



# Certified Event Management Professional Sample Material

**V-Skills Certifications**

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**V-Skills**



## 1. INTRODUCTION TO EVENTS

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### 1.1. What are Events

Something that takes place; an occurrence

A significant occurrence or happening

A social gathering or activity

This is the meaning of events as given in a dictionary.....let's explore this further. In today's scenario, events are an organized business. It means putting all three points from the meaning of an event together i.e. an occurrence that is significant that creates a social gathering and/or an activity. An event is all about generating excitement.

An event is all about generating excitement. Excitement that fires the mind and the imagination  
Excitement that lasts longer than the event itself  
Excitement that generates interest and fires the need to "be there" and be a part of something large or small but something exciting nonetheless.

Events have been a part of human society ever since mankind became a civilized lot. Events were a form of breaking the tedium and monotony of everyday life. Events generally revolved around or emanated from religious ceremonies and/or holy days. From the days of the glorious Roman Empire, Gladiators, Lion pits, Olympics were all events that brought thrill to the life of the common man and emperor alike. Even today, gladiators may not exist (except in movies) but Olympics do. Just like our very own Goan Carnival.

The "event" brings excitement and thrill to the lives of the people involved, the spectators and of course brings in the moolah. Just like Mardi gras in New Orleans...New Orleanians know how to throw a party! The city's largest celebration, Mardi Gras, has been called "the greatest free show on Earth." New Orleans Mardi Gras began in 1837, the year of the first street parade.

### 1.2. Objectives of Events

Broadly speaking, events are organized for fun, work, launches, parties etc, the list is fairly endless. Traditionally there are four types of events

#### **Leisure Events**

Simply put, these are events held purely for the fun of having an event. For recreation, like a party, a sports competition, or a fair Leisure events are held to involve the person taking part in the event without actually expecting an immediate result.

#### **Cultural Events**

Events that bring out a cultural heritage or happening much like the Goan carnival talked about earlier. These have an impact on society and people who are a part of it. These are high community involvement events. A community can be a religion, a race, a cast or even a college. Lets define a community;



A group of people living in the same locality and under the same government, the district or locality in which such a group lives. A group viewed as forming a distinct segment of society: the gay community; the community of color. So what do we have here? We have a set of people sharing similar interests and celebrating something together, it could be their religion, could be their college festival etc.

### Organizational Events

these are events that tend to be well organized and have implications and interests that are commercial, political, sales driven etc. events of this nature are generally with a specific agenda. It is generally informative or sales driven or has some commercial value in tangible or intangible terms.

### Personal events

These are generally events that are held on a very personal level, for family and friends etc. these are generally by invitation and the number of people involved is high. One of the underlying facts differentiating the types of events is also the number of people who take part in the event or are in some way involved.

### 1.3. Event Characteristics

Events as all other services have some distinct characteristics, which make it as much a part of the marketing function as communications.

**Uniqueness:** the event has to be unique and different in order to be remembered. Recall and remembering of an event are the signs of a good event. Although an event may not always be a happy event, but in this case we would refer to happy and pleasant events one would safely assume that a wedding is a wedding is a wedding. But truthfully we would be making a wrong assumption.

Even if two weddings were to be held on the same day at the same location, they would not be the same, they would differ in terms of timings, number of people visiting, the way people interact etc. so the two events or in this case the two weddings would be radically different. So an event must be unique.

**Intangibility:** Events in general are as intangible as any other service, which means that you can see the event, and even experience it, but you can't touch it. Much like the toothpaste you buy, you can see and feel the toothpaste therefore it is a tangible. But visiting a mall does not cost you

anything yet you can sense the ambience and get a “feel” of the place and the service provided, these are intangibles, can be felt and experienced.

Events are the same; they are intangible and cannot be felt. But what event managers do is, they have what they classify as “give aways”. A cap, a wristband, a t-shirt, a prize etc These make the event tangible even the giveaway acts and works like a memorabilia, it’s a remembrance that whenever seen, viewed or felt acts as a reminder of the event.

**Rituals:** Oscars, a tradition started to award the best in a particular genre. The tradition has remained and become a ritual. And the largest event in Hollywood Started in 1929 for b/w films....moved into color in 1966....more hi-tech and more glamorous, more exciting, more thrilling and with worldwide coverage remains a tradition and an event looked forward to every year by the best in the business.

**Personal interactions:** In a sports tournament the spectators are part of the tournament as much as the players are. They also help in building the atmosphere and ambience of the tournament with cheering and flags and face painting etc. so while the viewers may not actually play the game they are certainly as involved with the event as the players are. Therefore the action and reaction of the people are a critical aspect and part of the event.

**Time scale:** Events do not go on forever, they do have a lifespan. Although, events could go on for some days or an evening, an hour or even a yearly event, the timing of the event determines the kind of event that will be held. If it is an evening event, the lighting, the stage, the colour of backdrop etc will be determined separately as opposed to if the event were conducted during the day. Timing is also kept in mind when planning an event, because preparation for the event, pre and post and wrap up etc are decide the magnitude and size of the event.

Timings also play a role in planning an event when we have to work out the schedule of the event because we need to know how long an event will last, whether it will be an hour or two and what will happen during the event and how much time each item will take. Timing is critical in events. Imagine a launch where the product is revealed while the chairman is still introducing the product, when the schedule specifies that the product reveal must happen after the speech!!

### 1.4. The Wow Factor

“A great advantage with unusual venues is that you can customize and create a memorable experience that emphasizes the wow factor,” argues Stainton. “The venue can also reflect the message or culture of the company – a more futuristic building for a younger, trendy company and a more historic building for a traditional firm, for instance.”

Two miles from Manchester city centre stands the Lowry, an art gallery with an ultra-modern design that offers rooms for corporate hire in the day as well as in the evenings The venue can cater for up to 1,730 people, with features including the circular Compass Room, which is made largely of glass.

In London, Dali Universe also boasts a contemporary style. The venue opened its White Space room six months ago, with capacity for up to 250 people for a drinks reception. Unusually for a

museum, guests are permitted to smoke. Head of events Jo Steadman says the venue on London's South Bank is more flexible than many museums or galleries.

Legoland Windsor's appeal is across the board, according to the Berkshire attraction's corporate sales manager Penny Jenkins. "We have a wide range of clients who use the venue for events such as Christmas parties, family fun days, teambuilding events and product launches. Companies feel they can be creative here, and for many it's a licence to regress and chill out," she says.

Some venues offer themed packages. Jorvik Viking Centre in York offers Viking-themed receptions with Viking canapés and drinks, hosted by a man in authentic Viking dress, for example. Jorvik sales and business development manager Jane Nichols says clients rarely ask for anything else.

Whatever the style of venue, agencies and clients need to be aware of any restrictions that may be imposed on corporate events, these will vary from venue to venue, but generally clients will have to think about environmental matters such as noise and smoke.

### Plus points

P&MM's Stainton advises clients who want to use an unusual venue to think about health and safety issues, access times, accessibility for rigging, and obtaining drinks licenses. However, he stresses that these concerns are outweighed by such plus points as flexibility of the venue and its added security.

Some venues have no choice but to enforce certain restrictions to ensure the safety of guests. The London Eye, which is near to Dali Universe on the South Bank, does not let people smoke in the capsules, for example.

The newest unusual venue on the event scene is the Big Brother 3 house. Agency Sky bridge and Endemol UK, the company behind the hit Channel 4 show, have teamed up to open the site in Borehamwood to corporate functions. The 550sqm house and garden are now available for events such as Christmas parties, training days and product launches until February 2003.

"I know how hard it is to find a really different and unique venue for clients," says Peter Neil, general manager of the project at Skybridge. "We felt that the Big Brother house was going to be one of a kind, and it's proving a popular choice. In the past three weeks we have had more than 100 proposals for events such as press and product launches and corporate hospitality." But there is more to a successful event than simply choosing an unusual venue and taking guests there for an evening.

As P&MM's Stainton points out: "The key is finding out why they are running this event in the first place, then you can make sure that the experience they have is indeed unique."

### 1.5. Types of Events

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.

- ✓ Conferences are popular and important business events. Everything about the event management of academic, medical and business conferences
- ✓ Seminars educational events for the training of managers and employees. Most seminars are not comparable with boring lectures. Interactivity is core!
- ✓ Meetings are common business events in large companies, perfect to discuss operational and financial strategies
- ✓ Team Building Events are a key to develop and motivate teams in companies and divisions. Everything about the planning of professional team building events
- ✓ Trade Shows are exhibitions where companies can present and demonstrate their latest products. A professional presentation is crucial
- ✓ Business Dinners are a long-standing corporate tradition to conclude fiscal years, celebrate new milestones or to get in contact with key customers
- ✓ Networking Events are personal marketing galas. Such events are great opportunities for contact establishment and personal marketing
- ✓ Opening Ceremonies are held to start conventions, annual meetings and other events that last for two or more days.
- ✓ Product Launches are critical for the successful market introduction of some products. A perfect product presentation might also increase the media coverage
- ✓ Theme Parties are events that devote to a special topic. Popular events are casino nights or Halloween parties.
- ✓ VIP Events are used to increase customer loyalty. Professional planners organizing VIP events that ultimately increase your revenues
- ✓ Trade Fairs are a great opportunity to present your latest products to customers and business partners.
- ✓ Annual Shareholder Meetings are yearly and obligatory events to inform a corporation's shareholders about company issues and to elect the Board of Directors
- ✓ Award Ceremonies are great events to honor and motivate key staff or to acquire and retain customers. Event planners are able to organize events to remember
- ✓ Incentive Events are motivate employees or close the ties to customers. Event managers are planning events that help to enhance customer loyalty
- ✓ Board Meetings are focus on strategic goals and visions. The event venue and the planning process should reflect the prestigious nature of these meetings
- ✓ Executive Retreats are escapes from stressful work schedules and the day-to-day business. Learn how they should stimulate free thinking and creativity
- ✓ Weddings are should be the most important days in the life of brides, grooms and their families. Professional event managers help to plan the events
- ✓ Birthdays are require seldom a professional event manager, but there are exceptions. Find out how event managers can help you to make your party a success
- ✓ Wedding Anniversaries celebrate milestones in a couple's life together. Ideas and hints that help you to plan those events or find professional even managers
- ✓ Family Events are great opportunities to assemble whole families. We offer hints and ideas to plan perfect family events like birthdays, weddings, etc.