

Event management flashcard



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Extention Project Event Management Name – Payen Nisar STD-TYBcom Roll

no -216 Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry. 1] The recent growth of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games, have a large impact on their communities and, in some cases, the whole country. The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. 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 Events are usually classified either as corporate or private.

A professional event manager can ensure that any special event (corporate or private) proceeds flawlessly, is well attended and memorable. This page enlists different types of events, descriptions of their purposes and characteristics, as well as online tutorials that explain how to plan those Many companies and individuals realize they do not have the expertise or time to devote to the task of planning such special events and turn to professionals specializing in event planning. Event management companies

can ensure that any event, corporate or private, large or small, goes smoothly.

Event management services can be tailored to the client's needs and budget. Event planning services can include: Creating a theme to be carried throughout invitations, decorations and promotional items Securing a location or venue Choosing entertainment Planning the menu and securing catering services Providing an event website with online registration or responses Marketing and promotions Regardless of the type of event you are planning, an event manager can help you reach the goal of a flawless, memorable event with much less stress. TYPES OF EVENTS Event Management of Corporate Events

Event management of business and corporate events is the essential activity of event managers and event agencies. While the objectives of corporate events can vary from Educational or Promotional to Ceremonial, the underlying goal of all corporate events is to create a positive image in the eyes of the target audience. One way to ensure a corporate event proceeds flawlessly is to hire a professional event management company. The role of the event management company is to take the stress off of you by managing the infinite number of decisions that go along with any corporate event.

There are almost countless types of events, some are demanded frequently by customers, others seldom Find in-depth information about the most important types of events. Eventmanagement. com presents and describes the diversity of the event planning industry. Event Managers manage the theme, location, marketing, entertainment and catering for the event. Online

promotion and registration is another important benefit offered by most professional event managers. Online registration is not only a convenience for the attendees, but also a valuable tool that allows you to manage and track the event much easier.

Event management services can include virtually every detail of the event to your specifications and budget. A professional event management company can make your event less stressful and more successful. Event Management of Conferences Event management of conferences: Conferences are among the most important events that professional event managers organize. The term “conferences” can apply to a variety of gatherings from a group of researchers who meet to discuss scientific results to a group of sales people who are training. Conference planning can be the responsibility of a corporate employee or a professional meeting planner.

Everything about the planning of conferences. From important steps in the planning process to conference types and their requirements. Conference Management & Planning Conference management and planning includes several key components: Location Conferences are held around the world in small and large cities. The venues range from Meeting Rooms in small hotels to large Convention Hall Cost During the tough economic times, many companies are scaling back their conferences and some are even cancelling them altogether. The money crunch is sending many companies to smaller cities that offer cheaper rates.

Some universities are hosting academic conferences on their own Campuses rather than hosting them at Conference Halls. Smaller

colleges are taking advantage of the facilities at the larger universities in their area to save on cost. Proximity A gathering of researchers from southern schools in the United States is not likely to be held in London. This just drives up the cost for the attendees and the planners. Accommodations Even if a school has an excellent conference hall, if there are not enough hotels in town for all of the attendees, it does not make sense to hold it there.

While many attendees would be willing to drive from several miles to attend, many would not. Venue Management This may seem like a small detail to anyone who has never been involved in conference planning, but the conference room is very important. If you are going to make a presentation on a large screen, having the screen and a way to project those images available in the room is huge selling point in conference management. Many will pay extra just for the convenience of not having to lug their own Screen and Projector. The Acoustics and the Seating Arrangements also factor in to the room set up. ? Types of Conferences

There are as many types of conferences as there are venues. While all of the conference types share some similarities, there are some differences: Here are some examples: Academic Conferences These can be held for two main reasons. University scientists hold them to announce research results. There is also a “ call for papers” where newly published information is presented to a group. Many conference planning companies specialize in these types of gatherings for colleges and universities. These companies help in publishing the research or paper, as well. Many of these conferences are held on the campus of a large university.

Medical Conferences Thanks to science, new advances in medicine are announced all the time. Medical conferences are a way for doctors and other medical professionals to keep up with these advances and to earn the needed continuing education credits to keep their license. Often professional organizations such as the American Medical Association host annual conferences to give doctors the opportunity to earn these credits.

Business Conferences These can be several types. (1) Annual meetings. Many companies hold this type of meeting for shareholders to announce the company's accomplishments of the past year and to highlight the future. 2) If a company has many divisions around the world, often the management teams will get together to talk about the business' direction and to share best practices. This may be the only time they are in the same town. Often these conferences are held in the same town as the company's headquarters.

Training Conferences Large organizations, such as United Way, will hold these types of conferences several times a year. This gives everyone the opportunity to learn new information and share best practices with their colleagues. Often training conferences will be presented by a marketing company and will be open to anyone from any company.

These types of conferences require a classroom type of setting and easy access to restaurants if lunch and dinner is not included in the session.

Internet conferences These virtual gatherings have grown in popularity as travel costs have increased while company budgets have not. Even though they may seem as simple as just getting online, these conferences require planning—particularly if the participants are in different time zones.

Conference management may seem easy to an outsider: find a place, find a caterer and set up the room. But it is much more than that.

Conference planning involves every little detail down to making sure there are enough water glasses on each table to making sure the sound system works. These tasks are usually distributed to several people and vendors but are usually over seen by a conference manager, who carries a huge responsibility. Any small mistake can put a damper on the entire event.

Event Management of Trade Shows Event Management of Trade Shows:

Trade shows are important for companies to present their products and to get in touch with its customers and business parties. If you have ever wondered about the success of trade shows, all you ave to do is look at towns across America. Begin by looking at the community calendar in the local newspaper. You will like see an announcement for some type of “ expo. ” These expos can focus on home improvement, senior care or the local businesses. Pick up the phone book of even the smallest town. You will likely find some type of listing under “ convention hall” or “ room rental” that indicates a space large enough for a trade show. Finally, look at the annual events calendar for the local chamber of commerce. Most chambers host an annual business exhibition for the community.

To the general public, these trade shows are an excellent way to find out more about local businesses, particularly if people are interested in a certain type of business. A boat show will draw people who love to be on the water and those who dream of owning the big Yacht. Home improvement expos are held in almost every town to showcase remodeling companies, contractors and even landscapers. For businesses, trade shows are a large part of many

marketing budgets because: They are a great way to meet many people quickly. Customers come to them! And if they stop by your booth, that usually means they are a great prospect.

You can create a display that showcases the best of your business. Cost of Trade Shows The downside is the cost. Many trade shows require a huge booth fee that ranges from several hundred to several thousand dollars. This means that companies have to get the most out of these expos. Here are some tips for a successful trade show: Know what you want of the show financially and in terms of business leads. If you have a product you can sell, how many sales do you want to make. But if you offer a service such as insurance or marketing, determine how many leads you want to receive. This calculates your return on your investment and elps you decide if you want to attend the show next year. The host of the trade show and the venue will likely do some Marketing before the event. But why depend on them to market your business. Let people know that you will be at the expo. If you have regular Advertisements that run in various outlets, change these ads to mention the trade show. Make sure you have a display that will attract visitors. Many companies give away novelty items and have a free candy jar at their table. This will attract the people who came to the exhibition for the freebies, but those people are unlikely to become customers.

You don't have to have Music and Fancy Lights (but if you are a Disc Jockey they are a good idea!). Have a display that gets across the key points about your business. Use videos that people can watch and allow them to watch before approaching them. After a trade show or exhibition, you will get many leads. Those leads will only turn into customers if you follow up

afterwards. Most cities have many trade shows each year. If you attend each one, you will quickly eat up your Marketing Budget. Consider attending those that relate to your business. For example, many trade shows are geared towards women.

If you know that women are the majority of your customers, sign up! You may not see as much traffic as you would at the large expo sponsored by the local chamber of commerce but may make more sales because you are hitting your target market. Finally, work with the trade show organizers. Some private companies plan these shows but many organizations do the planning in house. If you are willing to help in the planning, donate door prizes or sponsor entertainment, you will likely get a prominent spot and free advertisement

Event Management of Team Building Events

Event Management of team building events that develop and motivate teams in companies and corporations. Team building events are perfect for companies and their divisions to motivate their employees and to develop real teams. In the United States, one of the most popular team building exercises is called the “ Ropes” course. These exercises can range from taking a walk on a rope several feet in the air to just trusting that your teammates will catch you when you fall. Many corporations have used these exercises to motivate employees to work better as a team and the ropes course is just one example.

Even what seems to be the most isolation job requires team work.

Accountants who may spend most of their time in an office crunching numbers will eventually need to present those numbers to managers and

human resource officials to determine budgeting needs. Computer programmers will need to work with their colleagues to make sure that their systems are operating properly. Team Building Events Corporations have been using team building exercises for employee motivation for many years. What are some of the advantages? These exercises build trust

If you are scaling a wall and you are dependent on your team members to steady you, you learn quickly if they are trustworthy. In most team building exercises, you have to know that you can depend on others. These exercises build relationships Most days employees sit in an office or work in a manufacturing plant and may have little time to get to know each other. During these team building exercises, they can chat about their lives. Most of these events begin with the participants telling more about themselves. The experience builds morale

Most employees enjoy the day out of the office and enjoy the activities. They return to work excited about their participation and share stories from the event with others. Team building increases productivity An energized, excited work force gets the job done. This is opposed to a work force that hates their job and has very little faith in the company or their colleagues. Planning a successful team building exercise requires planning and consideration of the employees' physical abilities and interests. Here are some guidelines:

While the Ropes course is one of the most popular team building exercises, it is not for everyone. A group of computer programmers may not have the physical ability to do some of the stringent climbing exercises that are a part

of the course. The course can be adapted, however. There are team building exercises that do not involve physical activity that will build trust and camaraderie. Team building exercises like the Ropes course require an outdoor venue. Many towns have areas that are especially set up for companies and other organizations who want to host this popular course.

However if your area does not have a place, you may have to consider hosting a retreat in another city. If you do, you have to consider travel expenses and how you will compensate your employees for their time. If you are doing some simple indoor activities, you can host the team building exercise at a nearby convention hall or even in your office. In this economic downturn, you do have to consider cost. If several employees are away from their jobs during the exercise, productivity decreases. If you have to take the employees to another location, you have to consider costs for food and renting the venue.

No matter how desperately you feel you may need a team building exercise, you may reconsider if you can't afford the costs. Set goals. If you hope to see productivity increase after the team building exercises, determine how much of an increase you want. You can choose if you let your employees know the goals. Especially if you invested money in sponsoring the team building exercises, you will want to see a return on your investment. Employee motivation is a challenge in any business. That is why the Ropes course became so popular. Employees love the physical challenge and the fun of the event.

They go back to work focused on their job and appreciative of the opportunity to spend a day with their colleagues. Event Management of Press Conferences Event management of press conferences. Find out how to organize press conferences. Your idea of hell: pandemonium at the press conference; jostling reporters chomping after frightened keynote speakers and suit-clad business executives. Do yourself a favor by properly planning a press conference; and keep both the journalists and the executives in their places, grinning and glad. Sometimes, a simple press release or email cannot suffice.

When a company burns with the need to unleash a fiery new idea, it calls a press conference. Due to the hectic schedules of reporters, press conferences usually last for 30-45 minutes How to plan a Press Conference The first brick to building a successful press conference is determining its theme. Press conferences may promote products, apologize for incidents, launch marketing campaigns, or inform shareholders of finances. When to plan a press conference? Tuesday and Thursday late afternoons are prime time placement, while Mondays, Fridays and evenings are the worst choices.

Check for competing events and conferences to avoid being one-upped. The chosen venue should be easily accessible with an abundance of parking. No on-the-go journalist wants to arrive two minutes before the conference start and spend five minutes seeking a parking spot. Choose a location suitable to the mood of the event (e. g. secretive or informative). A dank and deserted basement may fit a “ industry-domination-plan” type conference, but is less than apposite for a shareholders meeting. A triumphant press

conference creates tidal waves; a pathetic one causes ripples and a few splashes.

The differentiator: marketing. Target the primary audience (specific caliber and type of journalists) and distribute heaps of press releases, media advisories, emails, phone calls and word-of-mouth tips. Captivating speakers and presentations separate monotonous press conferences from dramatic ones. Choose 2-4 keynote speakers. They should be of high repute, with impeccable credentials and lots of charisma. Their presentations should not emulate one another – one can welcome and introduce, another present the main concept, and another relate the main concept to human interests.

Powerful audiovisual materials will give journalists and photographers extra ammunition for their forthcoming articles. Opinions, disagreements and arguments may fly fast and hard in a heated press conference. To avoid a Chernobyl-type explosion, with injurious media fallout, hire effective crowd control. Ushers should help seat journalists and arrange their equipment, and Q&A sessions require a neutral moderator to direct questioning. When journalists enter, they should receive a press conference packet. This should include an agenda, facts, statistics, graphs and charts.

Then after 30 minutes, it's over. Such is the life of an event manager. Event Management of Networking Events Event management of networking events that may look like lavishly-funded business parties, but in reality, networking events are essential personal marketing galas. Thus, any event manager needs to know how to organize one whale of a party – er, one fantastic business networking event. Networking events are a key element to business

success. They provide ample opportunity for brand positioning, contact establishment, future mergers, and personal marketing. There is strength in numbers.

All companies have a vested interest in securing the support of a business friend (formally labeled as b2b [business to business] commerce). For aspiring businesspersons seeking some social capital, a networking conference is the prime spot to be. How to plan a Networking Event? Due to the variety of size of attendees, a networking event needs to be planned at least 12 months in advance. In fact, the first invitation should be sent six months before the advent, which means the venue, accommodations, employment, entertainment and other essentials must be provided for by then.

Networking events are best planned around weekends – because of weekday work schedules and hotel weekend discounts – and not in juxtaposition to similar occasions. Note: the event manager should quickly determine maximum budget boundaries and operate strictly within that range. The success of a business networking event, to a large degree, depends on the rate of attendance. Marketing is vital. Due to low return rates of direct mail, concentrate on social media marketing and that perennial favorite, e-mail. The requests should show the invitees why it is in their absolute best interest to attend.

When searching for a venue, select a location that is easily accessible, has nearby parking, and is near accommodations. The housing (required for traveling attendees) need not be four- or five-star resorts, but requires

commodities like WiFi, free breakfast, etc. Both the venue and housing selections should be selected with one theme in mind: comfort. How to pay for this gala? Sponsors. With the inbred marketing opportunities at business networking events, sponsors will jump at the opportunity to subsidize.

In return for their financial assistance, allow them to set up shop at the event. Rental equipment is relatively straightforward: audiovisual equipment, lighting, sound, linens, tables and chairs. Entertainment and catering should subside into the backdrop, blending rather than interrupting. Likewise, catering should not emulate college buffets. When guests arrive, they are to be verbally welcomed and given a welcome kit. Hopefully, when they leave, they will be chock-full of another's business cards. Networking complete. Opening Ceremonies

Event Management of opening ceremonies that may be crucial when an event, a conference or a convention lasts for several days and when the event organizers want to gather, address and welcome the whole audience. No ceremony is as cherished as the opening ceremony of the Olympic Games. Athletes from around the world gather in preparation for competition of hundreds of sports. Celebrities perform, often singing songs written especially for the occasion. Preparation for the Opening Ceremony begins weeks before the event, with a traditional torch run around the world.

The event is always one of the top rated shows as millions from around the world watch from the comfort of their homes. How to plan an Opening Ceremony In small towns around the world, local sporting leagues imitate the Olympic ceremony. And when corporations have conventions or annual

meetings, opening ceremonies are also held. While they may seem different, there are some key similarities between them. All opening ceremonies usually involve some sort of entertainment. For a large corporation, that could include some subtle piano music that plays while presentations are made.

For sports ceremonies, there could be marching bands and trained dancers. Celebrity singers may also perform. For sporting events, the athletes may march into the venue, much like the Olympic event. Even if the rest of the meeting is all business, the opening day may be fun. In addition to entertainment, most opening ceremonies have a planned agenda. That agenda could include a guest speaker, the unveiling of a new product or product advertisement (if the convention is for a large corporation) or an announcement including some good news.

Even opening ceremonies for the small sporting events have a planned agenda with a mix of entertainment and speakers. The agenda is upbeat and fun. Since it takes a lot of time to choose and book speakers, planning for opening ceremonies often begins a year before the actual event. Deciding the venue is easy for some opening ceremonies, but some are more challenging. Sports ceremonies are usually held on the playing field which could be in an outdoor stadium if the game is baseball or on ice if the sport is hockey. Sometimes if there are enough participants, the event could be held at a large convention hall near where the games are played.

If you are holding the opening ceremony for a convention or annual meeting, you will want to have it in the same place where the rest of the event is

being held. Another possibility is to hold it at a fun venue nearby, which ironically can include a stadium or playing field. The possibilities are endless. You may need to do more as far as preparation and decoration for an opening ceremony for a conventions or annual meetings. Opening ceremonies are festive events and the tone of the rest of the meeting may be more solemn.

If the conference is being held for a week, it is unlikely that music, food and drinks may not be on the agenda for the entire meeting. Depending on what time of day you host the first day event, it could double as a big party. The guest lists may vary for an opening ceremony. Like the Olympics, some people may only attend the opening ceremony, no matter what the event is. Large corporations or associations may welcome the media to this event to get coverage. During the opening ceremony for Little League Baseball, every team and their parents may be there, prompting a need for a bigger venue.

The attendance should be considered when planning. Finally, opening ceremonies are held for the same reason that Olympic organizers hold them before each games—they inspire everyone who attends. Can you imagine anyone getting that excited about the Olympics without the fanfare that is held at the beginning? After being entertained, fed and encouraged, participants at even the dullest convention are ready to begin! Event Management of Private Events Event management of private events like birthdays, weddings, birthday and wedding anniversaries or other family events.

Private events are celebrations with family members and friends. Moments of a lifetime refer to those special events that often happen only once in a lifetime. These private events such as weddings, golden anniversaries and special birthdays are marked with special celebrations. Celebrations that you want to remember fondly because of the beautiful ambiance created by lighting, decorations, music and food rather than the DJ that alienated the audience or the caterer that ran out of food. Learn more about personal events. Event Management of Weddings

Event Management of Weddings: Weddings are among the most important events in a woman's lifetime, and every bride wants "the perfect wedding". There are many different variations from the traditional church wedding to the theme wedding to the outdoor wedding, and each wedding presents its own set of challenges. There are many details to coordinate, and a small glitch can turn into a major emotional crisis. So it is important for someone to monitor the details to keep things running as smoothly as possible.

Wedding Planning The couple usually chooses the church and the reception location.

Even so, it's advisable to double check the facilities' use policy. For example, some church fellowship halls may prohibit alcohol or dancing at the reception. The couple will also probably choose their own clothing, but it helps to at least be aware of the style and color in order to coordinate the other aspects of the wedding. Color scheme and theme if any will help in the planning process. Flowers, both for bouquets and Decorations, will need to be chosen and ordered. Music for the wedding itself may provided by an

organist or vocalist, or may be a recording, in which case someone will be needed to operate the Sound System.

A Photographer may provide both video and still photographs. Again, check policies; some churches restrict photography within the sanctuary. Following the wedding is usually the reception. Refreshments may consist of punch and Wedding Cake, or may encompass a Full Meal. Simple refreshments allow more options in seating; while sit-down dinners require Table Settings. Music may either be live or recorded. A DJ will probably have his own Sound Equipment, as will most Musicians. It's a good idea to review specifics with the DJ—"oldies" for a baby boomer may mean 50s or 60s music, while a younger DJ may consider 80s music to be "oldies".

Decorations may be suggested by color or theme. A professional wedding planner can help to coordinate all the details to make sure that the wedding runs smoothly. Making sure that expectations are clear and reasonable will go a long way in preventing disappointments and making this special day the memory of a lifetime. Event Management of Birthday Parties Event management of birthday parties, events and celebrations. Learn how to organize birthday events by yourself or what professional event managers can do to assure a successful party. Details about all planning steps and potential mistakes.

Birthday events recognize the milestones in a person's life. These festivities can be casual or formal. They may be intimate, with just a few close friends and family; or they can be grand events. There are two basic types of birthday parties: children's and adults', and each present its own set of

challenges. Birthday Parties for Children Children parties are often Themed, which aids in putting together a coordinated look. For example a circus themed party may include colorful decor, brightly colored tableware, circus themed games, foods and party favors, and entertainment by a local clown.

While a cowboy theme birthday party may feature cowboy hats, barbecue, and pony rides. Children's parties also often include party favors such as balloons or small toys. Birthday Parties for Adults While adult parties may or may not have a theme such as luau or fiesta, the Planning Process is similar, and just as important. The date is usually on or near the birthday.

Location may depend on the type of party and number of guests expected. Party decor may include Flowers, Streamers, posters, Decorative Lighting, or theme items. Tableware is usually chosen in coordinating colors which reinforce the theme or tone of the party.

Food can consist of refreshments or a meal, again depending upon the type of party, party theme and budget. The location of the party may limit available options for Food and Refreshments: many church and community venues prohibit alcoholic beverages; some commercial venues require that food be catered by them. Entertainment can consist of games, activities, or performances. By knowing in advance what games will be played, preparations can be made for both game supplies and prizes. Activities such as pony rides or a sing-along can provide a fun way for guests to participate.

Performances can entertain either adults or children: independent performers are available for anything from a magic show to a tasteful musical performance. There are many details to coordinate to host an

unforgettable birthday party. By using a professional event planner the host/hostess can devote more attention to the guest of honor, help attend to the guests, and enjoy the festivities. Event Management for Family Events

Family events are fun and enjoyable to participate in. But they offer a number of challenges in the planning. The host of the event will usually select the date, and have some ideas about preferred locations.

The host's home isn't usually a good choice due to parking constraints, so another location may be preferable. Before Choosing a Location, determine the scope of the event and estimate who will be attending. If there will be a large number of children, choosing a location with an adjacent playground may eliminate the need for planning ways to entertain the children. On the other hand, disabled family members may require facilities to be accessible. Facilities costs and amenities may widely vary, and some public facilities may require reservations up to a year in advance. Food, Invitations and more

Food may be provided by the host, Outside Caterer, or the caterer affiliated with the facility where the event is to be held. The menu can consist of simple refreshments or a meal. There may not be a lot of Decorations; there may, instead, be souvenirs such as t-shirts, memory books, or cups printed with family Photographs. The family may want to have games or entertainment. Games can range from quiet table games to family sports competitions that can include everything from three-legged races to softball games. And entertainment may be impromptu skits or a sing along with a talented family member providing the music.

Invitations are usually prepared and sent by the host. Double check about a week before the event to make sure it's been done. Many family events are held Outdoors. Be prepared with a contingency plan for bad weather. Will you choose an alternate "rain date"? Or erect canopies to give shelter to guests? In extreme heat, some foods may spoil, and cold drinks will require extra ice. Family events can be a memorable, fun occasion. But sometimes the details don't come together, and they turn into a nightmare. The host doesn't have time to visit with guests, because he's busy scrambling to attend to the latest crisis.

A professional event planner can attend to the details, leaving you to enjoy the party. Event Management for Family Events Family events are fun and enjoyable to participate in. But they offer a number of challenges in the planning. The host of the event will usually select the date, and have some ideas about preferred locations. The host's home isn't usually a good choice due to parking constraints, so another location may be preferable.

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Careers in the event management industry: Working in event management industry can be very hectic, but at the same time, very rewarding. There are many career opportunities in the industry, and work is generally available in small and large cities around the world. Most event management focuses on concerts, parades, parties, conventions, and special events. You can work for corporations, governments, non-profits or for yourself Most of the planning work for events is done prior to the event; however, event planners are

required to be on site during the event, to make certain everything goes smoothly.

Most positions are full time; however, some may be contract positions.

Occasionally, positions are strictly for a particular event. Generally, companies look for a college educated individual to fill the position.

Depending on your role, experience and city you choose to work in, the event management industry can be very lucrative. The positions listed above generally offer bonuses in addition to the salary range shown. Personal Requirements To understand the personal requirements of a successful event manager, it's necessary to understand what an event manager is. Event management is not party planning.

It is much, much more. A successful event manager focuses on what the event's goal is and achieving it. Successful event managers can come from varied backgrounds. Marketing, management, and communications are just some of the fields that lend themselves to event management careers. Most corporate employers are looking for event managers with a bachelor degree in a related field; however, you can easily enter the field through support roles like marketing assistants, sales coordinators, etc. These roles usually don't require a traditional four year degree, but do include meeting planning in their job descriptions.

Event Managers Plan Meetings and Conventions One of the main responsibilities of a corporate event manager is planning meetings and conventions. This requires planning every detail from selecting the location and venue, determining what equipment is required, scheduling speakers for

the event, arranging all signing, printed material and press releases. Event managers generally work long hours, including nights and weekends. They are responsible for all the details of the event. They make sure all the details have been addressed.

To become a successful event manager, you must develop the following skills: Budget creation and budget management Public relation skills Marketing and advertising skills The art of negotiation Communication skills; both written and verbal Management of personnel Good multi-tasking skills Works well in pressure situations Proficiency in MS Office programs; Word, Excel, PowerPoint, etc. Be a team player Be a self-starter Able to communicate with all levels of management Knowledge in the following areas will also help enhance the success of event managers: Logistics and transportation knowledge

Site selection skills to help select the right venue for the event Knowledge of material production such as booth material, signing, brochures, decor, etc. The entertainment industry as it relates to contracting entertainment for functions Scheduling lodging for event participants and guests Knowledge of the catering industry as it relates to meal planning Ultimately, a career in event management requires a skill set that allows the individual the opportunity to plan and direct major events, with the sole purpose of delivering a seamless production that addresses the organizations message and goal.

Event management is a very rewarding career and can be very lucrative. It is not restricted to major cities, in fact, event managers can live anywhere in

the world. The Market Analysis One of your first tasks is to determine the market limits or trading area of your business. These limits will vary depending upon the type of event planning service you offer. For example, if you plan parties, you may limit your market to your county. If you plan corporate meetings, however, you may have a national client base. Studies show that a population base of at least 50, 000 is needed to support an event planning service.

Keep in mind that the higher the income level of that population, the more potential clients there will be for your business. If you live in an area with a population base of less than 50, 000, consider your goals. Perhaps you are a mother of young children and are hoping to earn \$5, 000 a year, keeping your business small while rearing your children. Then a smaller population base may work for you. Many event planners put their hats into this business, planning to earn only a part-time salary to supplement other family income. This is one of the real strengths of this field.

You can choose to create a successful part-time or full-time business in event planning. To conduct a market analysis you need to ask and answer the following questions: ^ Is the population base large enough to support your event planning service? ^ Does the community have a stable economic base that will provide a healthy environment for your business? ^ Are the area's demographic characteristics compatible with the market you wish to serve? Many chambers of commerce have offices that track their area's economic development. These offices are usually called either Office of Economic Development or Economic Development Council.

Find an office in your area, and look for the above information. In addition, look at reports and studies conducted by trade associations. You can also contact the Census Bureau at www.census.gov. You can also access www.bls.gov/cex/ to read the Bureau of Labor's Consumer Expenditure Survey. This survey includes information about how individuals and families spend their money. If you'll be planning corporate events, you also need to know the number of corporations in your service area that hold regular conventions and meetings, the size of these companies, their budgets for these events, and if they are using outside services.

You will be able to find answers to many of these questions on a company's website. As you conduct your market research, memberships in industry-related associations can be well worth the investment. Associations usually offer networking opportunities and a wealth of industry-specific information, such as market statistics, member lists, books, and reference materials. They may also offer discounts on purchases from certain suppliers. There are several associations specific to the event planning industry, including the International Special Events Society and Meeting Professionals International

Analyze The Competition

Competition in the event planning market is fierce, but it is not insurmountable. If you are targeting the corporate market, your competition will consist not only of other event planning entrepreneurs, but also of in-house meeting planners hired by corporations. Many corporations choose to outsource event planning responsibilities to keep costs low. You may be able to assess the competition by asking corporations about the planners they work with. Trade associations such as ISES or MPI may not be able to

disclose members' names, but they might be willing to tell you how many of their members are located in your area.

In the social arena, your main competition will be other event planning entrepreneurs, as well as some caterers, florists, etc. , who have taken on the responsibilities of planning events as a sideline function. Most of the competition you'll face will be local; try checking in your phone book under Event Planners or Party Planners to see how many others there are. Be aware, however, that many event planners do not buy advertising, preferring to rely solely on word-of-mouth to do their advertising for them. This means you may have to get creative to figure out how much local competition you face.

Ask vendors which planners they work with. Go to party supply stores and see if you can find out who their major customers are. Ask all your questions face-to-face, rather than by phone. If you are friendly and explain that you are trying to figure out if there is enough demand for another planning business, most people will cooperate. If you find a large amount of competition in your area, don't be discouraged. Instead, look for a niche you can fill and think about what will make your event planning company stand out in the crowd. Social event planning is the ideal place from which to launch your career.

Social planning is a growth industry—there are more opportunities out there than those planners in the marketplace can handle. Social event planners also will be able to find plenty of work in areas with a smaller population base. Remember that if you strive to be the best, research your market,

promote yourself, and develop a good business plan, you will find your spot in the marketplace Event Management Courses Event management courses and programs are widely available. You can take classes at community colleges, state colleges and universities and also online.

While we cannot recommend specific schools or courses, we can give you guidance on what knowledge you need to gain from any particular program. Although there are no strict educational guidelines for event managers, many community colleges offer certificate programs. Hotel and restaurant management programs are also offered at the community college level. The average yearly tuition of community colleges varies by state. However, you can expect to spend approximately \$3, 000 a year. Online certificate programs range from \$500 to \$2, 000. Most employers seek experienced planners.

If you need experience to round out you resume, we suggest volunteering for a community event, a local non-profit or perhaps a church bazaar. Any relevant experience will help. A solid course of study should prepare you to:

- Understand how to research, plan, design, coordinate and ultimately evaluate an event. Review and determine the different marketing strategies available to you that would be appropriate for the event you are managing.
- Recognize the various types of events and understand their unique requirements. Submit a complete project proposal for an event. Understand what to look for during an event site inspection.

Understand the budgeting process of event management. Learn about software that is available to help you manage an event. Learn

communication concepts and brush up on leadership abilities. Learn to manage volunteers and staff within an organization. Gain perspective in contracting resources such as catering, a/v technicians, lodging and entertainment. Understand various design elements and how they relate to event management. It is important to find a program that has a proven track record of success. We recommend that you supplement course work with on the job training or perhaps an internship. It will help balance your career.

After all, real world experience is priceless! How Much Can an Event Planner Expect to Earn? Based on March 2010 data, from Salary. com, the base salary for an event planner ranges from \$47, 000 to \$64, 000 a year as follows: 25th percentile = \$45, 000 50th percentile = \$60, 000 75th percentile = \$1, 00, 000 This compensation is for an individual who manages all aspects of planning an event, including negotiations and accommodations. Salary. com has also indicated that this salary range generally requires a bachelor's degree in a related field and 2 to 4 years' experience. Less than a bachelor's degree would command a smaller annual salary.