

## **Scope and Challenges of Event Management in India**

**\*GautamShandilya**

\*Assistant Professor, Dept. of HMCT, BIT Mesra, Ranchi

### **Abstract**

Event Management is a multi crore industry which hosts events and mega shows regularly. In India, each and every person becomes event manager because at least once in their lifetime, they organise or manage a wedding ceremonies or birthday parties in their household. They rightly claim so, but these functions are to be professionally managed. Ever growing economy, large disposable money in the hands of young professionals, changing lifestyle, a kind of hurriedness and an eye for the class and finesse are shaping event management as an industry.

Need of professionals in this field was realized for two main reasons. Firstly, since there was disposable income in the hand of many guests who wanted to ensure that their events were managed professionally and should be appreciated by others. Secondly, those who were not having large disposable income were finding it difficult to manage the event by their own as they could not look into all the area of an event. Moreover, an already occupied person was unable to manage event along with other ceremony involved in the events. Hence, a professional to resolve the problem and foresee the challenges became must in due course of time. This gave birth to a new generation of Managers – Event Managers. On this backdrop, present paper is an attempt to find the scope of this challenging task of managing events in India.

**Key words:** *Event Management, Industry, Event Studies*

### **Introduction**

Post 1990's liberalisation, it has brought forth the spurt of meetings, seminars, exhibitions, conferences and product launches with class, style and precision. Of late India has seen innumerable celebrity shows, international artists' shows for a cause, road shows and competition.

The FICCI has estimated event management to be roughly 2500 crore rupees industry by 2015 which was mere 20 crore rupees industry in early 90's. Hence it is clear for all to see that the growth is spectacular. More than 2000 companies have forayed into events. Surprisingly before 90's there was no formalised education to teach event management and it was difficult for executives to handle events. It was extremely difficult to train them because event management includes advertising, budgeting, catering, décor, glamour identity, human relations, logistics, organisational skills, PR, risk management, study of law and licenses, study of allied like television and other Medias, technical and several other areas.

Events as a study came into India very late, when National Institute of Event Management started Asia's first course. Events have never been a subject of study, hence event managers are considered as an organised supplier rather than conceptualizer or consultant. Though, there is no event evaluation done in India, still it is growing so rapidly that it is high time we did a good research in this field. The present scenario is extremely positive and lot many avenues are opening for small and medium sized event companies.

Event management is considered as one of the most glamorous and thrilling professions which involves the profound form of advertising and marketing. The academic field of event studies is entirely devoted and dedicated to create knowledge and theory about planned events. When the same knowledge and theory

from event studies is applied and practiced in the field of study and professional areas then it becomes event management. The phenomenal rise of this new profession and academic subject depicts a basic need within all sections of society for professionally managed events in the private, public and welfare sectors. In addition to the management, design and production of planned events, it looks at the bigger picture, tries to resolve all the issues surrounding events and delves into the nitty gritty of the process and understands the technical know-how.

Event management as a profession is rapidly gaining global recognition and is already well established in many academic programmes, at all levels (diplomas, undergraduate degrees and advanced research degrees).

### **Challenges in Market Demand for Events**

While evaluating the scope and determinants of demand for events, an overall assessment of the market size of the business is a difficult process because of the unusual and fragmentary nature of the events 'industry', which includes anything from private birthday party to the Olympics. To assess the scope, impacts and extents of the events, it is advisable to look at individual events, or group of events of same nature. It is possible to make some estimates for certain sectors of the events business but it does not show the whole picture. Events are largely seen in the light of social occasions; however people's reasons to attend special events could be as varied as social, organisational, physical or personal.

### **Event Marketing**

Event management is a high profile industry which began as an offshoot to PR. Event marketing delivers a lifestyle experience to audiences by tying product brands with entertainment events. Events is growing at the rate of 20% annually, which is a standing point of its high level of success. It can take many forms – international, national, regional, local, global and minor, major and mega events that provide a captive audience both face-to-face (interface) and through live media coverage.

### **Objectives of Event Marketing:**

- Corporate identification through displays of brand names or logos or event signage.
- Target marketing to reach a select audience.
- Promotional tie-ups to gain attention and drive purchase.
- Entertainment for clients.
- Sampling of a product or service through coupons or teasers distributed at the event.
- Brand awareness from frequent impressions.
- Usage stimulated by event promotions.
- PR for brand mentioned in media coverage of the event.

### **Industry Terminology**

Meeting: An event where the primary activity of the attendees is to attend educational sessions, participate in meetings and discussions, socialize or attend other organised events.

Incentive: Reward given by companies to employees to stimulate productivity.

Convention: A display of products/services.

Exposition: A display of products/services.

## **Job Opportunities**

There are many jobs available in the event industry. These jobs require different types of educational qualification, training, experience, skill sets and expertise to fit the job specification and help in performing their duties and responsibilities. These positions are:

- Event Manager
- Venue Manager
- Exhibition Registration Manager
- Operations and Logistics manager
- Entertainment Manager
- Sports Competition Manager
- Risk Manager
- Tourism Event Coordinator
- Security Coordinator
- Catering and Waste Manager
- Pyrotechnics Consultant
- Administration Coordinator
- Sponsorship Manager
- Lighting/Sound Engineer
- Technology Support Officer
- Event Designer
- Equipment Rental Sales Manager

## **Duties and Responsibilities**

Event Managers – Responsibilities include budgeting, scheduling, site selection, contract review/negotiations, catering, and all related meeting activities.

Meeting Coordinator – Supports a team of meeting planners and program managers to provide administrative and logistical support for conferences and seminars; creating and distributing marketing materials; coordinating with staff, speakers, vendors, hotels, managing accounts receivables.

Catering Managers – Coordinates catering functions at a busy convention and event centre.

Exhibitor Services Manager – Customer service and telemarketing.

Concessions Operations Manager – Oversees the food and beverage operations, inspects all areas for cleanliness and possible safety hazards.

Event Supervisor – Oversees the service provided by ushers and event staffs.

Communication Executive – Manages the content, production and presentation of all event communication material, whether written, published or electronically presented.

Director of Sales – Directs and trains sales team.

Risk Manager – responsible for assessment of risk exposure, controls, and responses and overseeing compliances.

Sponsorship and Events Manager – Managing the delivery of all fund-raising activities, developing and maintaining relations with corporate sponsors, planning and budgeting as well as management of operational committees.

Promotions Coordinator – Organising promotions from concept design to execution for a facility.

Entertainment Director – Creating and managing entertainment as well as social activities for guests and assisting the sales team in liaising with journalists and photographers.

Special Events Rental Consultant – Conducts site survey for tent installation, produces site drawings and uses rental accessories.

Sponsorship Executive – Development of proposals, identification of prospective sponsors, developing and delivering sponsorship benefits to a large sponsor base.

Banquet Operations Managers – Influences restructuring of banquets and conference services.

### **Event Management Courses in India**

More than hundreds of Event Management Institutes have flourished in India in last two decades. These institutes are mainly located in all the major cities of India keeping in view the quantum of events organised in and around these select cities. These institutes offer courses like certificate course, diploma course, BBA, MBA and other PG diploma courses with duration from 3 months to 2 years. The event management course is also attached with other courses like Tourism and Hospitality, Journalism and Mass Communication, Advertising, Fashion Technology, Television, Film and Media. The course fee ranges from less than 50000 rupees to 200000 rupees depending on the institute, course and duration. The course structures of these institutes are designed in a way to fulfil the needs of the industry.

Yours truly has introduced Event Management as an elective paper for final year students in the Department of Hotel Management and Catering Technology, BIT, MESRA, Ranchi, which is duly approved by the Board of Studies of the above mentioned department. This paper (subject) is designed and developed in view of making our students acquainted with the event scenario of India and making them competent enough to be true hard core event professionals.

### **Conclusion**

With the kind of humble beginning, events have covered a long distance in terms of classification and specialisation that are possible in this area. Events have left their marks as a versatile, dynamic and multi-dimensional marketing communication tools as they can be easily customised to cater to the communication needs of various industries. In fact, events as a medium of service will be catering to all demographic segments of population, and will make a definite strong foothold in coming years.

### **References:**

- Harichandan, C.P. & Musgrave A. (2010). *Event Management*. Global vision publishing house, New Delhi.
- Gaur, S.S. & Saggere, S.V. (2007). *Event Marketing and Management*. Vikas Publishing House Private Limited, Noida.
- Fenich, G.G. (2008). *Meetings, Expositions, Events and Conventions: An Introduction to the Industry*. Pearson Education, Delhi.
- Sayre, S. (2008). *Entertainment Marketing and Communication: Selling Branded Performance, People and Places*. Pearson Education, Delhi.
- Sople, V.V. (2010). *Logistics Management*. Pearson, Noida.
- Wagen, L.V.D. & Carlos, B.R. (2009). *Event Management for Tourism, Cultural, Business and Sporting Events*. Pearson, Noida.

- FICCI (2015, March 30) Retrieved from FICCI website :  
<https://www.kpmg.com/IN/en/Topics/FICCI-Frames/Documents/FICCI-Frames-2014-The-stage-is-set-Report-2014.pdf>
- NIEM (2015, March 29) Retrieved from NIEM website  
:<http://www.niemindia.com/institute.htm>