

# EVENT MANAGEMENT

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## LECTURE 1:

### Introduction and overview of the event planning process

#### Defining an Event

- “To the customer or guest, a special event is an opportunity for an experience outside the normal range of choices or beyond everyday experience” (Getz, 2005, p. 16).
- A special event is defined as “those non-routine occasions which have leisure, cultural, personal or organisational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people” (Shone & Parry, 2004, p. 3).

#### Defining the events industry

- There are various ways to conceptualise the events industry:
  - By event themes eg. Sporting, business, cultural/arts/music
  - By event size eg. Local/community events, major public events, mega events
  - By audience
  - By profit vs. Not-for-profit
- Corporate/Business:
  - Conferences, seminars, workshops, AGMs, retreats, incentives, professional development, launches, symposiums.
- Professional Associations:
  - Industry specific trade conferences and trade shows, professional development, awards nights, celebrations, launches.
- Education/Uni/Schools:
  - On campus events, launches, awards, open days, celebrations, openings.
- Media/Advertising:
  - Marketing events, promotional activity, product launches, awards, activations
- Cultural Events:
  - Music, theatre, opera, performance, visual arts, multicultural, local community, celebration, religious.
- Community/NGOs/Associations:
  - Fundraising, street fairs, awareness building, charity, campaigns, Tourism, Ag Shows, Field Days, and Air Shows.
- Special Interest Groups (sports, outdoors, religion):
  - Scouting jamborees, World Youth Day, racing, international sports events, papal visits, public events and celebration, ticker tape parades, sports matches/competitions.

#### Categorising Events

- Mega Events
  - Defined by size and scale
  - International media attention, political motivation and implications, destination, image, reputation building, location in which its happening, big infrastructure
  - Exceeds one million visits, has capital costs of at least \$500 million, has a reputation as a ‘must-see’ event, and by way of its size or significance yields extraordinarily high levels of tourism, media coverage, prestige or economic impact for the host community or destination (Getz, 2005).
  - eg. olympics, fifa world cup
- Hallmark Events
  - A hallmark event “possesses such significance, in terms of tradition, attractiveness, image or publicity, that the event provides the host venue, community or destination with a competitive advantage. Over time, the event and the destination can become inseparable.” (Getz, 1997, p. 5).
  - eg. Oktoberfest: Munich, Running of the bulls: Spain, Park Elvis Festival
- Festivals
  - Festivals are “public in nature and usually have a central celebratory theme” (Arcodia & Robb, 2000, p. 157).
  - Festivals are “themed public occasions designed to occur for a limited duration that celebrate valued aspects of a community’s way of life” (Dimmock & Tiyce, 2001, p. 358).
  - Festivals tend to reflect a community’s culture and sense of itself – portraying a particular tradition, culturally or historically significant event that they wish to celebrate and share with others (Brown & James, 2004; Derrett, 2004).

- Smaller scale, not massive infrastructure, link to community, not a massive investment, we want celebrate culture, traditional way of life, religion, often run by volunteers or community organisations

➤ Business Events (previously MICE)

- “Any public or private activity consisting of a minimum of 15 persons with a common interest or vocation, held in a specific venue or venues, and hosted by an organisation (or organisations)” (Business Events Council of Australia, 2007)
- Includes (but is not limited to): conferences, conventions, symposia, incentive group events, seminars, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, training programs
- eg. conferences, trade show

**Key Industry Players**

- Event organisations
- Event management companies
- Suppliers
- Venues

**Requirements for Event Managers**

- Event management body of knowledge (eg administration, marketing, operations)
- Local knowledge and detail (context)
- Personality traits
- Code of ethics

**Roles in the Event Industry**

<u>Role</u>	<u>Experience</u>
Event Professional	Certified Professional
Event Producer	5 years experience, Major role in at least 10 events
Event Manager	3-5 years experience, major role in at least 5 events
Event Coordinator	up to 3 years experience
Event Support	entry level into the industry

**Structure of the Event Industry**

Event Organisations	Sydney Festival, Business Event Sydney
Event teams within large organisations	City to surf (Sydney Morning Herald), Manly Jazz Festival (Manly Council)
Event management companies	Event Emporium, Forum Group
Event industry suppliers	Staging, lighting, audiovisual, catering, security, legal and accounting services, HR
Venus	hotels, historic houses, zoos, museums, theme parks

**The Event Project Management Process**

- Views events as ‘projects’ to be managed.
- A project is “ a complex nonroutine one-time effort limited by time, budget, resources, and performance specifications designed to meet customer needs” (Allen, O’Toole, Harris & McDonnell, 2008, p. 159).
- Project management is a system that describes the work “before the event actually starts, the event itself, and finally the shutdown of the event” (Allen, O’Toole, Harris & McDonnell, 2008, p. 160).

➤ Event Initiation

- Establishing the event vision/mission/purpose statements
- Goals and objectives
- Determining the concept/scope of an event
- Feasibility analysis
- Bids and the bidding process
- Tenders and client briefs

- The event planning context – ethics

➤ Event Delivery

- Event delivery tools
  - Gantt charts
  - Running sheets
  - Production schedules
  - Checklists
  - The event manual
  - Event delivery tools

➤ Event Shutdown

- Event shutdown
  - Operations
  - Finance
  - Human resources
- Stakeholder reports
- Knowledge management