

STUDY GUIDE



MANAGING EVENTS

SHORT COURSE



HOW TO WORK THROUGH THIS COURSE

Over the following pages, you will move through a logical, self-paced learning experience that can enlighten and educate you in how to organise and run any type of event; small or large.

It is important from the outset to understand that learning about something is not the same as just reading about it. Learning implies a permanent change in what you know and can do.

Anyone can read a book and understand it; but for most people the detail of what you read is largely forgotten.

Reading something once only puts information into short-term memory. It is soon lost if you don't 'work' on it. Studying the same information takes longer, but by thinking about it and processing it you can transfer that information to long-term memory. This way, you will enhance your ability to recall and apply that information for years to come. If you take your time to work through the twelve lessons that follow, you will learn.

Read, Reflect, Research, Revise

Throughout the following pages, you will find not only things to read about, but also things to do:

1. Throughout each lesson, there are suggestions of things to do under the headings "Learn More". These are all sorts of ideas about things you can do in order to explore the subject further.
2. At the end of each lesson, there is an interactive selfassessment test (assignment), for you to undertake. When you click on this, your computer needs to be online. You will be taken to our cloud-based online school. The answers you choose will be evaluated immediately, and your results can be seen on completion of each test. You can return and repeat tests if you wish.

Undertaking these tasks will involve reflection, research and revision of the topics you read about. By repeatedly encountering each topic in different ways, your perspective on each subject will broaden, and the commitment of information to longer term memory will strengthen.

You don't need to undertake all of the suggested tasks if you don't want to; but we strongly recommend that you do some in each lesson, and that you take all of the self-assessment tests.

The more time you spend doing these things, the stronger your learning will be.

Completing the Course

After completing all 12 lessons you will be presented with a final assessment which can also be undertaken online.

Do not attempt to do this until you have worked through all 12 lessons, and feel like you have learnt the subject well.

Upon finishing this final assessment you will immediately see your final results, and you can save a pdf copy of those results as a "Certificate of Completion".

Welcome Audio

Click the button below to listen to the welcome audio for this course. This feature is supported by most computers and some mobile devices.



THE CONTENTS OF THE COURSE

HOW TO WORK THROUGH THIS COURSE	2
LESSON 1 SCOPE AND NATURE OF EVENT MANAGEMENT	6
Definition.....	6
Variables	6
Types of events.....	8
The impact of events.....	10
Timelines.....	13
What is an event worth?	13
What makes someone a good event manager?.....	16
Self-assessment test panel.....	17
LESSON 2 DEVELOPING A CONCEPT AND PLANNING	18
The need	18
Expectation determination.....	19
Developing concepts.....	21
The stakeholders.....	21
Planning processes.....	22
Self-assessment test panel.....	31
LESSON 3 ORGANISING THE RESOURCES REQUIRED	32
Location.....	32
Organising physical resources and services	34
Financial resources.....	37
Managing financial resources.....	38
Marketing resources.....	39
Outsourcing resource requirements.....	39
Self-assessment test panel.....	40
LESSON 4 CATERING: FOOD AND DRINK	41
Determining food and beverage needs	41

Choosing a caterer.....	43
Other catering considerations.....	45
Self-assessment test panel.....	46
LESSON 5 PROMOTING AN EVENT	47
Marketing an event.....	48
Case study - marketing strategy: use of public parks and gardens for events	49
Target marketing	50
How to determine the target.....	51
The marketing mix	54
How to promote a private event.....	58
How to promote a public event.....	59
Self-assessment test panel.....	61
LESSON 6 MANAGING THE CLIENTELE	62
Accessibility.....	62
Queuing theory	66
Negative situations.....	71
Conflict handling techniques.....	72
Dealing with your anger and emotions.....	77
Self-assessment test panel.....	78
LESSON 7 RISK MANAGEMENT, LEGALITIES AND CONTINGENCY PLANNING	79
Planning for the unexpected.....	79
Risk analysis.....	82
Tools for identifying risks	84
Negating risk	86
Contingency planning	86
Legal issues	87
Insurance.....	96
Security at events.....	97
Self-assessment test panel.....	98

LESSON 8 DELIVERING THE EVENT	99
Some things to consider before setting-up day	99
After the event	102
Self-assessment test panel	109
LESSON 9 ORGANISING CELEBRATIONS AND PARTIES	110
A children's party	111
A wedding	112
A reunion	113
A street party	114
Self-assessment test panel	116
LESSON 10 ORGANISING EXHIBITIONS	117
Guidelines for planning a show or exhibition	118
Self-assessment test panel	119
LESSON 11 ORGANISING CONFERENCES AND SEMINARS	120
Organising a conference	121
Self-assessment test panel	123
LESSON 12 WORKING IN THE EVENT INDUSTRY	124
Where to from here?	124
Education	125
Job profiles	125
Self-assessment test panel	129
Final assessment page	130

LESSON 1 SCOPE AND NATURE OF EVENT MANAGEMENT

DEFINITION

What is an event? An event is an occurrence, usually a special occasion. It can be either “a thing that just happens”; or a “planned social or public occasion”. An event is not always planned, but in the world of event management, the more planning that goes into an event, the smoother the event will run. How many people turn up to parties, festivals, cinema openings and other events without really considering just how much planning and organisation has been required to put the event together? The organisation of events is the role of the event manager. An event manager may have that as their specific job or they may do event management as part of their tasks and duties, but either way planning an event can require a lot of organisation and time.



VARIABLES

Events are commonly short-lived – they have a beginning and an ending, they are impermanent, finite: a moment in time. Events are also unique; each event has characteristics that apply only to it, and to no other event. Each (individual) event will have specific requirements and present with differing problems. Even events that are recurring will differ each time they are held; they will often have different management teams or staff, or differing venues, budgets and expectations, or undergo changes due to what was learnt from the previous event. Successful event management takes careful planning, flexibility and the ability to control and steer a project to meet the requirements of each unique event.

Organising an event involves making a lot of different decisions and choices.

LEARN MORE >>>

Suggested Tasks

- Write down your own definition of event management.
 - Review what you wrote the next day.
 - Did your thinking change at all?
- Is your definition of event management broad enough?
 - Consider other tasks that event management might consider.
- Consider the job of event manager. What does the job entail?
 - Is the job different for different types of events?

Is this definition broad enough or do events cover more than this?

Note: These tasks are provided as a guide to additional research which some students may want to pursue on their own.

It requires understanding of the basic fundamentals and variables associated with an event. This includes practical considerations such as:

- Who are the stakeholders? (That is the people behind the event or commissioning it). What are their expectations? Who will be financing it? How actively are the stakeholders involved in the running of the event?
- What is the scope and nature of the event? Is it large or small is it recurring or a one-off? What is the event trying to achieve? What is its end purpose i.e. why is it being held? Who is it for? What will happen at it? What is its theme?
- How much money and what other resources will be needed? Are these realistic to the event and readily available? Will it have special resource requirements e.g. signposting, audio visual equipment, public address system, changing rooms, photographers, special security etc.?
- Where will it be held? Is the venue suited to the event? Is it accessible to the disabled? Does it have all the required facilities e.g. kitchens and kitchen equipment, tables, chairs and so on, or will some things need to be hired?
- Will it need caterers?
- What is the event's schedule: how much time is there for organisation? When will it be held? How long it will run for?

- Who will attend – and how many? (Sometimes this can only be estimated i.e. in the case of large community events). Is there a guest list? A seating plan? A dress code?
- How will it be promoted?



TYPES OF EVENTS

There are a few reasons why you might want to classify events:

- An event company may want to subdivide the work (e.g. one department runs corporate events such as exhibitions and another runs events such as fashion or art shows, sports events etc. and another runs private events such as parties and weddings).
- A new business might want to identify niche markets they can target or concentrate on a specific type of event (e.g. weddings).
- The event company may offer differing levels of management i.e. full management, partial management or just act as an overseer - depending on the type of event and client.
- The event company may promote the event according to the event's classification.

Events can be classified in all types of ways: according to size, purpose, discipline, whether private or public; or just about any other criteria you might think of. Consider what is the purpose of the event? For example:

- A private event is organised for people who have some sort of relationship with each other. The purpose may be a celebration (e.g. wedding or birthday), social (a workplace Christmas party) or something else.
- A public event will invite anyone to attend, irrespective of whether they do or do not know each other. This may or may not be commercial. Fees may be charged; but that might be purely to cover costs.
- A commercial event differs because fees are charged, but over and above what is needed to cover costs. A commercial event aims to make a financial profit.
- Charitable events are different again; aiming to raise money; but the financial benefit is for a charity, rather than for any personal gain.
- Social events are ones that are organised to foster social interaction; or to enhance a social group, small or large.
- Networking events are about developing professional or other contacts with people who have shared interests
- Some events are called “special events” because they are organised to satisfy some “special” well-defined goal. They include rituals (e.g. christenings), presentations (e.g. graduation), re-enactments (e.g. on a national day), etc.
- Some events are called “mega events” because they are on a scale that impacts nationally or even internationally (e.g. Olympic Games, World Fairs).
- When an event becomes very strongly associated with the place where they are held it may be called a “hallmark event” for example: Mardi Gras in Rio, Munich Beer Fest, Chelsea Flower Show.

LEARN MORE >>>

Suggested Task

If you are planning to work within event management, it can be useful to research events in the town or region where you live.

Consider:

Events organised by public bodies such as government authorities and clubs.

Consider who organises these; whether they are paid to do so, and whether there may be business or employment opportunities for you.