

Topic 1 – Event Design

Chapter 1

Essential Reading – Event Design and Management – ritual sacrifice? (Brown & James)

Working In Event Management

- Event Management is a growing and developing area of work with thousands of jobs being advertised in Australia every week
- Work in events part-time
- Adecco Events Staffing – amazing opportunities available

EMBOK – Model Of Event Management

- Stands for Event Management Body Of Knowledge
- EMBOK describes the work you do as an event management

Domains	Domains are skills and knowledge that event managers have.				
	There are 5 domains that are subdivided into 7 classes.				
	Administration	Design	Marketing	Operations	Risk
	<ul style="list-style-type: none"> • Financial • HR • Information • Procurement • Stakeholders • Systems • Time 	<ul style="list-style-type: none"> • Content • Theme • Program • Environment • Production • Entertainment • Catering 	<ul style="list-style-type: none"> • Materials • Merchandise • Promotion • PR • Sales • Sponsorship • Marketing Plan 	<ul style="list-style-type: none"> • Attendees • Communications • Infrastructure • Logistics • Participants • Site • Technical 	<ul style="list-style-type: none"> • Compliance • Decisions • Emergency • Insurance • Legal • Security • Health and Safety
Processes	Processes are the ways in which you use your skills and knowledge as an event manager. These actions can be regarded as the overall components in the overall process to deliver the event.				
	<ul style="list-style-type: none"> • Assess 				

	<ul style="list-style-type: none"> • Select • Monitor • Communicate • Document <p>Communicate and Document all three via tools and techniques.</p>
Core Values	<p>Core Values are the principles and values that underpin all the work of event management</p> <ul style="list-style-type: none"> • Creativity • Strategic • Continuous Improvement • Ethics • Integration
Phases	<p>Phases are the different stages and timelines that work involves</p> <ul style="list-style-type: none"> • Initiation • Planning • Implementation • Event • Closure

Types of Events

Size	Type	Reach
<ul style="list-style-type: none"> • Mega events – widely known and discussed that have significant impacts on the economy • Hallmark events – repeated in same location and the event symbolises the destination • Major events – attract lots of visitors/media coverage and generates 	<ul style="list-style-type: none"> • Arts and cultural • Sporting • Family • Fundraising • Corporate 	<ul style="list-style-type: none"> • Local • National • Global

<p>significant economic benefits</p> <ul style="list-style-type: none"> • Minor events – produced in local communities for local audiences and are often supported by local government 		
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Types of Events Examples

- Mega Events – Commonwealth Games
- Hallmark Events – Strawberry Fields; Glasgow Festival; Brunswick Festival
- Major Events – AFL Grand Final
- Minor Events – Religious events; School Fairs

Uniqueness of Event Management

Events are unique as an area of work and are distinct from other activities happening in our lives due to the creativity. However, capturing the essence of event creativity and incorporating event design into event management work is not easy.

Reading Comments:

Event Design and Management: Ritual Sacrifice (pp. 53-64)

- Event managers have sacrificed the ritual element and put aside, ignored or failed to consider the conceptual development and design of their events
- Job descriptions tend to exclude the word 'design' for an event manager
- Vision tends to pop up as the single most important attribute for event managers
- Design is essential to an events success because it leads to improvement of the event on every level
- Goldblatt (1997) suggests that there are 5 questions that must be posed and answered before any event is attempted
 - Why – the compelling reason for this event
 - Who – target market
 - What – event product
 - Want – what do you want to achieve with this event
 - Where – location