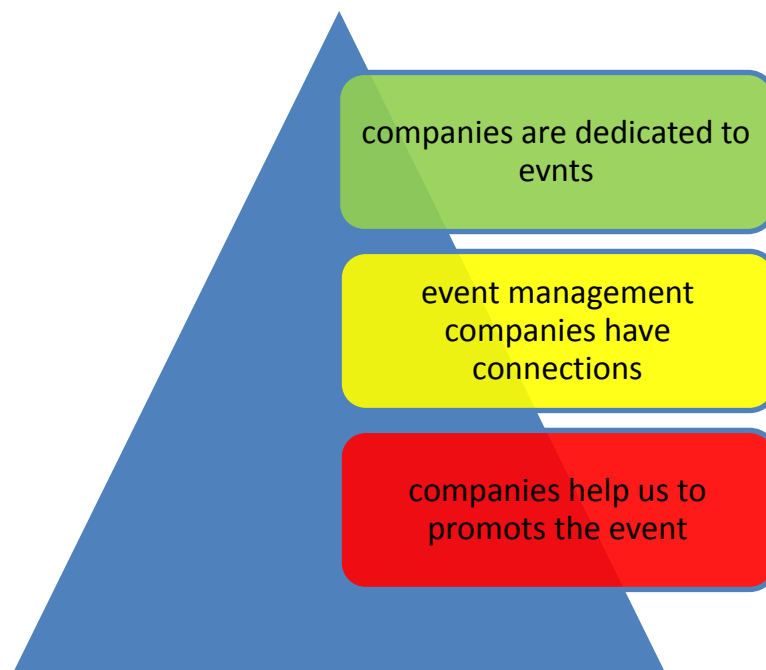
meticulous planning, relationship management, advertising and marketing and much more, all rolled into one seamlessly choreographed process

Start Early:

A creative aptitude and the skill to manage things meticulously are the main ingredients of getting into the event management industry. These skills can easily be honed especially during the academic years. You can start off in this direction by organizing school and college events such as skits, quiz contests, cultural meets, annual day functions or sports events. For this, you need to have the acumen to select an appropriate venue for the occasion, visualize the décor and the sequence of items as they would unfold in front of the spectators. Further, you must arrange for an assortment of equipment, technicians and artists who would make the occasion successful.

A rich experience during these years plays a crucial role when you select event management as your preferred profession later on in life.

Need of event management:



Top ten event management companies in India

- 360 degrees
- Percept D Mark
- Wiz craft
- DNA Networks Pvt Ltd.
- Cineyug Entertainment
- Cox and Kings
- Sita Conferences
- E-factor
- Sercon
- Tafcon

Events organized by event management companies

Examples: recently we saw a movie BAND BAJA BARAT in 2010 in which they started a company on the name of shadi Mubarak in which they organize marriage of low as well as high budget.



- ✓ Road shows
- ✓ New product launch
- ✓ Any sort of promotion
- ✓ Conferences & seminars
- ✓ Exhibition
- ✓ Leisure trips
- ✓ Wedding and musical wedding nights
- ✓ Birthday parties
- ✓ Talent hunt and reality shows
- ✓ Fashion and cultural shows
- ✓ Academic and sports meets
- ✓ Religious functions
- ✓ Corporate events
- ✓ Film fair awards
- ✓ IPL

Some extra services provided by event management companies



dj and ancors



light
arrang
ements



catrering



parkin
g

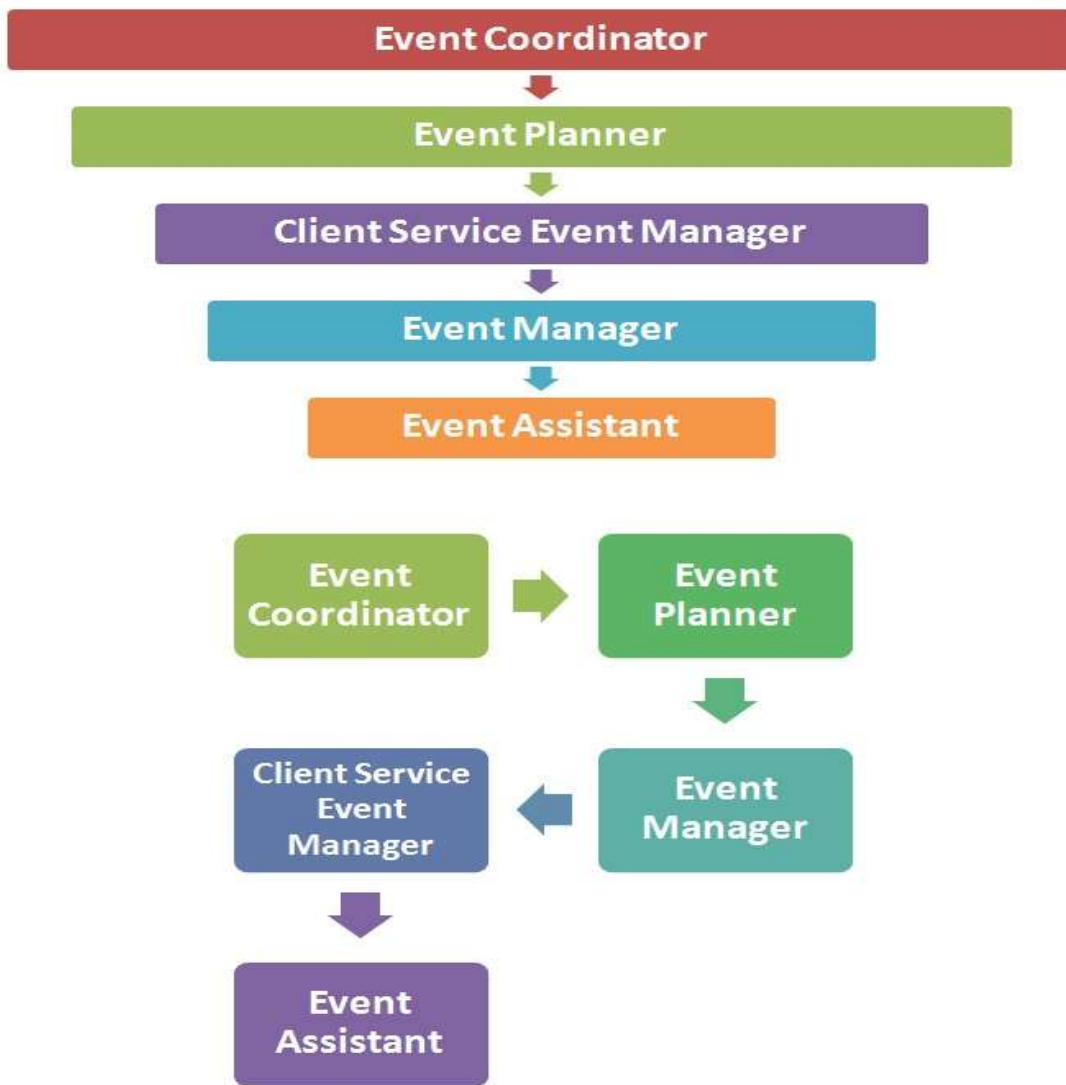


florist/de
coration



videographer

Working structure of event management companies



hierarchystucture.com

Professional aspect of event management

Events and occasions are an integral part of human life. We simply cannot bypass them as they touch almost all aspects of our social existence. Birthday celebrations, social gatherings, engagements and weddings are events we celebrate at the personal level.

During academic years there are school events such as annual day functions, inter and intra

school contests, sports day celebrations, followed by college and university level festivals. In the sphere of work, there are annual general meetings, exhibitions, marketing campaigns, conferences, product launches and brand development activities. Other events such as fashion shows, cultural programs, talent hunt shows, promotional campaigns, religious gatherings and so on also play an important role in our life. There are an increasing number of universities which offer courses in event management, including diplomas and graduate degrees. In addition to these academic courses, there are many associations and societies that provide courses on the various aspects of the industry. Study includes organizational skills, technical knowledge, P.R., marketing, advertising, catering, logistics, decor, glamour identity, human relations, study of law and licenses, risk management, budgeting, study of allied industries like television, other media and several other areas. Certification can be acquired from various sources to obtain designations such as Certified Trade Show Marketer (CTSM), Certified Manager of Exhibits (CME), and Certified in Exhibition Management (CEM), Global Certification in Meeting Management (CMM), Certified Meeting Professional (CMP) and the Certified Special Event Professional (CSEP).

Essential skills learnt by event management colleges

Event management is a career which demands lot of hard work, high degree of energy, flexibility and motivation, good communication skills, strong networking, excellent PR (Public Relation) skills, eye for detail, strong organizational skills, leadership qualities, diplomacy, patience, market awareness and tons of creativity

- ✓ **Public Relations:** to manage clients, their agents and a vast gamut of professionals you would meet in the line of your profession
- ✓ **Creativity:** from the germ of the concept to manage an occasion to its final delivery
- ✓ **Marketing skills:** to sell your idea to your clients in order to make their events memorable
- ✓ **Analytical ability:** you must have the knack to solve all sorts of problems and even have the foresight to anticipate unforeseen issues
- ✓ **Organizational skills:** to carefully plan for tasks for self and for the entire team

- ✓ **Networking skills:** this industry thrives on the shoulders of personal networking and you must have the ability to utilize it and expand it in your favor
- ✓ **Management skills:** ability to manage time, stress, subordinates, clients, budgeting, risks, situations and so on
- ✓ **Cost:** - A Post-Graduate Diploma in Advertising, Media and Events (PGDAME) from the National Institute of Event Management (NIEM), Mumbai, costs around Rs.1,25,000 approximately, whereas the Post-Graduate Diploma in Event Management (PGDEM) costs up to Rs.55,000 and the fees for a Diploma in Event Management (DEM) is around Rs.40,000

Career in Event Management

Event management is a multimillion dollar industry which is growing at the rate of 150% per annum with events being hosted almost daily. So making a career in event management is a good choice.



Organizing a perfectly synchronized, well planned, well conducted and memorable event requires the supervision and services of well trained and experienced event professionals. Therefore event management companies are always on a look out for event professionals.

The success of an event manager depends upon how well he organized the event and up to which extent he is able to achieve event and marketing objectives.

The salary of an event manager depends upon his qualification, amount of exposure to events, media and corporate contacts. Working as an entrepreneur after two or three years of work experience is strongly recommended. If you can give value for money to your sponsors than sky is the limit for your income.

Job prospects

As a fresher in this industry, you can easily bag a pay cheque in the range of Rs.10,000 – Rs.15,000 per month. The remuneration goes up with your experience and area of expertise. You can earn big money working in the capacity of an expert freelancer or the owner of your own event management company.

Advantages of event management services

The **event management** can make your event successful. They organize it in effective way so that the people can satisfy to the visitors of the event.

The **event organizers** can organize everything in well manner as they are experts and specialists in this profession.

If you have event manager then no need to worry about the arrangements of event.

The event managers are capable to arrange everything in your budget as how much you want to spend on it.

They are in the profession so they can easily organize everything according to the requirement or the numbers of visitors in the event.

They perform every task for event with proper planning and they ensure you about their services.

With hiring services of event managers you have peace of mind and it is lucrative to attract the visitors of the event.

The confirmation of the attendees of visitors, number of tickets sold, and promotion of the event by going for online event registration services becomes simple and hassle-free with the help of event management

Conclusion:

Approach Entertainment is a leading Events Management company in India offering integrated solutions in Events Management services. Approach Entertainment is among the top events management companies in India with its own offices in Mumbai, New Delhi, Gurgaon, Ghaziabad, Chandigarh, Dehradun and business representatives in other major cities. The fast

growing events management agency in Mumbai is having a team of events management, celebrity management and films productions professionals with path breaking solutions. The agency offers solutions in corporate events management, personal events management, conferences management and entertainment marketing services.

That is the main reason of introducing professional courses in event management for handling the present requirement of public at present time event management brightens official as well as family functions.

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