

Event planning and management



**ASSIGN
BUSTER**

Thinking about who will be there, what the environment will feel like, the food that will be catered, the activities that will go on, and the souvenirs are all part of what gets an event planner excited when creating events. Lights, camera, action! The pharmaceutical company is excited to host an event providing to their customers. The anticipation will be built by making fliers, making invitations, posting online, and of course, word of mouth. The first time the event becomes just as thought is probably almost just as excellent as when the event is actually happening.

It creates imagination and hope for the exact image of what the event is going to look like. The pharmaceutical company is looking forward to targeting out to those who are in the medical field or at least have interest in the medical field so these people can network with one another. The start of the planning will be the most fun and most stressful time as the company will need to look into the budgeting and participation of the event. Dealing with the event itself is one thing. But dealing with the people of the event is another.

It is important to look into where the attendees will park, the cost of the parking, and how to deal with the entrance and exit traffic. The pharmaceutical company will have to get together with a parking company. When the guests arrive, the flow of them entering the event will be an issue as well, so it will be important for someone to control the flow of arrival. We would like the atmosphere of this event to be casual for the guests to feel comfortable enough to speak with one another without feeling too awkward.

The temperature of the room will lean towards on the cooler side so it will allow the guests to walk around a lot and not sit down too much.

Temperature affects what a person feels like doing_ If It Is too hot or too cold, nobody wants to be there. However, if it is too comfortable, no one would want to do anything. A nice chill breeze would motivate the guests to want to get up and participate In activities. The food and beverage that will be catered out to this event would be cocktails and small appetizer in which the servers would be walking around servings to the guests.

If it were a sit down plated entree, it wouldn't allow the guests to Interact much with everyone. Of course, there would be enough tables and chairs for all guests to sit down, relax and have good conversation with one another. It is never fun to have an event full of strangers and having the host of the vent create awkward Ice breakers. The important part of an event Is the connection strangers have with one another after attending the event by sharing a common ground.

As for the pharmaceutical company, the best type of activity for the attendees and their guests Is to have slideshows of what their company Is about, raffles, trivia questions pertaining to the medical field, a comedic emcee, and a mingle hour, In which the guests will have a chance to talk to each other and ask another, perhaps sometime in the middle of the event, a dance session with a DC would be fun and appropriate. The show is over and now it is time to thank the guests and have them remember this special event.

A photobooth will be located inside the venue having costumes and accessories to wear so the guests can have fun with the pictures. Aside from pictures, memorable mugs and water bottles with the logo of the company will be printed on the outside will be given out to every guest attended. Since the importance of the event is for the guests share their experiences, the six "As" are all important and crucial for this event. The eagerness of the pharmacists, their customers, and guests, the flow of the traffic of the event, the environment, the food, the entertainment, and the gifts.

These are the crucial aspects of the event and allows the guests to look back and remember this certain day. Professional events are just like any other social gathering, yet there are special procedures to keep in mind. Event coordination is a core competency required for professional event management. This presentation examines the techniques and procedures required for producing a successful and sustainable event. This paper will help you determine the needs and resources of an event and implement the logistics and operational procedures to ensure a safe and enjoyable event experience for all in attendance.

In addition, the information may ensure repeat business with the same happy client. It helps greatly to enlist the services of a professional event coordinator. Professional event coordination is the integrated implementation of all the operational and logistical requirements of an event, based on the scope of event elements included in the event design. It is the job of the professional event coordinator to package and manage that event experience. But how does one decide on the appropriate coordinator to help with the party at your business?

Fortunately, there are many reliable and licensed professional event coordinators likely very close to your home or business. There are numerous ways to approach the details inherent in a professional event that allow the professional event coordinator to ensure that attention is given to the entire scope of the event and that it is structured and thorough. One resource is a framework for the Event Management Body of Knowledge, the International EMBODY Model, devised by a coalition of experts in event management (www.Embody.Org).

This framework includes a definition of the phases, processes, and core values of event management, as well as the functional areas and categories to which these are applied. It is the functional domains that provide a systematic and comprehensive approach to the responsibilities and opportunities associated with professional event coordination. Some of the key areas for a particular event include administration, or the financial, human resources, information, procurement, stakeholder, systems, and time management necessary for the party.

In addition, design is also crucial. This entails the content, entertainment, environment, food and beverages that are available, production, program, and theme development and management. Next, the coordinator will need to keep a keen eye on marketing for the event, including the plans, materials, merchandise, promotions, public relations, sales, and sponsorship (donor) management for the venue. This can also lead to the important area of operations, or attention to the appropriate attendees, communications, the event.

And lastly, the leader will need to be cognizant of all the applicable risks inherent in producing an event of the scope you are planning, such as the requisite compliance, decision, emergency, health and safety, insurance, legal, and security management. If, for example, an event planner were preparing a party for a work function at a local pharmaceutical company private after-hours party for group of 200 important customers, they would need to take into consideration all of the points raised above.

If the pharmaceutical company wanted to highlight certain elements of local design and regional pain to the party, this may include a detailed discussion with the party event coordinator. For instance, if the Corporation were located in the southwest of the United States, they can hold their event at a popular museum located in the area. Furthermore, they could feature delicacies that speak to the regional Tex-Mix flare. Next, the event coordinator will need to prepare a proposal for your event.

This must take in to consideration the various elements that make up a successful party plan. These need to incorporate the six established guidelines for party functions, including anticipation, arrival, atmosphere, activity, appetite, and amenities. Collectively, these are known as the 6 As of a successful event. We will approach each one in turn. The first is the anticipation of the event. It is human nature to want something to look forward to. The first dimension of the event experience is the anticipation created with the announcement of the event.

You might create the foundation for an entire marketing strategy, such as with an incentive program, or set the stage for a spectator spectacle such as

an entertainment or sports event. You are thereby establishing expectations and building excitement for the event through the initial communications. The invitations, notices, brochures, publicity, advertising, and/or promotions that will create this anticipation must be planned from the very inception of the event and incorporated into the budget and the timeline.

These materials must be designed to prepare the individual for the event experience. They must be timed appropriately to reach the recipient in enough time to inform, yet should not be so early that the anticipation wanes. Sometimes numerous impressions will be required to build and sustain anticipation. When the coordinator is through with her plan for the party, your guests will be chomping at the bit to attend the big party! Next, you will need to be prepared for all the guests to arrive at your fun event. The Journey begins the moment the decision is made to attend an event.

Plans are armed, tickets are purchased, reservations are made, schedules are established, and hundreds of other personal and professional details are put in motion in order for the attendee to arrive at the right time and place for the event. As the professional event coordinator, you may or may not be responsible for arranging such details for the attendee or guest, but you should consider all these aspects to determine what you can do to facilitate the logistics of the arrival. Plans should be put in place to help facilitate the arrival of your guests.

This includes transportation from their home location to the destination of the party. This should also incorporate information for any attendees who may be traveling from a course you just want to feel welcome as they reach

their destination and as you yourresponsibilityto make them feel as comfortable as possible. Many aspects of a frustrating travel experience could be mitigated with a warm welcome that redefines that first impression. This can include anything from welcome signs and personnel at the airport and banners around town to a welcome basket in a guest's hotel room.

You want to communicate that the travelers are in the right place and you are glad they are here. In addition, there should be plenty of easily read signs to help your guests noted then arrived at the correct location. Creation of welcoming entrances is also helpful to keep your guests on the right track. Next, you will want to consider helping your attendees navigate the party location and area. This is all part of a successful atmosphere for your party. The atmosphere of an event relies on the physical environment, both inherent in and imposed on the venue or event site.

Each component of the physical site, from theme dcore and props to the location of the toilet facilities, will have an impact on the experience and alp your attendees feel right at home while they are visiting with you (Allen, 2009). Next, you want to be sure to have ample and appropriate events planned as activities at your event. It may be as simple as conversation with fellow guests or as complex as a showy multimedia production incorporatingmusic, dancing, laser shows, ceremonies, and interactive demonstrations.

It may be passive, with the attendees or guests as spectators, or it may be active, with the guests participating in the action. The task for the professional event coordinator is to incorporate and hieroglyph the

appropriate activities so they increase the value of the event experience. Whatever the case, it is crucial to have exciting plans the guest to participate in all at your party. Of course, your guests are going to want to eat something while they attend your event. Food service must be incorporated into the event plan so that it meets the needs of the guests and serves the purpose of the event.

It should never be an afterthought. Consider the comment of a disgruntled guest leaving a hospitality reception after seeing the long lines at the buffet: " Even free food is only worth so such. " Different guests will have different requirements as far as their dietary needs. It is the responsibility of the event coordinator to determine these needs well beforehand and make sure they are fully met at the party. Finally, you have presented a great party and the event has been an overwhelming success! Once the event is over, all that is left are thememories.

These memories can be enhanced through the employment of layers of detail and numerous tokens of acknowledgment and appreciation. These details do not necessarily need to be costly; they just need to be thoughtful. These are the niceties and features of the event experience that add to the comfort of the guest and provide a physical reminder of the great time that they had at the event. Congratulations on a Job well done! Keep in mind that hiring a company for your party services may appear like sound advice, but it's almost as easy to underestimate how professional staff can undermine the intimacy and rapport of a party.

It may be irrational, but it's hard to fight against human nature and some guests won't be able to maintain the same type throughout the room. For events where intimacy is an important component of the verbal ambiance, a professional party planner is an incredible resource to minimize the intrusion of commonplace party chores (Pickett, 2012). As you are such a success at your last party, many local individuals are interested in contacting you for your services. Your reputation has even caught the eye of your town's mayor.

This elected official wishes to use your services in an impressive investiture ceremony and inaugural ball six weeks from now. Given what you have learned from your last event, you're sure that you will be able to provide an exciting and innovative plan to celebrate the mayor's recent election victory. We will need to revisit the 6 As from the last event to help us plan the party. Remember that the first area for a successful event is always anticipation. As mentioned previously, this includes providing buzz for your event and sending out appropriate invitations to those on the guest list.

The mayor wishes to incorporate his campaign issues of supporting youth programs, strong law enforcement, and certainly, we can help him with that agenda. It may make sense to offer representatives from the local youth programs also attend the event. You may also ask them to bring banners or posters that highlight the points of their youth program. This can also help remind voters your attention to the local community and the mayor's support for community pride. As your guests arrive at the event, you will want to repeat the success of your last party.

This may include facilitating their transportation to and from the event site, as well as arranging accommodations for any out-of-town attendees. An elegant welcoming sign is an excellent way to show your guests that they are appreciated and welcome at your fancy event. You may also want to position the mayor at the entrance your party to shake hands with notable high profile guests that have chosen to attend. The next step is to coordinate the atmosphere of your party. Here is a place for you to really shine. You may choose to set up clearly labeled photographs of the law enforcement from your local area.

These photographs can highlight some of their exceptional work and dedication service to help your town. As before, you can include members of local law enforcement to attend the party as well. They will be able to provide a visual example how the Mayor supports the police in his given community. Now, as we considered previously, your guests may want to have delicious food and drink to enjoy at the party. This is an exceptional way to highlight several local and communication favorites to help with the catering.