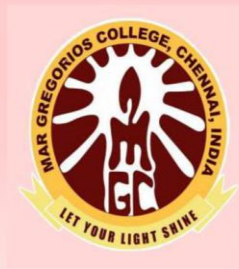


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Affiliated to the University of Madras
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DEPARTMENT OF CORPORATE SECRETARYSHIP

SUBJECT NAME: EVENT MANAGEMENT (NME)

SUBJECT CODE: AV5AB

SEMESTER: II

PREPARED BY: PROF. SHILPA S NAIR

EVENT MANAGEMENT

Learning Outcomes:

1. To know the market requirements of different Events
2. To understand the process of planning and organizing an Event
3. To develop the skills of on spot Risk Management and Safety Measures

Unit – 1

Event Management: Definition & Scope, Introduction to Conventions, Exhibitions, Meetings - Definition & Components - Nature and Demand of Conference Market - Growth and Development of Event Industry, Economic and Social Significance.

Unit - 2

Types of Events - Event Planning - Varieties & Importance of Events - Key Steps to Successful Events - Characteristics and Complexities of Events - Checklist for different Events - Planning Schedule & Actions Agenda.

Unit - 3

Organising of Event: Conference Programme designing, Timing, Supervision, Presentation, Catering and Hospitality, Transportation, Teleconferencing, Recording & Publishing, Sponsors, Organizers, Customers & Guests, Key Characteristics, Pre-Event Responsibilities, Legal Issues, Negotiations.

Unit - 4

Events and Tourism: Business Tourist - Tourism & Culture - Incentive Tours - Risk Management - Safety and Global Issues in Event Management UNIVERSITY OF MADRAS UG-NON MAJOR ELECTIVE PAPER OFFERES IN DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Unit - 5

MICE Tourism Events: National & International Scenario - International Trade Fairs & Marts: Germany, China, Singapore, Hong Kong, U.K - Events and Tourism Marketing.

Text Books: 1. Ladkin, A. & J. Spiller (2000), "Meetings, Incentives, Conferences and Exhibition Industry", Travel & Tourism Intelligence, London.

Reference Books: 1.Singh, S.R (2009), "Event Management", APH Publication, New Delhi 2. Watt, D (1998), "Event Management in Leisure & Tourism", Longman Group, U.K

Web Sources:

1. https://en.wikipedia.org/wiki/Meetings,_incentives,_conferencing,_exhibition
2. <http://www.rightevents.net/about-us-main/news/143-types-of-events-mice.html>
3. <http://www.eventplanning.cornell.edu/docs/event-planning-checklist.pdf>

Unit I

Introduction to Event Management

An event is a unique moment in time that is commemorated / observed to satisfy specific needs. It is something noteworthy that happens according to a set plan involving networking of a multi media package to achieve an objective. Events are synonymous with occurrences, happenings, incidents, occasions and experiences. While sometimes events occur on their own, events may also occur as planned activities directed towards attainment of a defined goal or objective.

Definition of Event:

According to Philip Kotler, “events are defined as occurrences to communicate particular messages to target audience.” A comprehensive multimedia definition states that an event is a multimedia package carried out with a preconceived concept, customized or modified to achieve the client’s objective of reaching out and suitably influencing the sharply defined and specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction.

Characteristics of Events:

1. Events offer a unique, once in a life experience.
2. Events are aimed at fulfilment of certain aims and objectives.
3. Events are specific occurrences with a shorter life span when compared to projects.
4. Events involve a substantial and huge requirement of funds and management of scarce resources.
5. Events require judicious planning and involve all important managerial functions.
6. Events involve facing an environment of risks and uncertainties.

Type / Categories / Scope of Events:

1. Religious Events

These are such events which satiate the religious sentiments of the people and reinforce the belief systems and mark solidarity towards ones very own religion and religious practices. Example: Kumbha mela, The Haj pilgrimage, Bengaluru Karaga etc.

2. Social Events

Social gatherings symbolize a sense of togetherness and bonding. These are usually organised to celebrate major life events and religious ceremonies. Weddings, anniversaries, gala dinners etc., qualify to be social events. Festive2 celebrations such as - Navarathri celebrations, Ganesh Chaturthi etc., are a combination of both religious and social events.

3. Political Events

They include any function/gathering initiated and organised by a political organization or candidate exclusively to advance and promote political purposes. These are gatherings at which people of similar political beliefs assemble to listen to speakers or express their support, raise morale. Example: Political rallies, political padayatras etc.

4. Networking Events

Networking is the process of intentionally meeting people, making contacts and forming relationships in the hope of gaining access to such business related benefits as referrals, ideas, business leads, career advice and so on. These events may be formal or informal and are usually organized by professional organizations or community centres. Example: Business networking event organized by the Karnataka Chamber of Commerce (FKCCI)

5. Entertainment Events

Entertainment events are of many types and generate the maximum publicity and viewership among target audiences. These can include live programmes like musical concerts, dance / drama performances or recorded and televised events like the Oscar Awards, Golden Globe or the Film fare awards.

6. Awareness building Events

These are the events which intend to create awareness among the general public with regards to certain causes or social responsibilities meant for the common good of the people. These events can include rallies, candle light marches, marathons etc. Charitable events meant for fund raising towards any cause are also an example of such events.

7. Sports Events

All events conducted to promote sports activities, be it indoor or outdoor maybe called a sports event. Sports events today are being collaborated with entertainment industry thus gaining more acceptance and popularity than ever before. Example: Indian Premiere League, FIFA world cup etc.

8. Education/Academic Events

Academic events are those where students, academicians and industry representatives meet and discuss topics related to education. The goal is to approach the positions of the three stake holders in education through the exchange of opinions and experience. Seminars, workshops and conferences are examples of such events.

9. Business Events

Corporates/companies host a variety of events in the form of meetings, conventions, workshops, presentations etc. Hence while some events in this category are formal and involve a small gathering, example - board meeting of directors, some other events may involve a large gathering and be formal or informal, example - business dinners, banquets.

10. Crafts and Creativity Events

Exhibitions, fairs and expo's are sometimes organized for the purpose of exhibiting arts and crafts and other creative products and handicrafts. Such events help one discover unique, one of a kind talents, merchandise that can be marketed for a business or a social cause. Examples - flea markets, the arts and crafts fair at chithrakala parishath etc.

11. International Events

International Events are those which draw a big audience and serve to improve relationships among nations at strategic, business and political levels. Examples - International cultural festivals, trade shows, conferences etc.

12. Promotional Events

Promotional events are those which help elevate one's business above that of the competitors. Introduction of a new product in the market, creative uses of a product and so on would require promotional campaigns.

13. Competitive Events

Competitive events are any such events which involve competition between two or more individuals or teams. They may serve to test the physical, mental strength and endurance of the participants as also their talent. These may be sports events, cultural events or even academic events. The above listed events may also occur in combination and not necessarily by themselves in isolation. Example - the IPL is a sports event, competitive event as well as a promotional event.

Meaning and Definition of Event Management

Event management is an application of project management to the creation, development and execution of events. It is the planning and management of an event or activity. It involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the event. Event management requires strong organizational communication, negotiation, budgeting and creative skills.⁴

Business Event Management is the practice of incorporating business logic into labelling events, communicating events and managing events. It requires a profound interaction and cooperation among business stakeholders, customers, as well as IT and management professionals when designing, implementing and maintaining processes.

A **convention**, in the sense of a meeting, is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest. The most common conventions are based upon industry, profession, and fandom. Trade conventions typically focus on a particular industry or industry segment, and feature keynote speakers, vendor displays, and other information and activities of interest to the event organizers and attendees. Professional conventions focus on issues of concern along with advancements related to the profession. Such conventions are generally organized by societies or communities dedicated to promotion of the topic of interest. Conventions are often planned and coordinated, often in exacting detail, by professional meeting and convention planners, either by staff of the convention's hosting company or by outside specialists. Most large cities will have a convention center dedicated to hosting such events.

An **exhibition**, in the most general sense, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within a cultural or educational setting such as a museum, art gallery, park, library, exhibition hall, or World's fairs. Exhibitions can include many things such as art in both major museums and smaller galleries, interpretive exhibitions, natural history museums and history museums, and also varieties such as more commercially focused exhibitions and trade fairs.

A **meeting** is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement.^[1] Meetings may occur face-to-face or virtually, as mediated by communications technology, such as a telephone conference call, a Skype conference call or a videoconference.

Meeting planners and other meeting professionals may use the term "meeting" to denote an event booked at a hotel, convention center or any other venue dedicated to such gatherings.

Difference between convention and conference

A conference is a meeting of people who "confer" about a topic. A conference is generally understood as a meeting of several people to discuss a particular topic. At a conference, innovative ideas are thrown about and new information is exchanged among experts.

Convention is one of the type of conference.

A convention is larger than a conference; it is a gathering of delegates representing several groups. A convention, in the sense of a meeting, is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest.

Nature of ConferenceMarket

- Benefits are intangible
- No transfer of ownership of the product
- Services are produced and consumed at the same time
- Uniform performance standard are difficult to maintain
- Low prices are attractive for customers

Demand for conference facilities

- **The Infrastructure:** India provides an impressive combination of accommodation and other conference support facilities to hold successful conference. To mention a few:
Vidya Bhawan Delhi, Center Point Mumbai, Jaypee hotels and inter convention center Agra And hotel accommodations such as: Taj Group, Marriott, ITC etc The popular destinations in India for conferences are: Delhi, Mumbai, Agra, Bangalore, Chennai, Goa, Kochi, Hyderabad etc
- **Transportation:** An excellent network of roads, national highway, luxury coaches, add to the convenience and comfort of surface travelers. India is connected through air travel to 50 international destinations and several domestic destination. There is an excellent railway system. Trains such as shatabdi express, taj express etc provide quick travel to different destinations
- **Trained HR:** India offers an educated manpower and english is the official language of conversation which makes the destination attractive for international travelers
- **Accommodation:** A large number of convention centres are available with seating facilities ranging from 1000 – 2000. Major cities having these kind of facilities are Delhi, Mumbai, Kolkata etc
- **Other added benefits** are Convention centres, conference and banquet halls ,Exhibition centres , Auditoriums and stadiums for hosting , Inaugural and valedictory ceremonies and other events ,Accommodations in good hotels , Restaurants and bars , Recreation activities like golf course, yoga center, sports etc ,Easy accessibility in terms of transportation
 - **Venue:** determining the number and capacity of existing venues for meetings, conferences and exhibitions;
 - determining the degree of use of these venues;
 - establishing expected future demand for these venues;
 - determining the adequacy of existing venues to meet this expected demand;
 - outlining any serious design faults with existing venues; □

Transport

- Road
- Rail
- Air

Accommodation

- Near to place of Meeting/ Convention
- Provide facilities like Fax machines, laptop provisions, internet connections, telex etc
- Resorts and convention centres specializing in MICE
- Provide special training to their staff for handling these business travelers and their equipment like beamers, projectors both movie and overhead, etc

Other support services

- catering, shopping, entertainment and others
- parking facilities, hoarding boards, mike and sound system
- information about the climate, dress codes, language, tipping, behaviour etc

Growth and development of Event industry

The past decade of the Indian economy has witnessed an alarming growth in the size of Event Management Industry. It has grown by leaps and bounds in the recent past and most of the experts in the industry strongly believe that this is just the beginning of a new era. According to the survey done by some leading Research agencies, the organized Event Industry in India is poised to grow by at least by 25% annually and is estimated to reach INR 5500 crores by 2014–15.

The scope of Events has been widening day by day and the Events & Entertainment Industry today encompasses events like Fashion & Celebrity shows, Film awards, Celebrity promotions, Road shows, Musical concerts, Bollywood-shows, T.V. Reality shows Company conferences, Banqueting facilities, Tourist attractions, Sports, Culture, Corporate seminars, Workshops, Exhibitions, Wedding celebrations, Birthday parties, Theme parties & Product launch. The continuous rise in the number and the scale of all such events has emerged as the main growth drivers in the sector.

Events are playing an increasingly important role in the Marketing and Communications mix for all companies. Today, Event Management has become an integral part of any Marketing plan. A large number of companies have already recognized the benefits of Direct Marketing through events. Events are considered as a means to Launch, Advertise or Build a brand.

Weddings are very expensive in India. A recent survey has revealed that an average amount of \$31,213 is spent by an Indian for his wedding. This number has observed a 4.5% than the previous year. The same survey has revealed that an average amount of \$27,000 is spent by a U.S Citizen for his wedding. As the \$38-billion Indian wedding market continues to grow bigger in size, the bridal brigade — brides, grooms and their respective families — across the

country seems to have embraced the spending frenzy with open arms. About a decade ago, the most talked about society weddings were generally limited to familial lineages. Things, however, are changing now and anyone who has the required finances can surely have a grand wedding of their dreams.

The number is definitely going to increase in the coming years. The latest trend witnessed in Event Management sector is the popular demand for wedding planners. This industry thrives largely on the Indian notion of characterizing marriage as a singular high-point in one's life. In a bid to make one's wedding unique, the wedding planning industry derives a reasonable demand owing to their professionalism and touch of precision to make the entire process smooth.

Rise in disposable income coupled with time constraints that people face has led to the development of the wedding planning sector in our country. A wedding planner becomes imperative to streamline the entire process and attention to the minutest detail. An Indian wedding definitely needs a lot of time and effort towards planning and implementation.

Social media has a massive impact on the events industry due to details being updated and published for events to increase individuals awareness of events running. This study examines Facebook 'events' as a medium for promoting special events to consumers. Consumer attitudes towards Facebook and consumers intentions to attend an event. Data was collected through an online survey administered through special event organizer's Facebook 'Pages'. Findings of the study suggest that users' trust and expected relationship through Facebook had a significant effect on users' acceptance of Facebook and their intended offline behavior to attend the event (Morris, 2010) therefore the impact of social media for a business to promote an event is crucial due to the vast amount of individuals using it meaning the publicity will be broadened and a business does not need to spend money to promote the event via social media which is beneficial due to the business having less expenditure and an increase in profit. Tickets can now be brought via Facebook, Twitter and websites this impacts the events easy access to buy tickets online which increases individuals to attend due to saving time to buy a ticket. Technology has made a massive change to the events industry. Apps for phones are designed so the public can get details on upcoming and on going events Greenwell, Danzey-Bussell and Shonk (2013) suggests Twitter, Youtube and Foursquare are now used to promote and market many events. As new technologies emerge, marketers will continue to reach out to new consumers through these new mediums. The impact of the media allows marketers to promote their product to a global audience. In addition as the sport industry continues to grow, there may be greater focus on specialisation within event management although many organisations currently employ a limited number of employees responsible for event. This may change as the roles and duties become more specialised in one or more areas within the industry.

Feedback can be given via social media from the public about events they have attended and what the event business could improve although this can also be a negative due to the public possibly gaining

bad experience after going to an event which could restrain the event due to the experience they had The marketing Donut (2013) suggests that feedback is absolutely vital to business success,

Social impact of events

- enhanced community spirit
- Built networks within the communities and outside of the community
- Improved the skills of the residents of the community
- Fostered a sense of place and a sense of pride among residents
- Facilitated the residents of the area in creating a vision for their locality that they didn't have before
- United families

Economic impact of events

- Creation of Employment
- GDP growth
- Increased expenditure
- Increase in labour supply
- Increase in public finance
- Increase in standard of livings

Unit 2

Types of events

Events are classified as:

- Social events which include Wedding Planning (Wedding Management) Birthday Parties, Anniversaries , Get Together, Social Gathering, Fund raising for Large Clubs, Charitable Trusts etc.
- Corporate events which include Meetings, Seminars, Conferences, Training Programs, Annual Picnics, and Award Functions.
- Entertainment events which include Movie Promotions, Celebrity Nights, Music /Video Release, Award Nights etc.
- Educational Events which include Education Fairs, College Events, Picnics & Holidays and Annual Sports.
- Exhibition and fairs
- Special Events for important clients

Event planning

1. Define goals and objectives.
2. Establish a budget.
3. Build your team.
4. Pick your venue and date.
5. Develop **event** branding.
6. **Plan** your program.
7. Confirm sponsors, exhibitors, and speakers.
8. Identify and select tech tools.
9. Create a marketing and promotional plan
10. Determine your measurement

Event planning

Event Planning consists of coordinating every detail of meetings and conventions, from the speakers and meeting location to arranging for printed materials and audio-visual equipment.

Event planning begins with determining the objective that the sponsoring organization wants to achieve. Planners choose speakers, entertainment, and content, and arrange the program to present the organization's information in the most effective way. Meeting planners are responsible for selecting meeting sites, prospective attendees and how to get them to the meeting.

There are 5 key steps you must always follow to make your event successful.

❖ Research

The first thing you should do is research. It's important that you don't skip this part; putting on an event is complex and has a lot of moving parts, and without in-depth research, you will risk missing things.

In the research stage, you should follow this checklist:

1. Define your goals and objectives

Outline exactly what the purpose of your event is what you hope the outcome will be. Are you launching a new product and looking for the press? Are you looking to close sales or are you looking to increase brand awareness and generate new leads?

2. Outline what your event will entail, and check it is feasible

You may have amazing ideas for your event, but if they are not practical you will run into problems in the planning stage. You should also consider the timings of your event and how you can best use that time.

3. Determine your audience

Who is your event for? Without having a clear vision about the demographics of your event attendees, you will be unable to effectively communicate with them.

4. Create a timeline

Once your ideas and approach have been approved, it's time to create a pre-production timeline. These may differ depending on the scale of the event but should allow enough time to book everything in and create a buzz around the event.

5. Develop a budget

Events are always budget-conscious, especially if you're putting on the event on behalf of another business or brand. Working to a budget will ensure that you effectively prioritize your spending, and determine what your event can offer.

By having clarity on these objectives before you begin planning, you won't waste any time, money, resources or energy, and your event will run smoothly.

❖ Planning

In the planning stage of putting on an event, you must consider everything: event schedule, venue location and capacity, guest list, catering, entertainment, space, and bump in and bump out times (the time you have to install the event and when you have to leave it).

Because there is so much to consider, the best way to plan is to break it all down into manageable parts that you can delegate to your production team.

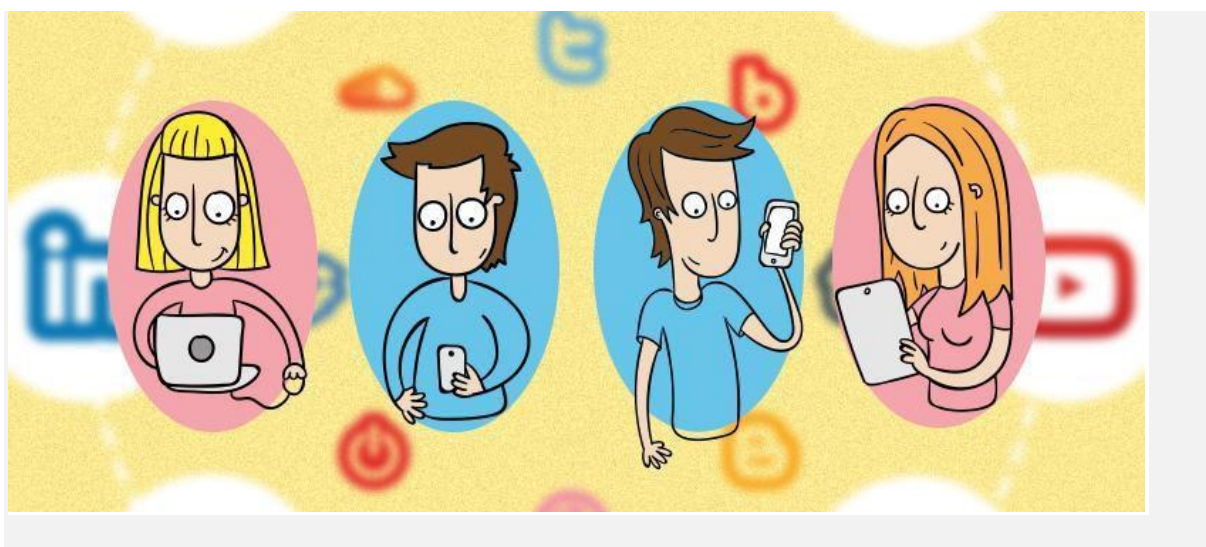
When planning, you should continually ask the five whys and how. These include: What will your event entail and what activities will you put on? Who is the event for, and how will you please them? Why are you putting on the event? Where is the event taking place, is it available on the required date and is it accessible? (This is the point at which you should lock in the venue.) When is the event, and how will the date and time affect the outcome?

Keeping these key objectives top-of-mind will help you work to timings and budgets and ensure everything is logistically possible. You may also consider enlisting the help of external event experts to take on some of the work or can explore some shared information that helps.

If you have a watertight plan and a slick timeframe in which to execute tasks, you will be able to mitigate any problems that may occur.

❖ **Promote your event**

The next thing to do is to generate an awareness and buzz around the event. This may depend on the objective of the event and whether you're putting on the event on behalf of someone else, but generally, it is up to you to spread the word and ensure that people attend.



Remember to outline the event in the most engaging way and offer attendees incentives to come (e.g. a talk from an industry expert, an appearance from a celebrity or influences, free food/drink, a goodie bag, etc.).

If your business has a strong social media presence you should leverage that to promote your event. Or, you may choose to harness email marketing or even printed marketing materials like flyers and posters. A mixture of both traditional and online marketing will be effective in garnering a wider interest.

When promoting your event, you should spread the word as early as possible. As events typically have a turn around time of only one or two months, you should give attendees notice as soon as you have a fixed date. Also, always request RSVPs so that you can gauge numbers.

Remember to remind guests about the event in the days leading up to it, either through email, social media, SMS message or an old-school invitation through their door (this depends on a budget allowance and the grandeur of your event).

❖ **Event coordination**

When you have done all the preparation, planned the event and made guests excited, it's now time to execute the event itself.

This is where the hard work comes in, as you must pull all of the elements together and oversee the entire production. You must call suppliers, source props, organised catering, book entertainment, sort out transfers, lighting, music, installations, etc. If you're putting on a large scale event, this list can seem never-ending, but you must work through it with a fine-tooth comb.

In the event coordination stage, it is inevitable that problems will arise. A good events producer will be an excellent problem solver and will be able to spot problems and rectify them before it's too late — all the while remaining calm under pressure.

You must also recheck you have everything in place for the day of the event and keep a constant dialogue with your event team, the suppliers and the venue. You should highlight the things that could go wrong and have a backup plan in case they do.

On the day of the event, arrive as early as possible so that you are in the venue as soon as you're allowed. This way you can get everything in place ready for a walk through, and this is the point at which you can amend any last-minute problems that have arisen. You should also ensure the event space is properly cleaned ready for the guests. And then it's show time!

❖ **Evaluation**

Once the event is over you should always conduct a thorough evaluation to assess the running of the event — what went well and what didn't, whether you achieved your goals and whether the attendees were satisfied. With this information, you can also alert the press to further enhance your brand awareness.

Post-production evaluations are crucial for business reflection and to inform future strategy. And, if the event was a success, you can start planning your next one

Varieties of events

- 1) **Corporate events** : an activity that's organised by a business and is intended for employees, clients, stakeholders, a charity, or the public.
 - a. **Seminars** : A seminar is organised with a specific target audience in mind and aims to convey highly relevant information
 - b. **Conferences** : Conferences tend to be much more complex events with multiple speakers and sessions across a number of spaces within one or more venues. With the aim of encouraging conversations and offering people a platform to share their expertise, conferences are one of the most fruitful types of business networking events, usually beginning with a keynote session before moving to interviews, roundtables, and panel discussions
 - c. **Trade shows** : Trade shows offer a chance to showcase your latest product and introduce your brand to other businesses or the general public
 - d. **Workshops** : It help to brainstorm the ideas of participants

- 2) **Social events**
 - a. Reunions:
 - b. Themed parties:

- 3) **Virtual events**
 - a. Webinars :
 - b. Classes
 - c. Interactive performances
 - d. Summits

- 4) **Fundraising events**
 - (a) Auctions
 - (b) Sponsored sporting events
 - (c) Sales
 - (d) Gala dinners

- 5) **Festivals**
 - a. Music festivals
 - b. Food festivals

- 6) **Community events**
 - a. Street parties
 - b. Swap shops
 - c. Litter picking

- 7) **Pop up Events**
 - a. Boutique shops
 - b. Food collaborations

Importance of events

- Consumers today are looking for specific products or services. With so many options, it can be difficult to cut through the clutter. An event facilitates **face-to-face discussion** with your consumers, helping them to establish a much more personal and intimate relationship with your brand than what is possible in the digital space

- Speaking of brands, events do a ton to **generate brand recognition**. As many as 8 out of 10 people who take part in a marketing event pass that experience on to someone else, making your brand much more accessible to your target audience.
- Events are a **cost effective way** to roll out new products or services. You can get buy-in on a new product much quicker when you have a live, captive audience to showcase it to. And it can come in at a much lower cost than going through traditional media.
- With an event, you can **generate feedback almost immediately** about your product or service. That means you can get valuable feedback much faster, and allow you to address any potential questions or issues. Not only will this make your business more flexible and adaptable, but your customer satisfaction is likely to improve.
- Sales and event marketing
- Growing of database
- Establishing and growing relationships
- Thought leadership and credibility through events

Characteristics of events

- 1) **Uniqueness** Each event will be different. There are the participants, the surroundings, the audience and other variables that make the event unique.
- 2) **Perishability** An event cannot be repeated in the same way. Thus event managers have to use a variety of techniques to encourage activities in quiet periods.
- 3) **Intangibility** An event organizer has to consider that tangible items will help to make the idea of how good an event has been memorable.
- 4) **Ritual and ceremony** This is the major characteristic of events. Ritual and ceremony emphasize the continuity of tradition. Modern events -like the Awarding of the Berlin Golden Bears – are specially made up. To attract tourists even brand new special events are created.
- 5) **Ambience and service** An event manager can try to make an event a success by giving careful attention to details. Though people cannot be compelled to enjoy themselves
- 6) **Personal contact and interaction** To make an event successful event managers must be aware of the fact, that an enjoyable atmosphere is dependent on the actions and reactions of people.
- 7) **Fixed timescale** Events – like projects – run to a fixed timescale – short or very long.

Complexities of events

- 1) **Overspending or not having money**
- 2) **Not considering little things**
- 3) **Choosing the venue**
- 4) **Uncooperative weather**
- 5) **Running out of time**
- 6) **Too many people**

Event Planning Checklist

- 1) **Establish your event goals and objectives.** Did you want to raise money or awareness? How many attendees are you hoping to get? Establishing it up front will make it easier to gauge the success of your event.
- 2) **Select the date.** And make sure it doesn't conflict with any other events taking place in your area, or any major holidays

- 3) **Identify venue and negotiate details.** What kind of insurance does the venue require? Can you serve alcohol? Determine the requirements before committing.
- 4) **Develop an event master plan.** Ironing out every detail will help ensure you don't miss a thing.
- 5) **Get cost estimates :** Some costs you might need to consider are:
Room rental, food and beverages, speaker fees, travel for staff, insurance
- 6) **Create an event budget.** Based on the costs above, you'll be able to determine how much your event will cost — and if you'll need to reduce any of them
- 7) **Recruit an event committee.** This includes selecting an event manager or chair, and establishing sub-committee chairs.
- 8) **Brand your event.**
 - a. Start building out an event website or pages on your website that describe the event.
 - b. Develop an event logo and tagline.
- 9) **Create and launch publicity plan.** This includes ensuring staff and/or volunteers are identified to manage specific tasks – e.g. identify and contact sponsors/partners
- 10) **Determine if you need event registration software to make the process easier.** There are a variety of different software tools that can help streamline the event process
- 11) Determine if you need **other** event management software
- 12) **Release early-bird tickets.**
 - a. Ensure registration forms are accessible and allow space for preferred pronouns and preferred names.
- 13) **Identify and confirm speakers/presenters/entertainers.** Who will you need on hand during the event?

14) 3-4 Months Ahead of Event: Starting to Ramp Up

Now that you have some of the foundational parts of your event figured out, it's time to start executing on the rest. If your event is coming up in a few months, you'll need to start communicating with all the stakeholders outside your organization and continue coordinating with them. Some points you'll need to remember include:

- 1) **Build out required documents for your team.**
- 2) **Speaker/presenter/entertainer liaison**
 - a. Finalize presentation/speech topics
 - b. Get bio information, photo
 - c. Travel & accommodation arrangements
 - d. Have contracts signed if appropriate
 - e. Ask speakers to start promoting and sharing it with their network
- 3) **Financial/Administration:**
 - a. Determine registration fees
 - b. Set up and enable online registration
 - c. Finalize sponsor levels and amounts
 - d. Identify items to be underwritten and accounting tracking details
- 4) **Venue and logistics planning:**
 - a. Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc.
 - b. Review security needs/plan for the event with venue manager
 - c. Investigate need for any special permits, licenses, insurance, etc.

- d. Assess accessibility requirements (e.g. all-gender restrooms, wheelchair accessibility, etc).
- e. Communicate accessibility requirements to staff.

5) Follow publicity plan

- a. Develop draft program
- b. Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- c. Develop publicity pieces -- e.g., *newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.*
- d. Request logos from corporate sponsors for online and printed materials
- e. Develop and produce invitations, programs, posters, tickets, etc.
- f. Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
- g. Create event page on your website
- h. Enable/create email event notifications
- i. Create a Facebook event page
- j. Develop a promo video and post on YouTube and your Facebook page
- k. Register your event on a variety of online event calendars
- l. Create some buzz on your blog or member forums
- m. Determine VIPs and create invitation & tracking document (e.g., spreadsheet)
- n. Order any desired event swag

1-2 Months Prior To Event: Keep on Going

- 1) **Send reminders to your contact list regarding registration and participation.**
- 2) **Reach out again to presenters/speakers regarding:**
 - a) Confirming travel and accommodation details
 - b) Request copy of speeches or presentations
- 3) **Sponsorship finalization:**
 - a) Follow up to confirm sponsorships and underwriting
 - b) Get any promotional materials you'll be sharing at the event
 - c) Ask sponsors to share event on their promotional channels
- 4) **Continue executing on your publicity plan:**
 - a) Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.
 - b) Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.
 - c) Post more details about your event on social media
- 5) **Close early-bird tickets; release standard pricing.**
- 6) **Finalize and proofread printed materials.**

1 Week Prior to the Event: The Home Stretch

You're getting so close! By this point, the majority of the event details should be confirmed and all that's left will be final touches, such as:

- **Have all committee chairs meet and confirm all details against Master Plan.** You should also ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc).
- **Finalize event script.**
 - Assign practice sessions for anyone who has a speaking slot.
- **Brief any/all hosts, greeters, volunteers about their event duties and timelines.**
- **Finalize your seating plan.**
 - Ensure it includes wheelchair-accessible areas and has clear paths through the venue.
- **Provide final registration numbers to caterer.**
 - **Make print and online copies of any speeches, videos, and presentations.**
 - **Do a final registration check, including name badges & registration list.** Depending on when your registration closes, this may not be possible until a few days in advance, but try to finish it as early as possible.
 - **Determine photo op and interview opportunities with any presenters and VIPs.**
 - **Confirm details with media attendees.**

One day before event

- **Confirm media attendance.**
- **Ensure all signage is in place** — both around the venue and any other areas in which it's needed.
- **Ensure registration and media tables are prepared** and stocked with necessary items (such as blank name badges, paper, pens, tape, stapler, etc.)
 - Ensure there are enough outlets. If not, consider bringing power bars for attendees and your team.
- **Ensure all promo items, gifts, plaques, trophies, etc. are on-site.**
- **Ensure all A/V equipment is set up and working properly.**
- **Get a good night's sleep!** You'll need the rest before the exciting day to come

Event Day: Your Time to Shine

- **Take a few deep breaths — you got this!**
- **Ensure you have copies of all instructions,** directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- **Check in with each Committee Chair** to ensure their team is on track.
 - Also check in with catering and any sponsor teams that are attending.
- **Assist sponsors, speakers, and other teams as needed.**
- **Greet new attendees.**

Immediately Following Event: Post-Event Follow-Up

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning.

Here are some of the activities you might consider once the event is over:

- **Check in with venue.** Ensure nothing important was left behind.
- **Financial status:**
 - Gather all receipts and documentation, final registration data, etc. and
 - Update budget
- **Send thank-you's and acknowledgement letters to:**
 - Sponsors
 - Volunteers
 - Speakers/presenters
 - Donors
 - The media

In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.

- **Post-event publicity:**
 - Send out an email to your subscriber base with highlights from the event
 - Make a publicity reel video to share how it went (and as a bonus, you can use it as publicity next year!)
 - Share highlights on social media
 - Update website page to reflect that it's a past event.
 - **Conduct a post-event survey.** Learn what people enjoyed about your event and where you have room to improve.
 - **Reach out to event participants.** Thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
 - **Conduct a team debrief to learn their thoughts.**
 - **Conduct a thorough evaluation of the event.** What went well and what could you do better next time?

Planning primarily involves selecting the appropriate policies, project methodologies, and procedures required to deliver the project on time.

Scheduling, on the other hand, converts the plans, scope, and cost into an operational timeline.

Schedule Planning

- Identify the “critical path” tasks which directly affect the completion date of the project.
- Minimize the project duration by maximizing the efficient use of people and resources.
- Ensure that resource usage is as flat as possible (minimizing downtime)
- Allow for easy **schedule** changes.

How to make an event schedule

1. Choose your event duration

Before you begin to create your event or conference schedule, you'll need to determine the event duration. This will tell you how long you have to fit in speaker sessions, networking, breakout sessions and so on. When you know your event duration, try to break this down into hours, or 30-minute slots, so that you can successfully allocate chunks of time to different activities.

2. Write a list of activities

Here you should include everything you need to fit into your event. Think about all of your key stakeholders such as exhibition partners, keynote speakers, sponsors and your own sales team. How much “air time” does each group expect to have? You should also include “free space” for activities such as networking, visiting an exhibition and spending time with sponsors.

3. Pick a time management system

A method to ensure your conference or event follows a structured schedule is to use a time management system such as time chunking. Business leaders such as Tony Robbins use this method as a way of breaking big tasks down into manageable chunks. The benefit of this for your event schedule is that you won't overload your attendees with information.

You may decide to chunk all of your event activities into 30-minute sessions. Another system may be to ensure your attendees change room or area, every hour, to keep them engaged. Using a set time management system makes things fairer for all of your sponsors and speakers, as each will have the same amount of time to reach their audience.

4. Determine schedule visibility

While creating your event schedule think about how this will be shared. Will you have an event website? An event app? Paper printouts of the conference activities? This will help you to visualize how you want your event schedule to look and whether it will work across a range of mediums.

5. It's very easy during the event planning process to pack everything in as tightly as possible. However, endless speaker sessions, panels and exhibitions can be quite tiring for your event attendees. Rather than seeing them as a number, think about their needs as if they are an individual. Most event attendees will need regular comfort breaks, a chance to grab coffee and maybe even time to let off steam outside or in a local town. The more you can think about the experience, the happier your attendees will be and the more chance they will come back next year. If you have the space and budget, create meditation rooms, pre-session yoga experiences “quiet” spaces to relax and recharge.

An **agenda** helps ensure that the content and **event** schedule are well organized and easily accessed by all guests and attendees. As an **event** organizer, an **agenda** serves as your roadmap. It helps you track all the activities going on while at the same time monitoring audience engagement and feedback

A well-structured agenda includes:

- 1) Preparation
- 2) Budgeting
- 3) Venue
- 4) Vendors and caterers
- 5) Transportation
- 6) Follow up

An **event action plan** is a type of document that covers all the safety and organizational aspects of an **event**. This also contains details such as the location of the **event** and the details of the supervisor. ... If you're **planning** to hold an **event**, a precise and detailed **action plan** is first generated.

Agenda

Agenda means things to be done. It is usually sent along with the notice of the meeting. It is a list of the topics to be discussed in a meeting. Sometimes the agenda is prepared after the circulation of the notice in order to include the member's opinion. If the subject matter of the meeting is secret, the agenda may not be circulated

Features or characteristics of agenda

The features of agenda can be stated as follows:

1. Generally, agenda is sent along with the notice of the meeting.
2. It is written at the end but before or after the signature of the convener of the meeting.
3. It is arranged according to the importance of the end.
4. Controversial topics should be written at the end.
5. The topics are determined by the secretary with consulting the higher authority or the convener of the meeting.
6. It is written in brief but explicit manner.

Unit 3

How to Organize a Conference:

1. **Decide on a theme:** Every great conference needs a theme. What's the unifying message that your speakers will deliver and what's the key takeaway for conference attendees?
The best themes are catchy, relatable, and trigger an emotional response. You want the conference to inspire and stimulate conversation. Your theme has to enable that.
The theme is more than just a rallying cry for all participants; it will also guide your branding and promotion, from designing a logo to coming up with social media hashtags to printing your posters, brochures, and other collateral.
2. **Assemble your team:**
 - **Planning team:** Conference venue, accommodation, activities, catering.
 - **Administration team:** Budgeting, attendee registration, ticket sales. This team/person will also be the main point of contact for questions related to the conference.
 - **Marketing team:** Contacting the media, creating promotional material, managing your website, blog, and social media activities.
 - **Sponsorships team:** In charge of securing sponsors, applying for grants, and fundraising. (Only relevant for conferences that rely on external sources of finance. Obviously)
 - **Volunteers:** Helping with all on-site activities on the day of the conference: door management, ticket scanning, keeping track of the guest list, manning the wardrobe, guiding people, etc.
3. **Prepare budget and business plan:** Whether your conference is funded by sponsors or not, you'll have to put together a budget. You need to know where your money is being earned and spent.

Having a budget will also help you set the price for participating in the conference. Here are the most common items you'll want to budget for:

- Venue
- Accommodation

- Transportation
- Catering
- Speaker fees
- Activities
- Marketing
- Team members

4. **Find Sponsors and grants:** If you're financing the conference on your own and are not looking for external sources of revenue, you can safely skip this step. If not, you'll want to go out looking for sponsors or arrange fundraisers. The key thing to keep in mind is that the sponsors and their values should align with the theme of your conference. Start by finding sponsors that fund similar events or are generally associated with your conference's main themes. Decide how much say the sponsors should have in how the conference is run. Will you allow their branding and logo on every piece of equipment? Will they be able to bring in their own speakers?
5. **Settle on a date:** Now it's time to decide when your conference will take place. As discussed, that date should be anywhere from six months to a year ahead. Here are some great rules of thumb to keep in mind:

- Pick a date that doesn't conflict with other major events like festivals. City-wide events make booking flights more expensive and generally hinder transportation to and from the conference. Besides, you don't want your conference to compete for attention with big events.
- Avoid summer and winter holiday periods when people tend to go on vacation. It's best to aim for a date between the middle of March and end of June or from early September to late November.
- Never plan a conference during the weekend. For most participants, attending a conference is a part of their job, so schedule it during the workweek.
- Try to aim for the end of the week, so that traveling attendees get the chance to stay behind and sightsee during their time off. The best days for a conference are Thursday and Friday.

Setting a date will give you a fixed point to count back from to better plan your preparations.

6. **Book the venue:**

- **University campuses:** These are best suited for smaller, academic events and are relatively cheap to hire.
- **Hotels:** These typically have dedicated conference facilities and own catering. They're the best all-in-one choice since they offer both accommodation and conference space. They also tend to be the most expensive option.
- **Independent venues:** This category includes all other types of venues that can host conferences. Many of these specialise in specific types of events

But the cost of the venue is just one part of the puzzle. Here are a few other factors to consider when looking for the right venue

- **Size:** Booking a too-small venue where everybody has to squeeze into a tiny room is clearly a bad idea. Similarly, securing a giant venue for a relatively modest crowd will not only hurt your wallet but also make the conference feel empty and poorly attended.
- **Location:** It's best to pick a somewhat secluded location so that participants are better able to focus on the conference itself. Even better if the venue has calming, picturesque surroundings to help people relax.

- **Atmosphere:** It's crucial that the vibe of the venue suits your target audience and theme. You don't want to host a business conference inside a giant gym, for instance.
- **Facilities:** Does the venue have the proper layout and the right conference room styles for your needs? Does it have the necessary facilities like e.g. smaller rooms for breakout sessions?
- **Accommodation:** Does the venue provide accommodation or are there hotels nearby?
- **Catering:** Is catering included or can external catering companies easily get to and work inside the venue? If not, are there suitable restaurants and cafes in the area? (Keep in mind any special dietary requirements: vegan, kosher, nut-free, etc.)
- **Transportation:** How easy is it for participants to travel to the venue by public transport? Are there enough parking spots for those who drive?
- **Technical aspects:** Does the venue have the right IT, audio, and video equipment? You'll need projection screens, microphones, plenty of charging spots for participants, and---of course---solid WiFi access

When negotiating with potential venues, try to arrange for early access to the place so that you can do a "dry run" or a walkthrough with your team prior to the conference. You should be able to ensure that every detail is in place before the big day.

1. Arrange catering and other vendors

Typically, a dedicated conference venue will also provide on-site catering. If that's not the case, you'll need to bring in external vendors.

Decide on what type of refreshments you want to offer and how many breaks there'll be for food. Reserve up to an hour for lunch and a few 15-20 minute breaks for coffee and snacks. Remember: If there's room in your budget, it's always best to go for proper hot meals instead of sandwiches when it comes to lunch.

You want to be sure that the catering company can handle the logistics on the day of the event. Your best bet is to find a local company close to the conference venue to avoid potential traffic-related issues and delays.

Don't forget to check how far in advance the caterer needs to know the final headcount, the menu, and any special dietary requirements. That way you'll also know what "RSVP by" date to put on the conference invite.

2. **Line up your speakers:** This may just be the most critical step of all. Your speakers are the stars of your conference. You want a solid lineup in order to attract attendees and guarantee a professional experience. One sure way to gain traction here is to first secure one big-name speaker. Someone who is very well-known and respected within the field. This will boost your credibility in the eyes of other potential speakers and make them more likely to sign up.

Start looking for thought leaders that focus on the same themes as your conference. Create a prioritised list of potential speakers you'd like to invite. Then start making those calls and writing those emails. Here are a few things to address:

- **Compensation:** Do they require a speaker fee or other forms of compensation to participate?
- **Supporting equipment:** Does their presentation rely on specific IT equipment or other props?
- **Special requirements:** Do they have specific dietary preferences? Will they need to have transportation and accommodation arranged for them?

Work through your list as you gradually fill up the allotted time slots with quality speakers.

3. **Put together an Agenda:** Now that the key elements are in place, it's time to shape them into a detailed agenda. Ideally, you want your agenda to be in place at least four

months before the conference starts. Remember that the conference's main objective is to inspire people and expand their horizons. You can't do that without an understanding of your attendees. Try to get inside the mind of a typical attendee and answer a few key questions: What are their expectations? What knowledge do they already have and what would they like to learn more about? What types of sessions (presentations, workshops, etc.) could best help them absorb the ideas discussed? Armed with this information, you can begin drafting an agenda. When it comes to the shorter sessions, there are plenty to choose from: Small-group lectures, workshops, interactive sessions, Q&A sessions, and many more.

They will typically range from 1 to 2 hours and depend on the conference theme. You'll also need to decide whether to have everyone participate in all sessions or have a number of them running in parallel and let people pick their preferred topics.

4. Start Registering attendees: It's finally time for what is arguably the most exciting part: Getting people to sign up for your conference!

Your best choice is to make a professional website for the conference. At the very minimum, that should include:

- An appropriate domain (i.e. www.myconferecename.com)
- Must-know details about the conference (where, when, who, what, why)
- Browsable conference calendar / programme
- Registration form where people can sign up or buy tickets

You'll be adding your conference website to all marketing and info material going forward. In addition to that, ticketing sites take care of processing payments and issuing tickets on your behalf, which saves you the headache of worrying about extra administrative tasks.

5. Promote your conference; You now have your venue, key speakers, a clear conference programme, and a website (or event page) to guide people to. From now on, your main focus is promoting the conference via all available channels. If your conference isn't free to attend, you'll want to settle on the right price. On the one hand, the conference fees should help cover your costs. On the other hand, you don't want to price interested attendees out and end up with a half-booked conference. You can consider a sliding pay scale based on people's career status (e.g. students pay lower fees).

Promoting your conference offline? You want to make a high-quality booklet with the conference agenda and a visible link to your website or the ticketing site.

Online, you have numerous ways to promote your conference on a relatively small budget:

- Social media sites (Facebook, LinkedIn, Twitter - all depending on your audience)
- Relevant forums where potential attendees might hang out (e.g. a community for engineers where you can promote your tech conference)
- Own blogs and press releases

If your promotion relies heavily on social media, consider a catchy hashtag you can use whenever you post about the upcoming conference

Don't forget to encourage your speakers to promote the conference to their audience on their own channels. They have a vested interest in doing so and can expose the conference to people who are more likely to be interested (after all, they already like your speakers, right?).

6. Take care of On-Site planning:

In this step you get down to the nitty-gritty details to address how attendees will

physically navigate the venue on the day. Here are just some of the questions you'll want to answer:

- Will there be a wardrobe?
- Who will man the doors and scan tickets?
- Which locale will be used for the main event?
- What rooms should be reserved for the breakout sessions?
- Where will refreshments be served?
- Will you have an exhibition area where sponsors and vendors can set up a booth?

The best way to go about this is to walk through the day's agenda and put yourself in your attendees' shoes. Try to imagine how they will act on the day and what needs they might have. As we already mentioned, it's best to gain early access to the venue so you can examine the space and prepare a detailed plan in advance. If you have external caterers or other vendors, plan a walkthrough so they also familiarise themselves with the layout, the location of the kitchen, and so on. By checking things out in person you're far better prepared to address any issues that might arise on the day of the conference.

7. **Host the Conference:** Provided that you've followed all the above steps and have a team of volunteers in charge of on-the-day activities, there shouldn't be much for you to worry about. Here are a few situations that might require your attention:

- Calling up backup speakers in case of any last-minute cancellations
- Personally introducing the conference and the main speakers
- Making sure presentations don't run past the allotted time
- Participating in networking and facilitating conversations
- Gathering in-person attendee feedback as the conference unfolds
- Communicating with journalists and others reporting on the conference

8. **Follow up after the conference :** After it's all over, you still have a bit of work to do.

You should follow up with all the people involved: your team, speakers, volunteers, vendors, and---of course---the attendees. You want to follow up for two main reasons:

1. **Say "Thank you":** You should thank everyone for their participation and efforts. Not only is this a common courtesy but you'll also get to leave a positive impression. There's a good chance this isn't your last conference, so you want to nurture any connections you've made.
2. **Collect feedback:** This is the perfect opportunity to hear what people thought of the conference and what could be done better in the future.

The easiest way to gather input is to email everyone a link to an online survey. Keep it relatively short and focus on a few main themes: What did they like the most about the conference? How would they rate the different elements (presentations, refreshments, accommodation, etc.)? What would they change or improve? Try to follow up within a few days at most, while the conference is still fresh in everyone's mind. People have busy schedules and a limited attention span, so don't wait too long to get in touch.

Pre event responsibilities

Event Planning Checklist

1. Establish your event goals and objectives.

2. Select your event's date.
3. Develop an event master plan.
4. Create an event budget.
5. Brand your event and begin publicity.
6. Arrange sponsorships and speakers for your event.
7. Launch ticket sales.
8. Coordinate with event suppliers (catering, equipment, etc).
9. Manage event day set up and execution.
10. Conduct a thorough evaluation of your event.

1. Define the purpose and format

It seems pretty obvious but it's worth having a critical approach to this issue. Formulate your goal as specifically as possible: do you want to convey knowledge to participants; express gratitude to partners; raise funds for a project or offer guests aesthetic pleasure? The format of the event will depend on the answer: its concept, timing and duration, role distribution within the team, the layout of the hall, catering and sound. Try not to get stuck in traditional formats. Take a look at "unconference", PechaKucha, TED format, thematic brunches, online events, open-air events. What counts is that your format helps to achieve the goal of the event.

2. Pay sufficient attention to planning

The plan should include logistics, content and the promotion of the event. Create a document available to the entire team where each member would be able to see the tasks of the others and the big picture. First, prepare a list of the main tasks, and then flesh them out in as much detail as possible in the form of specific steps that must be completed. It is important to designate the timeframe in the plan: the time required for completing a task. It is often underestimated and preparation goes slower than you expected.

3. Draft your budget taking into account unforeseeable situations

Look at the list of tasks and reflect them in your budget. It is also worth thinking about a reserve in case of unforeseeable situations. For example, there was an incident in my work when it rained on the day of an open-air event. We had to immediately change the location and transport all the equipment and furniture. It is better to think about such things in advance and be prepared for them financially.

4. The devil is in the detail

If you want to pleasantly surprise your guests, think about everything down to the smallest detail: how they register, who will greet participants and how, what music will be playing, do you have an interesting photo corner, how do your presentations look and how is your team dressed, what to do during breaks.

5. Check the location and have a plan B

Always check the location in person as early as the selection stage. At the most unexpected moment it could turn out the air conditioning doesn't work properly in the hall, there are no toilets for the disabled or the equipment won't get through the door. Therefore, check such issues in advance.

6. Allocate responsibilities

It is very important to distribute tasks among the team members not only at the preparation stage but also during the event. Allocate responsibilities by zone. For example, someone is responsible for the registration zone, someone else for greeting the speakers, a different person for the equipment, for catering, communication with the press, etc. Every person needs to have his or her zone, which he or she should be responsible for throughout the entire duration of the event.

7. Tell your audience about the event

Do not underestimate the time required for the successful promotion of an event. The type of event, its target audience, internal resources and the budget all determine your marketing approach. When choosing your media partners, focus on those who target your audience. It's

better to have a few partners but targeted ones, rather than talk about the event to just about everyone.

8. Pay attention to service

Make sure that your team follows The Duck Face Rule. Be friendly to participants, speakers and partners. Try to address their problems or questions and meet their expectations, even if you feel tired and not everything runs to plan. At the end of the day, what people remember is how they were treated and the atmosphere not what the speaker was saying on the stage.

9. Carry out a final check 24 hours before the event

Make sure that you've informed the participants of how to get to the location, invited all the important guests, and prepared the printed materials, audio and video content. Check whether everyone understands his or her tasks and responsibilities and whether the space is ready. For this purpose you can draft a checklist,

10. Ask for feedback

You're probably going to be tired and happy after the event, but it will be difficult for you to give an objective assessment of how it all went. That is why ask participants to complete a printed evaluation form at the end of the event or an online form when they get home. Ask them to assess various aspects of the event: logistics, speakers, locations, and the work of the organisers. This information will help you to avoid mistakes in the future and improve the quality of your events.

Legal requirements for your event planning business

1. Pay business taxes: If you don't have your own tax advisor, you need to start by reviewing common tax pitfalls, which include things like deductions specifics and proper documentation.

Problem: It's your first year as an event planner and because you haven't had a ton of clients you forego paying quarterly taxes. At the end of the year, your tax preparer tells you that the business was responsible for quarterly IRS payments.

Solution: Speaking with a licensed tax professional to make sure your business is properly set up with the government. And make sure to set aside the proper amount of taxes you'll owe from each and every job.

2. **Get a business license :** Some cities will fine or suspend your business activities for not having the right paperwork in order when you're first starting out.

Problem: You get a mysterious letter in the mail from your city's small business office claiming you owe them a large lump sum after neglecting to apply for the proper license.

Solution: Pay the fine immediately and get your business registered. Your local office should be able to walk you through the process online or over the phone. A little payment up front now can save you big surprise fees in the future.

3. Create the right client contracts: Every event planning contract you write for a client should include certain clauses that cover all your bases in case things go wrong for either party.

Problem: You're approached by a longtime friend about a large event they'd love for you plan. Because you have a pre existing relationship or have done business with them before, you figure you might as well avoid the discomfort of asking them to sign anything. Then, in the midst of planning the event, something beyond your control goes wrong and they no longer want to pay you for your time.

Solution: Always have a contract in place. *Always*. Not only does it protect your business it can also set expectations, explain the scope of your work, and streamline communication if or when issues come up.

4. Get ahead of business name disputes

A quick Google search can save you a potential lawsuit. Don't let competing businesses (even the ones with out of date websites and barren social media accounts) say you stole their name.

Problem: After registering your business name and receiving your official license, you receive a cease and desist from a company that claims you blatantly copied them.

Solution: Do your research first. But if you don't and you find yourself in this situation, it's worth it to start over from scratch, especially if they're threatening legal action. Sorry, but no business name is worth all you could possibly lose if you went up against them in court.

5. Secure Commercial General Liability Insurance

Whether you're a corporate event planner or a private party planner, having insurance is the most important thing you can do to protect not just your business but your entire career.

Problem: An elderly person trips over a light cable at your event, breaking their wrist. They say you're responsible for the accident and their insurance contacts you about the hospital bills.

Solution: As with most of the items on this list, this situation is taken care of with a little advanced preparation. Find the best insurance for your needs, just make sure you have it ready to go well before your first event

Top legal issues in events management:

1. Have a Child Protection Policy

If you aren't already aware, event planners are responsible for providing safe and appropriate spaces for children at events. That's in addition to keeping them away from alcohol, providing some form of entertainment, and coordinating search efforts in case anyone goes missing.

Problem: Some teens get ahold of alcohol and are pulled over for drunk driving on their way home from the celebration. When asked how they obtained the alcohol they say it was given to them by someone working your event.

Solution: Always comply with police investigations but, more importantly, make sure you responsibly store and serve alcohol. A child protection policy may cover you in case of any lawsuits however you'll still need to make sure your employees and bartenders are all well trained, properly certified to serve alcohol, and are given access to a restricted area for bar storage.

A. Set up Hired and Non-Owned Auto Insurance

Whether they drive themselves to the event or not, you may be held responsible for any auto issues that occurs before, during, or just after your event.

Problem: An event attendee falls while climbing out of a charter bus that takes guests from the parking lot to the event center. The driver's insurance doesn't cover all of the expenses so they've turned to you to make up for the rest.

Solution: When it comes to event planning, you really can't have too much insurance coverage. Find a policy that fits your needs and, if this does happen to you before you get it, make sure to have your event venue put their vehicle policy in writing ahead of time. They might not cover it for you so it's always good to check.

B. Prepare for Event Cancellation

You might find yourself in the middle of a messy dispute if you or your client decide not to follow through with an event.

Problem: After planning a wedding the past six months, your client tells you they've run out of money and are going to postpone the ceremony for an undetermined amount of time. They also can't afford to pay you for the work you've already done.

Solution: Cancellation terms should always be clearly laid out in your event planning contracts. Cover your bases by making sure to include all your policies for if they, the venue, or even you decide to cancel.

Legal requirements for venues conducting an event

- **Get a Liquor License:** Most event types include alcohol so you want to make sure your bases are covered if you plan to let your guests imbibe.

Problem: The venue you booked for your client's wedding reception just informed you that they lost their liquor license. With the big day only a couple months away, there's no time to switch venues plus your client wouldn't want to lose out on the deposit.

Solution: Ask the venue to purchase liquor liability insurance if they don't already have it. If they don't cooperate, get some of your own. You won't be able to sell alcohol but you can accommodate open bars. Plus the venue might still even provide you with bartenders or other help, so be sure to work together with them on this issue.

- **Get a Fire Marshal Permit**

Your city might require special events permits. If they do, build this process into your event timeline because it could take longer than you think to obtain the fire department's permission.

Problem: At the last minute you and your client check the weather forecast. The outdoor event is tomorrow and will now be forced to endure a thunderstorm. Neither one of you think cancelling is necessary but you'll need tents to shield attendees from the rain. The area is very large and exceeds the minimum dimensions that would require you to obtain a fire marshal permit.

Solution: The fire marshal permit process requires paperwork, fees, and a site inspection. Depending on when and where you plan to host your event, it might be wise to go ahead and have this taken care of to accommodate your bad weather back up plans.

- **Get a Health Department Permit**

Serving food at your event? The health department would like to have a say in how you do it.

Problem: The county your event will take place in requires a temporary food facility permit which you apply for. But when it comes time for inspection, the venue fails and

your application is denied.

Solution: Different counties have different requirements but for the most part you can use a self inspection checklist like this one before they make their visit. Work together with the venue manager to ensure they pass the test with flying colors and your event gets approved

How to negotiate when planning an event

- Make a list of your priorities; from your absolute must-haves through to the things that might be a nice added extra. Complimentary items from the supplier are great but if they don't fit in with your priorities then don't let the venue use this as a bargaining tool.
- Don't let the supplier rush you into making any decisions. You have to make sure you get everything you want and need from that venue. A provisional booking can remain provisional for quite some time especially if you are hiring the venue during their quiet season. If you stay undecided for a while and appear to be looking at other options, the supplier may offer you a further discount to secure the business. Here is more advice on working with suppliers.
- Hotel venues profit from the rooms you book for delegates, so it is possible to negotiate on other aspects of the event such as the conference rooms or the catering. The more bedrooms you book, the more you can negotiate and get free of charge.
- Venues have a high and low season. If you have a venue near the beach expect it to be busier in the summer and the same goes for winter resorts. If you have your event at the venue while it is quieter, you can again discuss a cheaper rate with them as you know they will need your business
- Although catering is a significant money maker for most venues, you can negotiate on costs here. Always try to organise catering per head rather than in bulk so that you are not paying for food and drink that your guests do not use. You should also have breakfast and lunch included in the delegate rate package rather than pay for this separately. Try and get a fixed percentage off of the overall cost and remember you should be working with the catering team to design a menu that works well for your budget.
- Catering service charges can be a bit of a sting when you get the bill. Make sure you negotiate for precisely what you need so that you don't end up with too many additional costs. Roughly for a sit-down meal, you should have one waiter for every 20 guests and for a buffet it should be one waiter for every 30 guests. If you are putting together a lavish formal dinner, then one waiter to every 15 guests is enough. A flat service charge is a big no-no and. Make sure the venue doesn't charge you for any additional labour costs.
- Will your guests be making use of the spa or other facilities that are usually at an additional cost? If so, you should be able to get a discount on them. Quite often these facilities are underused my hotel guests (particularly in business venues), and you should be able to haggle on the standard prices.
- If you use the same supplier all the time and are continually providing them with repeat business, this is the easiest negotiation around. It is fair that you get the best service at the lowest prices as you should be considered a valued customer.
- It is always worth mentioning that you are looking at other suppliers. You should be looking at other suppliers! Healthy and fair competition between contractors will ultimately mean you will get a competitive rate.

Strategies for Large event contract Negotiations

- **Consider multi-year agreements:** In many instances, event professionals can land sweet deals if they consider a multi-year agreement for annual events. For instance, if you like a certain hotel chain, consider approaching them about a yearly commitment. It can save time and effort, but just make sure you understand the value of your event for better negotiations, and include protection clauses in case you're not satisfied with the first years' experience.
- **Obtain Multiple Bids:** It's important to get bids from at least three vendors to ensure you're getting the best value. This will help you understand how the vendor will enhance your event, and what additional items you may need to negotiate. For instance, one vendor might include certain amenities, while another might charge you for them. Do your due diligence to secure the best overall service.
- **Read the fine print:** You would be surprised at how many people do not actually read every line in a contract. That's where many items are missed such as additional fees, one-sided protections, and inadequate security, among other terms. While time consuming, but it's worth it to ensure your event is properly protected.
- **Secure the prior year's pricing:** One thing you can expect is for prices to increase each year. However, you might consider negotiating the prior year's rates for services such as food and beverage. Just make sure the vendor doesn't overcompensate in other areas, such as rental fees, to cover these costs.
- **Take your time:** Some vendors give unreasonably short time frames to review a contract. Don't be pressured into a quick review. Let the contact know the amount of time you and/or others in your organization need to review the terms. If they do not budge, then reconsider whether it's in your best interest to pursue this vendor.

Unit 4

Business tourism or **business travel** is a more limited and focused subset of regular tourism. During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home

Business tourism can be divided into:

- traditional business traveling, or meetings - intended for face-to-face meetings with business partners in different locations
- incentive trips - a job perk, aimed at motivating employees (for example, approximately a third of UK companies use this strategy to motivate workers)
- conference and exhibition traveling - intended for attending large-scale meetings. In an estimated number of 14,000 conferences worldwide (for 1994), primary destinations are Paris, London, Madrid, Geneva, Brussels, Washington, New York, Sydney and Singapore

What is business tourism?

Business tourism, or business travel, is essentially a form of travel which involves undertaking business activities that are based away from home.

The United Nations World Tourism Organization (UNWTO) defines tourists as people ‘traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes’, thus making business an important and integral sector of the tourism economy.

Business tourism activities includes attending meetings, congresses, exhibitions, incentive travel and corporate hospitality.

Definitions of business tourism



Academically, there isn't a huge amount of literature on the characterisation of ‘business tourism’ or ‘business travel’. However, to quote from Davidson (1994) ‘*Business tourism is concerned with people travelling for purposes which are related to their work.*’

Business tourism represents one of the oldest forms of tourism, man having travelled for the purpose of travel since very early times” (cited in Bathia, 2006, p.272). To elaborate, business tourism is a means of travel that takes place for the primarily importance of a work-related activity.

Often the term ‘business tourism’ is described as ‘business traveller/travellers’.

Why is business tourism important?

There is a strong and correlative relation amongst a country's economy and business tourism. Business travellers are less cost sensitive on their expenditure as they themselves generally devote only a fraction of the cost. Research has shown that business travellers spend up to four times more during their trip than any other types of tourists. In fact, early research by Davidson and Cope, discovered that the ratio of daily expenditure by business travellers to that of leisure is generally situated somewhat between 2:1 and 3:1.

Therefore, business tourism provides significant economic contributions to the local and global economy. Business tourism also promotes the development for advanced infrastructure and transportation systems which also benefits other forms of tourism as well as the local population.

Business tourism also supports the hospitality industry, i.e. hotel bookings and restaurant bookings. This form of tourism also supports leisure tourism as business travellers tend to combine both activities together. This is referred as 'bleisure tourism', the combination of 'business' and 'leisure'.



Business tourism activities

There are many forms of business tourism activities. Here I have demonstrated four key examples.

International exhibitors

Business travellers may travel for the purpose of attending an exhibition. Exhibitions offer opportunities for businesses to connect with the international industry community. The exhibition industry entices two groups of people: those with something to sell and those who attend with a view to making a purchase or getting information.

Exhibitions come in all shapes and sizes depending on a person's area of interest or work. As I have an interest in tourism I have attended a number of relevant travel exhibitions in recent years including ITB in Berlin and The World Travel Market in the UK.



Meetings

Throughout many business excursions, the business traveller will have some form of meeting to attend during the course of their trip. Meetings may be appointments with clients; a board meeting at the present company or interstate or international branches; or an orientation

meeting with staff at a new branch. Meetings can take place face-to-face or electronically using means such as Skype or FaceTime.

A recent high profile business meeting was between President Trump and Kim Jong-Un, the President of North Korea.

Corporate hospitality events

Corporate hospitality is a form of business travel that takes place when a corporation invites their guests to attend an event or an organised activity at no extra charge.

Corporate hospitality is a valuable tool used by corporations to foster relations, both internal and external to the company or to brand in influential circles. The extent to which corporate hospitality can yield tangible and intangible benefits is covered really well in the bestselling business book from award-winning restaurateur Danny Meyer, of Union Square Cafe, Gramercy Tavern, and Shake Shack entitled Setting the Table: The Transforming Power of Hospitality in Business.

Conferences

A conference is a formal meeting of people with a shared interest. Conferences may last a day or they may last several days.

Conferences are common across a number of industries. Having worked in academia for a number of years, I have attended and presented at many conferences such as the ICOT conference in Thailand in 2017 and the International Conference on Sustainable Tourism in Nepal in 2018. I even won the three minute thesis competition at a PhD conference that I attended at the University of Staffordshire!

There are also many conferences and get togethers for travel bloggers that I am interested, such as TBEX, Traverse and Travel Massive.

ABOUT CULTURAL TOURISM

According to the definition adopted by the UNWTO General Assembly, at its 22nd session (2017), Cultural Tourism implies “A type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions”.

UNWTO provides support to its members in **strengthening cultural tourism policy frameworks, strategies and product development**. It also provides **guidelines for the tourism sector in adopting policies and governance models** that benefit all stakeholders, while promoting and preserving cultural elements.

The global wealth of traditions is one of the principal motivations for travel, with tourists seeking to engage with new cultures and to experience the global variety of performing arts,

handicrafts, rituals and cuisines. The cultural interaction spurred by such encounters prompts dialogue, builds understanding, and fosters tolerance and peace.

Fostering the responsible use of this living heritage for tourism purposes can generate employment, alleviate poverty, curb rural flight migration, and nurture a sense of pride among communities.

Tourism offers a powerful incentive for preserving and enhancing intangible cultural heritage, since the revenue it generates can be channelled back into initiatives to aid its long-term survival. Intangible cultural heritage must be thoughtfully managed if it is to flourish in an increasingly globalized world. Only true partnerships between communities and the tourism and heritage sectors, built on a genuine appreciation for the aspirations and values of all parties, can ensure its survival.

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as traveling to a foreign country. Other destinations include historical sites, modern urban districts, "ethnic pockets" of town, fairs/festivals, theme parks, and natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism.^[8] The term cultural tourism is used for journeys that include visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to understand properly the concept of cultural tourism, it is necessary to know the definitions of a number terms such as, for example, culture, tourism, cultural economy, cultural and tourism potentials, cultural and tourist offer, and others

Key principles

Destination planning[

As the issue of globalization takes place in this modern time, the challenge of preserving the few remaining cultural communities around the world is becoming hard. In a tribal-based community, reaching economic advancement with minimal negative impacts is an essential objective to any destination planner. Since they are using the culture of the region as the main attraction, sustainable destination development of the area is vital for them to prevent the negative impacts (i.e., destroying the authentic identity of the tribal community) due to tourism.

Management issues

Certainly, the principle of "one size fits all" doesn't apply to destination planning. The needs, expectations, and anticipated benefits from tourism vary the money is good there. This is clearly exemplified as local communities living in regions with tourism potential (destinations) develop a vision for what kind of tourism they want to facilitate, depending on issues and concerns they want to be settled or satisfied.

Destination planning resources

Planning guides

Culture – the heart of development policy

It is important that the destination planner take into account the diverse definition of culture as the term is subjective. Satisfying tourists' interests such as landscapes, seascapes, art, nature, traditions, ways of life and other products associated to them -which may be categorized cultural in the broadest sense of the word, is a prime consideration as it marks the initial phase of the development of a cultural destination.

The quality of service and destination, which does not solely depend on the cultural heritage but more importantly to the cultural environment, can further be developed by setting controls and policies which shall govern the community and its stakeholders. It is therefore safe to say that the planner should be on the ball with the varying meaning of culture itself as this fuels the formulation of development policies that shall entail efficient planning and monitored growth (*e.g. strict policy on the protection and preservation of the community*).

Local community, tourists, the destination and sustainable tourism

While satisfying tourists' interests and demands may be a top priority, it is also imperative to ruminate the subsystems of the destination's (*residents*). Development pressures should be anticipated and set to their minimum level so as to conserve the area's resources and prevent a saturation of the destination as to not abuse the product and the residents correspondingly. The plan should incorporate the locals to its gain by training and employing them and in the process encourage them to participate to the travel business. Travellers should be not only aware about the destination but also concern on how to help it sustain its character while broadening their travelling experience.

Research on tourism

International tourism changes the world. The Centre for Tourism and Cultural Change (CTCC) is leading internationally in approaching Tourism for critical research relating to the relationships between tourism, tourists and culture.

Sources of data

The core of a planner's job is to design an appropriate planning process and facilitate community decision.¹ Ample information which is a crucial requirement is contributed

through various technical researches and analyzes. Here are some of the helpful tools commonly used by planners to aid them:

1. Key Informant Interviews
2. Libraries, Internet, and Survey Research
3. Census and Statistical Analysis
4. Spatial Analysis with Geographical Information System (GIS) and Global Positioning System (GPS) technologies

Key institutions

Participating structures are primarily led by the government's local authorities and the official tourism board or council, with the involvement of various NGOs, community and indigenous representatives, development organizations, and the academe of other countries.

SUSTAINABLE DEVELOPMENT OF INDIGENOUS TOURISM

The Recommendations on Sustainable Development of Indigenous Tourism provide guidance to tourism stakeholders to develop their operations in a responsible and sustainable manner within those indigenous communities that wish to:

- Open up to tourism development, or
- Improve the management of the existing tourism experiences within their communities.

They were prepared by the UNWTO Ethics, Culture and Social Responsibility Department in close consultation with indigenous tourism associations, indigenous entrepreneurs and advocates. The Recommendations were endorsed by the **World Committee on Tourism Ethics** and finally adopted by the UNWTO General Assembly in 2019, as a landmark document of the Organization in this sphere.

Incentive tourism

Travel incentives are a **reward subset** of an incentive program, recognition program or a loyalty program, which is a business tool designed to change consumer behavior to improve profit, cash flow, employee engagement and customer engagement

Incentive travel is an important subset of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. It is effectively a travel perk used to incentivize or motivate employees or partners. It is often tied to company goals or top performers. In this report from the University of Central Florida Rosen College of Hospitality Management, Goldblatt and Nelson define an incentive event as “a corporate sponsored meeting or trip to [rewards and recognition] effort and create company loyalty, often built around a theme; and a celebratory event intended to showcase persons who meet or exceed sales or production goals.”

How do incentive travel programs work?

For decades, high-performing organizations have used incentive travel as an effective management strategy, but the program is largely misunderstood because there is so much diversity in how it is implemented. Although there is not a single standard for how incentive travel programs work, the basic structure involves employees meeting a pre-defined goal to qualify for a group trip. These incentive travel perks for top-tier employees can range from annual team-building retreats at a mountain resort to exotic European cruises to fully paid family vacations at upscale beach clubs

- **Duration:** Generally, the vacation lasts from three to seven days and blends team-building activities, professional networking opportunities and free personal time to explore the destination
- **Expenses:** The company funds the majority, if not all, of the expenses. The getaway may be offered to all employees, specific departments, channel partners or VIP clients. Some incentive trips include the employees only while others extend invitations to spouses or children. An in-house or outsourced corporate event planner is responsible for planning the logistics.

Goal of incentive travel programs

Like hosted lunches, reward points and cash bonuses, incentive travel is a perk that companies use to boost employee buy-in, engagement and productivity. The theory is that when employees are highly motivated to increase certain activities, they are more likely to put in the extra effort to hit the targets that drive the company toward larger profits. Incentive travel programs are commonly used to help sales teams become more successful, but nearly any industry, organization or department can leverage this strategy to address productivity gaps or tackle big action items.

- **Rewards:** businesses also reap enormous rewards from incentive travel programs. Case studies report these companies have greater success in recruiting top talent and managing employee performance. Well-rewarded employees who feel valued for their contributions are self-motivated to meet their performance objectives. They are also inspired to grow professionally so that they can continue to reach higher levels of success.
- **Collaboration:** Additionally, incentive travel goals nurture greater collaboration between departments as everyone comes together to achieve a shared mission. A travel program also standardizes expectations and processes across multiple divisions with diverse concerns. All these results give companies a competitive advantage.

What elements make an incentive travel program effective ?

- **Set Clear, Achievable Goals:** The criteria for achieving the trip is clearly tied to strategic business objectives and achievable, measurable goals. Qualifiers do not depend on tiers, segment adjustments, exceeding goals or metrics based on activities or customer relationships. Give management and earners equal opportunities to offer input for destination ideas and best practices. Each year, survey non-earners to glean insights about what obstacles prevented them from attaining the trip.

- **Offer Consistent Communication:** Employees must have an easy way to follow their progress whether it is through consistent communication with managers, a software tracking system or an interactive leaderboard. This requires companies and employees to keep detailed records that prove productivity. Potential earners must also have the skills and tools needed to close the gap between desired organizational goals and year-end performance. This may require implementing employee mentoring programs and career development trainings.
- **Actively Support the Travel Program:** Continual reinforcement of the company's commitment to the program is essential. Since anticipation increases motivation, executives and managers should promote the program throughout the year and find small but meaningful ways to recognize potential earners. Unveiling monthly rankings promotes friendly competitiveness while memorably debuting the new location is always a highlight at the annual meeting.
- **Design an Exciting, Motivational Getaway:** Along with a desirable destination, you want to achieve a 30/70 percent balance between interactive company sessions and personal leisure time. So use a calendar to plan, but don't push timelines on your employees. The getaway should feel like an award, not work, but employees resoundingly respond to team-building activities and sessions that teach new skills and inspire novel ideas. Earners are proud to receive public recognition and appreciate the time to network with other top performers. As the event hosts, the executive leadership should attend all events to express their appreciation, to gather feedback for areas of improvement or development and to further nurture relationships with their top performers.

A perk for employees that's better than cash

We've always known that people want more money, but research over the years has shown that cash isn't actually the most useful motivator for most employees, and incentive travel has revealed itself to one of the most exciting corporate perks. There are several reasons why

1. ***cash is fleeting.*** Once you spend it, it's gone. Sure, the average employee will be happy to get a check as a reward for meeting a sales goal, but it will be forgotten soon after it's spent or deposited into their bank account.
2. ***Cash is ordinary.*** If you already make a salary or wage that pays your bills, a bonus is helpful, but it isn't exactly the stuff of lifelong memories. (No one ever asks to see pictures of your last bonus check.)
3. ***Cash is intangible.*** You'll get a paycheck even if you don't reach your incentive goal. You might be disappointed if you don't qualify for a bonus, but it won't be as much of a let-down as missing out on that trip to Cabo.
4. ***Cash is private.*** People don't talk about how much money they're getting, even if it's a bonus. The same doesn't apply to experiences; if an employee is awarded an all-inclusive vacation, it'll be the talk of the office.

Good incentives for employees?

People respond to four basic motivational drivers:

- **Acquisition** of valuable items or experiences
- **Bonding** and connecting with others
- **Creating** something of value
- **Defending** what belongs to them

That's because, psychologically, they're very effective. **Incentive trips touch on all four motivational factors:**

- They provide people with memories that they can hold onto, both in their minds and in the form of souvenirs and photos. (**Acquisition**)
- Travelers build connections with one another, and they carry those connections back to the office. (**Bonding and Creating**)
- Having experienced an incentive trip once, team members know what they're striving for and will put in even more effort to get there again. (**Defending**)

Why do incentive travel programs work?

I. Incentive travel is an experience, not an object.

A survey by Expedia and The Center for Generational Kinetics showed that 74% of Americans value experiences over products or things. And travel is one of the most valuable experiences out there according to various employee satisfaction studies, at least according to people's spending habits. Approximately 57% of all Americans and 65% of millennials are currently saving specifically for travel.

II. Incentive travel is hassle-free.

If travel is worth people's hard-earned money, then it's definitely going to make an impression if it's **free and they don't have to make arrangements themselves.** After all, 80% of Americans and 87% of Gen Z travelers say booking in one place is helpful. Imagine how helpful it is for them to have someone else do all the work.

III. Incentive travel is social (and highly shareable).

Social media and travel are intertwined. More than 35% of Gen Z travelers have picked a destination because they read about it on social media, and 27% of Millennials have gathered opinions on a potential trip via social media before making a decision.

Now think about incentive travel. **When team members see their colleagues posting pictures of their big incentive trip to Cancun, they'll want to have the same experience, too.** They'll start putting in the extra effort to make it next time.

Risk Management for Event Planning

Risk is inherent in almost every activity. It surrounds us in our educational, business and personal lives. Learning how to identify, analyze, assess, control, avoid, minimize or eliminate unacceptable risks is a life skill needed by all.

Events potentially involving any of the following risk factors (regardless of whether the event is occurring on or off campus) require the completion for the Risk Factor Analysis Worksheet prior to an event

- Alcohol (served or is there a possibility of participants being under the influence)
- Minors (participants under 18) or VIPs
- Transportation off campus :
- A contract/signed agreement
- Physical activity by any participants
- Size of the event > 50 people
- Rides/Inflatables/Mechanical Devices
- Event occurring outdoors i. Sale of any items (food, t-shirts, etc.)
- Event is advertised/open to the public k. Use of Siena name/logo
- Potential of outside media attention
- Any type of political activity
- Amplified Sound
- Animals
- Fire/explosives/combustibles

Safety measures for an Event

1. Assess Your Security Risks

Your first step is to decide what type of risk you're dealing with. Here are some things to consider:

- Who is hosting your event? Are they a target for any individual or group?
- Who is attending your event? Do they attract controversy?
- What is the context of the event? Does its topic or subtopics invite security problems?
- Who is speaking, performing, or exhibiting at the event? Do they attract agitators or present any unique security risks?
- Do you expect protests or counter-protests?

2. **Keep Your Security Measures Visible:** the main goal of security isn't to respond to threats. The goal is to prevent threats from happening in the first place. It's best if a potential agitator sees your security measures and moves on.

This is why hiding your security team or putting them undercover throughout your event does more harm than good. Agitators think the event is unprotected and may decide to start trouble.

In one case, an event organizer placed metal detectors at the entrances to the event,

but hid them with clever décor. The result was an abnormally high number of people attempting to enter with weapons. When they uncovered the metal detectors for the next day, fewer people tried to enter with prohibited items.

By making your security team and devices obvious, you also make your attendees feel safer. They know you've enlisted the help of people and tools to protect their wellbeing. In the event of an emergency, they know where to find help.

3. **Create Security Checkpoints:** One of the key ways to protect people from security threats is to set up checkpoints away from the gathering that attendees must pass through to get inside. This forces agitators to confront security personnel (or even just your registration staff) long before they can cause any damage.

For instance, instead of installing your registration desk right outside an auditorium's doorway, you would want to place it a few hundred feet away in the facility's lobby. This way if an uninvited person tries to enter, they'll be stopped before they reach the crowd

4. **Match IDs to Registration Information:** To make sure people who attend the event actually belong there, it's important to collect identifying information in advance when they register. Collect multiple data points – like name, date of birth, and address (or similar) – to make it harder for an intruder to assume someone's identity.

Ideally, you'd want to require each guest to send you a copy of their ID so you can compare it to their ID at the gate. That's the best way to confirm identifies, but it's not always feasible. However, if someone fails to bring ID or their ID doesn't match your registration information, it's best not to let them in.

5. **Keep Private Events Private:** Some organizations like to announce their events publically, even if the events aren't open to the public. They mention their events on websites, in newsletters, in press releases, and on social media. We know you're proud of your event, but informing the public about an event is a security risk.

For instance, a dinner for a company's upper management isn't open to everyone, so there's no need to tell everyone. If agitators don't know about the event, they can't disrupt it or cause anyone harm.

“Unless the event is open to the public, it's a good idea to keep private events as secret as possible,” says Martin Kirsten, founder of Sultz Security. “This is especially important for companies that might operate in an industry that has politically charged opponents.”

- 6. Consider Cyber Threats as Well:** Not all event security risks are physical. As an event planner, you'll want to take some steps to protect your guests' data, identities, and devices.

For starters, it's best to password protect your Wi-Fi service. This isn't always practical during large events, but it will safeguard against security threats by keeping unwanted parties off the network. Share the password through means only your guests can access, like in the registration materials or through your custom event app.

Second, have an IT person run security measures on the network to make sure malicious parties can't use it to sneak data on or off your guests' devices. If the venue provides the Wi-Fi network, review whatever cyber security steps they take to make sure devices logged into the network can't access *other* devices on the network.

- 7. Develop an Emergency Plan:** You'll want to sit with your security team and the venue before the event to create an emergency response plan. The purpose of the plan is to draft a procedure that everyone will enact in the event of a disaster.

The plan should include...

- Different ways to mass evacuate the event.
- What to do when there's an active shooter.
- The locations of safe rooms or areas.
- Where staff should meet during an emergency.
- How staff will communicate during an emergency.
- How you'll direct guests during an emergency.
- Signage and notifications for guests regarding how to respond.

- 8. Screen Your Staff:** Sadly, many security risks come from the inside. It's important to carefully vet anyone who works for you to make sure they don't have malicious intentions.

Run background checks on everyone who works for you. Run credit checks, too, especially for people who have access to large sums of money.

If your staff doesn't work together often, introduce them to one another before the event. Instruct them to look out for people who don't belong posing as staff. If you can, give your team a unique identifier (like a wrist band, stamp, or T-shirt) on the day of the event. Don't let anyone access the identifier beforehand.

While you can screen your own staff, it's nearly impossible to screen your *vendors'* staff. At some level, you'll have to rely on them to hire competent people that don't want to disrupt

your events. It's so important to build strong relationships with your vendors so they look out for you.

9. **Consider Hiring Outside Help;** If you think your security needs are great, you might want to make some room in your budget to hire security professionals. You may trust your event staff, but the trained eye of an experienced security team can be a big help during a high risk, crowded event.

Once you bring in professionals, *listen to them*. Trained security people can identify holes in your security plan you may not see. They know how agitators and trouble makers think, so they can help you prioritize your security resources for the best results.

If you don't want to hire a private security team, consider hiring off-duty police officers. They're trained for these things *and* legally allowed to carry a firearm. Contact your local police department to learn how to hire cops.

Biggest Challenges Facing Event Industry In 2019

1. Tight Budgets

The year 2018 has been a good year for the event industry. 2019 is going to be a little tougher as far as budgets are concerned. As per [IPA Bellwether report 2018- Q3](#), there is going to be - 1.1% downward revision of event marketing budget. The budgets as such aren't going down, but we are factoring in the rise in overall cost of organising an event.

There are simple hacks that you should be using to make the most from a limited budget. One, look for volunteers than hiring temporary staff; two, ditch expensive budgeting software and shift to basic excel; three, use local talent to save lodging and travel costs; and four, seek sponsorship from local business rather than global business players.

2. Strict Compliance and Laws

There are different laws that apply for every industry. Fortunately, event industry was not under the scrutiny of any major law till 2018. GDPR has been a game changer where all organisers have to be extra careful in using the data of event attendees, sponsors, and other involved parties. It may be an EU directive, but it's supported by the British government. Therefore, GDPR will have a significant impact on the events industry as a whole.

We have mentioned earlier that data security and collection is going to be a trend in 2019 that will define the industry. However, this will be one of the main challenges in event industry as many attendees, sponsors, volunteers etc won't be comfortable in sharing much information. This will directly impact the event organisers in two ways. One, it will impact post event marketing due to reduced reach. Two, organisers will incur added cost in securing better technology to keep the recorded data secured.

3. Increased Focus on Audience Engagement

Let's just face and accept the fact that people look for different experiences every time. They don't pay for an event just to develop business but crave for an overall experience. You have to provide more creative solutions to engage your audience. Though technology seems as a natural choice, we suggest not to overdo technology. A humane touch still goes a long way in fostering longer partnerships.

Be more creative and give your attendees an experience that they can't stop telling people. This will mean free marketing even after your event! Let people understand that we aren't machines as yet. Give them opportunities to learn and a better reason to buy tickets for your event.

4. Securing Sponsorships & Partnerships

While sponsoring an event, the only motive of a sponsor is a multiple fold ROI on their spend. More event organisers are locking horns for on-boarding sponsors for the same category. Therefore, 2019 will see reluctance among sponsors/partners. After all, it is their money that you'll be using to make your event a success.

As published by eventbrite, be more realistic and creative in reaching out to sponsors. Show them concrete data in a comprehensive format. Always remember that sponsors are businesses who love their numbers more than they love you. Use simple pie charts and graphs to show them the impact. The best approach is to study your sponsor before reaching out. Figure out what they want or seek and offer them exactly that. Get sponsorship for the next year event in this year only by offering low risk sponsorship solutions.

5. Impact of Brexit

This may sound specific to the UK only, but it is not. After the Americas, UK is the largest event organizing industry in the world with more than 1.3 million events. The UK event industry is worth GBP 42.3 billion. The exact outcome is yet unknown, but this will heavily affect the event industry of Europe and the UK. Three main costs expected to be higher than before are: the cost of logistics, hiring cross-border temporary staff, and securing booths and sponsorships.

Moreover, the current political scenario might not allow businesses to exhibit across border. This will also affect the global event industry as most of the companies have only one office in Europe. Brexit will not only affect local business but also international business with heavy taxation and logistical bottlenecks

6. Focus on Safety & Security

Safety and security were sitting lowest on the priority list of event organisers until now. But times have changed. There has been a rise in communal riots, general gun attacks especially in the US etc. Events are more prone to such happenings, as large gatherings become easy targets. Event organisers will have to be more cautious this year. Contact the local security experts if you are organising your event in a different country. Carry out a risk assessment in advance. Find out if the venue is prone to any hazard or has experienced a mishap in the past.

Few of the measures that can be taken are: engage with your security advisors; understand the risks involved with the event; be ready to make last minute changes; document your risks; and stay vigilant. Apart from security, pandemics have been on a rise. Event organisers have

to be ready in case they face such situations. This report published by Centers for Disease Control and Prevention of U.S. Department of Health and Human Services, is a perfect guide on how to handle such situations.

Unit 5

Introductions to MICE M = Meetings I = Incentive C = Conferences E = Exhibitions MICE is the new buzzword in the international travel market and relates to varied GIT's and FIT's. MICE tourism is the innovative style of business venture which is one of the quickest growing section of the International business tourism market. It caters to varied needs of business in the form of conferences, International conferences and conventions, meetings and exhibitions and is slowly however steadily capturing each large hotelier's attention. The importance of the MICE trade lies within the proven fact that it converts the annual business conferences and conventions into a glamorous and rewarding event for the delegates and attendants. Be it a gathering to bring all delegates within ones company or from a broader spectrum or a world conference of one thousand delegates or product launch party or exhibition, MICE business tourism finds itself being inevitable for most the occasions

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Infrastructure for MICE

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- 1) Identifying any barriers to the growth of MICE. \
- 2) Determining the level of usage of these venues;
- 3) Forecasting expected future demand for these venues;
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One of the main concerns identified by the industry is regarding transport. And this involves not only ground transport but also air transport. The main problem is related to insufficient and inconvenient airline timetables. For example, in India most of international airlines arrive

at either midnight or after midnight which means that a business traveler has to either arrive a day before or at midnight to attend a meeting, exhibition or a conference. This is slightly inconvenient for this category of travelers because they are hard pressed for time and also want to arrive fresh for their work. Since this is not possible, India lags behind in getting a good amount of MICE tourists.

3. **Accommodation** Since, MICE isn't a seasonal business it's to be planned throughout the year. In this perspective, Accommodation becomes a very essential criterion. MICE tourists usually prefer accommodation setups near their meeting/conference/exhibition venues. Further these accommodation units have to be equipped to handle their business requirements. In the sense they have to be able to meet the needs of the guest. Things like Fax machines, laptop provisions, internet connections, telex etc. need to be there for this kind of a guest

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India is in a constant process of upgrading its MICE facilities. As an emerging globalized service industry, MICE is especially valued by national government for its high growth potential, highly beneficial innovations, large opportunities for employment, large industry associations and the efficient utilization of assets. The Indian Government realizes the fact that the long-term sustainability of conference business can be ensured through building an extensive network of allied infrastructure, which ranges from availability of hotel rooms, excellent connectivity to the venue, a well-developed transport network and other tourist attractions. The government is providing financial support for developing international convention centres and tourism related infrastructure.

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- Jaipur.
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- Chennai.
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Programme:

Successful programmes enable transformational changes for or within an organization. They exist to coordinate, direct and oversee implementation of a set of **interrelated projects** to deliver outcomes and their benefits, which are aligned to an organization's **strategic objectives**.

A programme may comprise projects across different areas of the business. For example, the launch of a new product or service may rely on projects running in the sales, marketing, distribution and IT departments, all of which are focused on delivering the outcome required by the programme. A programme can be a **standalone programme** or form part of a **portfolio**.

Convention

The definition of a convention is a meeting or assembly of people who share a common interest or a convention is a method, practice, rule or custom.

Meetings: Types, Purpose, Advantages and Disadvantages!

A meeting is a coming together of (generally) three or more people to exchange information in a planned manner and discuss issues set out before them to arrive at decisions, solve problems, etc.

Advantages of Meetings:**(i) Save time:**

Since one can meet a number of people at a time interactively, a meeting can save time.

ADVERTISEMENTS:**(ii) Addressing groups:**

One can divide the audiences according to their background and need, and address them group by group.

(iii) Cope with information explosion:

New technology and new regulations are coming thick and fast. Meetings enable us to cope with this situation.

(iv) Social and emotional support:

Members get personal support from each other when they meet and exchange ideas.

ADVERTISEMENTS:

(v) Feeling of being consulted:

Members get the feeling that they have been consulted and this is useful in getting their intelligent and willing cooperation.

(vi) Democratic functioning:

Democracy aims at achieving all people's welfare by all people's involvement. This is possible through meetings.

(vii) Idea development:

Ideas are systematically cross-fertilized, analyzed and improved by a group.

ADVERTISEMENTS:**(viii) Defusing troublemakers:**

By the collectivity of constructive forces, troublemakers can be isolated in a meeting and positive action got going. The opponents of a plan get a forum to voice their opposition, which can be overcome before a group of supportive people.

(ix) Bolder decisions:

Collectively we can take more adventurous decisions because of united strength.

(x) Various interest groups represented:

In a meeting many interest groups can be represented and minorities can also be given due attention.

Disadvantages:**1. Time-consuming:**

Meetings require a number of people to come together at the same time and place. This costs time because other work has to be set aside for the sake of the meeting.

2. Inability to arrive at a decision:

Just as "two heads are better than one," it is also true that "too many cooks spoil the soup." Multiplicity of views and personal stubbornness of members may prevent a meeting from taking a decision which a chief executive may take alone.

ADVERTISEMENTS:

3. Lack of seriousness:

Many meetings suffer from the drawback that members come unprepared and feel that the others will do the thinking and talking. They feel they can take a free ride. “Everybody’s job is nobody’s job.”

4. Inexpert chairing:

Just as an airplane is steered by a pilot, a meeting is piloted by the chairperson. His lack of skill and personal failings/biases may fail a meeting.

5. Expensive:

Meetings are expensive to arrange – they require a place, paperwork, prior communication, and travelling by the attendees.

TELECONFERENCING

Teleconferencing is essentially a live, interactive audio or audio-visual meeting that ensues between geographically dispersed participants. Here, participants communicate via telecommunication networks using their tablets, mobile phones, laptops, desktop computers, and even specially designed tech-enabled meeting rooms.

Types of Teleconferencing

There are several types of teleconferencing, including:

- **Audio teleconferencing:** A voice-only option. You can use your own three-way-calling service for this or third-party teleconferencing services.
- **Electronic whiteboarding:** You’ll need a data and audio telecommunication connection for this. This was initially designed to assist with distance learning by creating a believable-looking digital classroom.
- **Video teleconferencing:** A live, visual connection that uses the internet to transmit crystal-clear audio with full-motion images between various locations.
- **Computer teleconferencing:** Written communication between two or more computers, using keyboard inputs and a common application.

Risk Management

Risk management is the process of making and carrying out decisions that will minimize the adverse effects of risk on an organization. The adverse effects of risk can be objective or quantifiable like insurance premiums and claims costs, or subjective and difficult to quantify such as damage to reputation or decreased productivity. By focusing attention on risk and committing the necessary resources to control and mitigate risk, a business will protect itself from uncertainty, reduce costs, and increase the likelihood of business continuity and success.

What are the stages of the event management process?

There are five basic stages of event management, though each step contains multiple tasks. Additionally, busy event managers are typically at different stages for numerous events at any given time.



Stage 1: Research, goal setting, and viability assessment

Whether you're an in-house corporate event manager, or you run an event management company that works with various clients, the first stage is defining the objective of your event and assessing the feasibility of the event. In many instances, this will seem self-evident. The overall event goal is to raise money for a new library wing, celebrate a company's 20th anniversary, or roll out a new product.

But it's essential to get more granular. Here are some things to ask your client or discuss with your in-house team:

- **For company events:** What's the business case? Will you introduce one product or several? Will there be an educational component?
- **For non-profits:** What's the specific fundraising goal? Is the event for long-term donors exclusively? Will the event coincide with a new exhibit?
- **For awards ceremonies:** Should the F&B happen during the ceremony or after? Should it be a standing cocktail hour or a sit-down affair?
- **For networking events:** Do you want to improve the sense of community within an organization? Do you want guests to join a new professional Facebook group?

- **For social events:** Is it a formal or laid-back event? What type of music should there be to ensure all guests have a wonderful time?

This first stage should also include an event viability assessment, which means establishing an event budget and figuring out if it aligns with the event goal. For example, a non-profit organization may learn they don't have the financial reserves for a gala fundraiser. In this case, the non-profit can postpone the gala for a year and instead organize a low-cost food truck festival with a fundraising element.

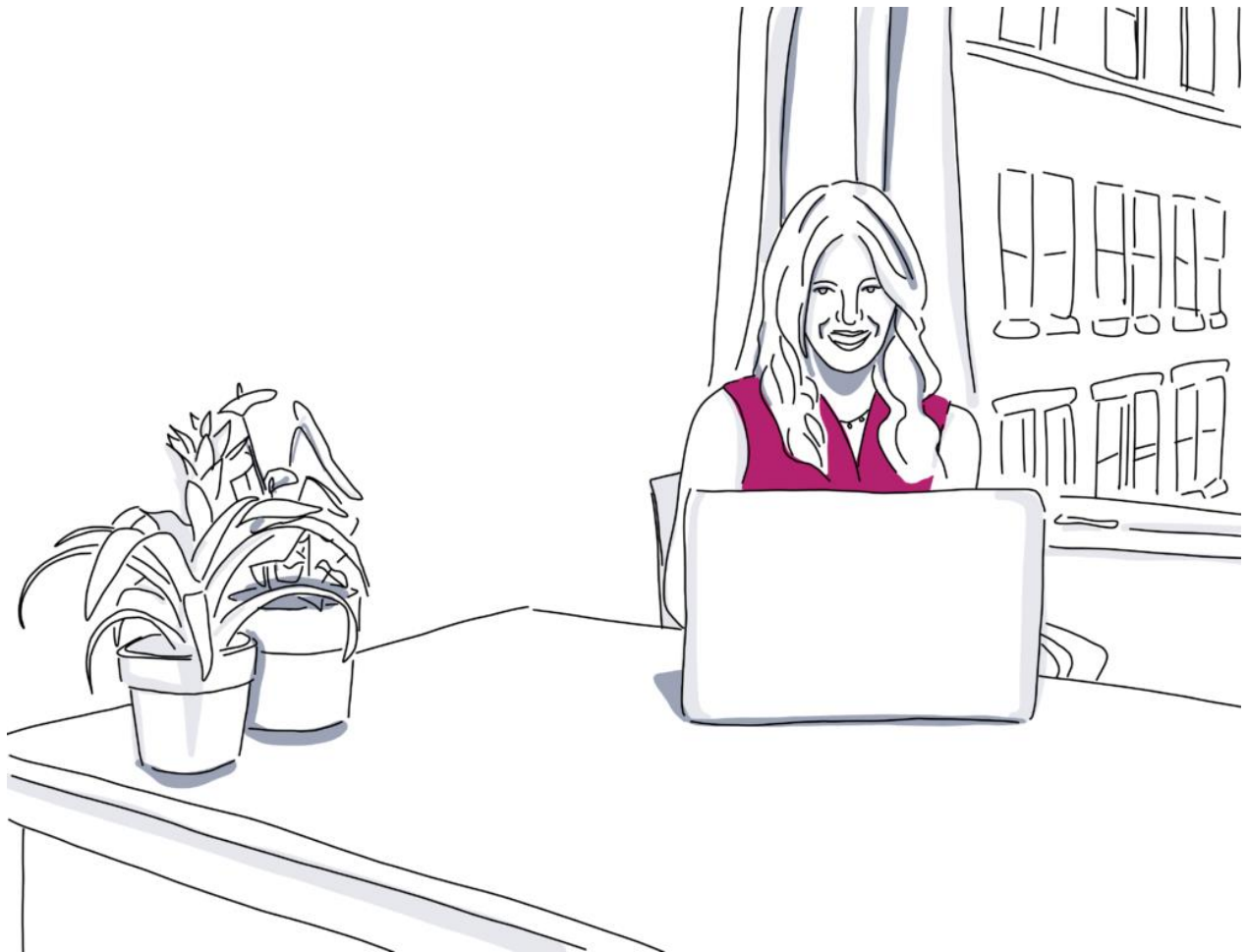
Stage 2: Choose your theme and design the event

Next, event managers design the event to meet the specified objectives. This is where the rough sketch of your event comes into focus.

- What will occur during the event?
- Who will perform/speak/teach?
- When and where will this occur?
- What's the planned layout of tables, chairs, stages, podiums, and F&B?
- What's the planned style of the setting, backdrop, and other event elements? (Modern, traditional, romantic, steampunk, rustic?)

This is a creative process that can include color, sound, and lighting design for galas and other more theatrical, performance-centered events. For professional events, the focus will be on establishing timelines and seminar activities, branded signs and swag, and deciding on possible speakers.

Event managers and their teams will often collaborate on digital event services tools such as Social Tables so everyone understands the planning trajectory and can call out any problems that arise early on.



Stage 3: Focus on the details for a successful event

Once the event manager and their team settle on a vision for the event, they transition to the details. This stage comprises the bulk of the event management process, and may include the following (depending on the event type):

- Sending RFPs to venues and vendors.
- Hiring venues, vendors, speakers, and performers (and being prepared with backup choices).
- Finalizing contracts with venues, vendors, speakers, and performers.
- Building an event website and customized event app.
- Design post-event surveys.
- Sending guest invites.
- Write event hashtags and launch the pre-event social media campaign.
- Tracking RSVPs and event registration numbers.
- Attendee communications.

- Event marketing and outreach.
- Discussing the event schedule with speakers and performers.
- Client updates and walkthroughs.
- Training event staff and volunteers
- Designing and finalizing critical event documents, such as the event timeline and BOE.
- Checking event wifi and cell service, especially for tech-heavy events.
- Organizing transportation and valet services.
- Designing the event check-in process and creating signage.
- Building swag bags and branded merchandise.



Stage 4: Event execution

This is the main event for any event manager! This is where all the previous stages come to life on the day of, and produce an event that guests appreciate and enjoy.

Depending on the scope of the event, set up may begin the morning of an event or a few days prior. Event execution entails:

- Event vendor and supplier bump in and set up.
- Setting up tables and chairs, centerpieces, floral arrangements, buffet tables, stage, and podiums.
- Final walkthroughs, soundchecks, and technology checks.

- Guest arrival and event check-in.
- Guest services and communication.
- F&B service.
- Managing unexpected problems and emergencies.
- Checking that speakers and performers have what they need and understand their cues.
- Performances and speeches.
- Social media walls and attendee polls.
- Giving out swag bags.
- Managing guest exits.

With the responses in hand, event managers meet with clients to discuss their satisfaction with the outcomes of the event and the survey results. Finally, they'll discuss what went right and what went wrong with their in-house team, and develop an action plan to avoid similar problems at the next event.

What skills does an event manager need?

Above all, event managers need people skills. The job requires constant interactions with clients, event planning teams, vendor and venue teams, and guests. Every single day, event managers work side-by-side both with team members they know well and people they've just met. Other essential skills of event managers include:

- A Marie Kondo-like ability to stay organized
- The ability to multitask
- Happy to work nights and weekends
- Sharp communication and listening skills
- A deep well of creative ideas
- Finds enjoyment in a fast-paced work environment
- Ability to focus amid pandemonium
- Flexibility when inevitable challenges arise
- Confidence in decision making
- Willingness to learn and expand skills

- Passion for the dynamic industry

Read the must-have skills for event planners to take a deeper dive into 6 event industry career skills.

Unit 5

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MICE

Often in the business tourism literature you will come across the term MICE. MICE is a reference for Meetings, Incentives, Conferences and Events. The term MICE has been recognised as ‘The Meeting Industry’ according to the United Nations World Tourism Organisation.

The MICE industry contributes significantly to the wider business tourism sector. It is becoming increasingly recognised as a prominent part of the industry and is beginning to receive growing attention amongst the academic community.

What is MICE?



Source: Milt

Leisure time activities

Along with the examples demonstrated above, business travellers also participate in leisure activities outside of their business commitments. These activities could range from dining out, sightseeing and other recreational activities. When I attended a conference in Nepal in 2017, for example, I took my mother in law and daughter along for the conference gala dinner where we took part in traditional Nepalese evening celebrations!



Benefits of business tourism

There are many benefits of business tourism. Notably, it brings economic value to the wider tourism industry as well as the local economy. What many people forget to mention, however, are the benefits that business tourism can also have for the tourist!

I have travelled many times for business, whether this as part of my former Cabin Crew career, for an academic conference or to undertake consultancy work. Travelling frequently for work can yield many benefits for the individual, such as;

- Collecting frequent flier miles and redeeming these for personal use
- Becoming a member of hotel loyalty programmes and receiving associated benefits during both work and personal trips
- Saving money on things such as food and drink when attending corporate hospitality events
- Enhanced networking opportunities that may otherwise be inaccessible
- Taking advantage of leisure opportunities that may be otherwise inaccessible
- Enjoying the use of facilities, such as gyms or swimming pools, that may not otherwise be available to you

Business tourism destinations

There are a variety of business tourism destinations all across the world. However, this type of tourism is predominantly situated in global north countries. This is mainly because global north countries are developed countries and have the means to provide well equipped resources and infrastructure to makes business tourism easily accessible and thus desirable choices among business travellers.

According to Egencia, the corporate travel group collected data from flight booking and reservations during the years 2014 and 2018. Their collection of data led them to discover the top 20 destinations for global business tourism.

Top business tourism destinations

- | | |
|------------------|-----------------|
| 1. New York | 11. Dubai |
| 2. London | 12. Mexico City |
| 3. Paris | 13. Boston |
| 4. Shanghai | 14. Montreal |
| 5. Toronto | 15. Beijing |
| 6. Singapore | 16. Los Angeles |
| 7. San Francisco | 17. Mumbai |
| 8. Hong Kong | 18. São Paulo |
| 9. Tokyo | 19. Casablanca |
| 10. Chicago | 20. Seoul |

Following the list above, I have listed a set of examples of business tourism that are listed within the top ten destinations for global business tourism/travel.

Business tourism in Hong Kong

Hong Kong ranks 8th in the world for global business tourism and has been deemed one of Asia's top choice for business travel. According to CTM, Central and Tsim Sha Tsui are the most popular commercial areas for business travel, with several hotels and business headquarters.

Hong Kong is the perfect destination for MICE (meetings, incentives, conferences and events) and in 2014, this form of tourism accounted for 1.82 million visitors.

There are around 283 hotels in Hong Kong.

There are a variety of things to do in Hong Kong during a business trip of the traveller is wanting to blend business and leisure together. A list of things to do are:

1. **Victoria Peak**
2. **Tian Tan Buddha**
3. **Victoria Harbour The Peak Tram**

Business tourism in London

London ranks 2nd in the world for global business tourism. London is the financial capital of the world and with this status comes several high-profile companies and is thought to be one of the best places to network and seek new business opportunities. This is why so many business tourists visit London for conferences, meetings and exhibitions.

London has around 1500 hotels.

There are a variety of things to do in London during a business trip of the traveller is wanting to blend business and leisure together. A list of things to do are:

1. **Big Ben**
 2. **Buckingham Palace**
 3. **Coco Cola London Eye**
 4. **The British Museum**
 5. **Palace of Westminster**
- Business Tourism in London

Business tourism in New York

In 2019, New York was named the world's top destination for business tourism for the fourth consecutive year. At no surprise when business travel flight bookings increased by more than 120% between 2014 and 2018.

New York is also a popular destination for business tourism as it offers a great deal of leisure activities and promotes the idea of blending business with leisure travel.

There are a variety of things to do in New York during a business trip of the traveller is wanting to blend business and leisure together. A list of things to do are:

1. **Statue of Liberty National Monument**
2. **Central Park**
3. **Empire State Building**
4. **The Metropolitan Museum of Art**

Business tourism in Toronto

Toronto has been ranked the 5th destination for global business tourism, outranking major commercial centres in the U.S.

Toronto (pronounced as "Traw-no" by the locals), is the financial capital of Canada. And according to Business Events, Toronto is the top Canadian domestic travel destination and the most popular choice for U.S sponsored association meetings outside the U.S.

In Toronto there are over 170 hotels which collectively has around 36,000 hotel rooms.

There are a variety of things to do in Toronto during a business trip of the traveller is wanting to blend business and leisure together. A list of things to do are:

1. **CN Tower**
 2. **Casa Loma**
 3. **Royal Ontario Museum Art Gallery of Ontario**
- Business Tourism in Toronto

Business tourism in San Francisco

San Francisco has been ranked 7th in the world for global business tourism. According to The San Francisco Travel Association, San Francisco welcomed 18.9 million leisure visitors and 5.8 million business travellers in 2015.

According to Joe D'Alessandro, president and CEO of San Francisco Travel, San Francisco is "experiencing sustained growth in all market segments – domestic, international, leisure

and business – as a result of our highly professional and sophisticated community of hotels, restaurants, cultural organizations and SFO, one of the finest airports in the world.”

Business tourism or **business** travel is a more limited and focused subset of regular **tourism**. During **business tourism** (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home. Some definitions of **tourism** exclude **business** travel.

International Trade fair

A **trade fair** (**trade** show, **trade exhibition**, or **trade** exposition) is an **exhibition** organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities.

Here are the must-know legal requirements for your event planning business

If you own your own business you might have some of these covered already. But it’s good to review just in case there are some new (or even surprising) legal issues you hadn’t considered before.

1. Pay business taxes

If you don’t have your own tax advisor, you need to start by reviewing common tax pitfalls, which include things like deductions specifics and proper documentation.

Problem: It’s your first year as an event planner and because you haven’t had a ton of clients you forego paying quarterly taxes. At the end of the year, your tax preparer tells you that the business was responsible for quarterly IRS payments.

Solution: Speaking with a licensed tax professional to make sure your business is properly set up with the government. And make sure to set aside the proper amount of taxes you’ll owe from each and every job.

2. Get a business license

Some cities will fine or suspend your business activities for not having the right paperwork in order when you’re first starting out.

Problem: You get a mysterious letter in the mail from your city’s small business office claiming you owe them a large lump sum after neglecting to apply for the proper license.

Solution: Pay the fine immediately and get your business registered. Your local office should be able to walk you through the process online or over the phone. A little payment up front now can save you big surprise fees in the future.

Make your event legal with accurate diagramming

3. Create the right client contracts

Every event planning contract you write for a client should include certain clauses that cover all your bases in case things go wrong for either party.

Problem: You're approached by a longtime friend about a large event they'd love for you plan. Because you have a pre existing relationship or have done business with them before, you figure you might as well avoid the discomfort of asking them to sign anything. Then, in the midst of planning the event, something beyond your control goes wrong and they no longer want to pay you for your time.

Solution: Always have a contract in place. Always. Not only does it protect your business it can also set expectations, explain the scope of your work, and streamline communication if or when issues come up.

4. Get ahead of business name disputes

A quick Google search can save you a potential lawsuit. Don't let competing businesses (even the ones with out of date websites and barren social media accounts) say you stole their name.

Problem: After registering your business name and receiving your official license, you receive a cease and desist from a company that claims you blatantly copied them.

Solution: Do your research first. But if you don't and you find yourself in this situation, it's worth it to start over from scratch, especially if they're threatening legal action. Sorry, but no business name is worth all you could possibly lose if you went up against them in court.

5. Secure Commercial General Liability Insurance

Whether you're a corporate event planner or a private party planner, having insurance is the most important thing you can do to protect not just your business but your entire career.

Problem: An elderly person trips over a light cable at your event, breaking their wrist. They say you're responsible for the accident and their insurance contacts you about the hospital bills.

Solution: As with most of the items on this list, this situation is taken care of with a little advanced preparation. Find the best insurance for your needs, just make sure you have it ready to go well before your first event.

The scene of event management industry in India

These days, events are held by many industries, charitable organisations, and interest groups to market themselves, build business relationships, raise money, or celebrate achievement. And India is not far behind in the trend.

The boom of the event management industry in India began in the 1990s with the opening up of the economy and took off around the beginning of 2002. Since then, it has been growing at a rate of 16% CAGR and is poised to grow at 20% during the coming years. The ability of the industry to adapt and grow with innovative technology is driving its exponential growth.

As per a report by EY-EEMA (Event and Entertainment Management Association), the events industry in India is predicted to cross 10,000 crore mark by 2020-21. The key growth drivers of event management in India are digital activation, sports leagues, rural expansion and increased government marketing initiatives. The fad of reality television in the form of

reality shows, dancing and singing competitions have also contributed immensely to the growth of the event industry.

Some of the top event management companies in India are – DNA Networks, Cox and Kings, Wizcraft, Cineyug Entertainment.

The transition from event planning to event designing-

The core of event management has always been to inspire people to come together for a collective, innovative collaboration. Events soon started shaping up with basic stages of planning, marketing, production execution, and post-production. With more and more demands and the need for customization, designing an event became crucial for success. The need was to focus on the more creative management of events than just the logistics. Right from décor to lighting, furniture, centerpieces even having the right music, gifts were being designed suitably. People started emphasizing on the look and feel of the event to make it more stunning. Today, event designing is all about adding the right sparkle and ambience to the event.

Technological advancements-

Apart from the change in approach and purpose in event management; technology has been a big game-changer in the evolutionary process of event management. It has not only brought the world closer, it has bridged gaps with regards to time and space. Digital evolution has also introduced various creative ways for reaching out to people for events. Smartphones, desktop apps, mobile apps have made events efficient and manageable. It has helped people get all tasks organized, managed and executed without losing much time and efforts and making the event happenings accessible to all at once. Events can now also be conducted online through webinars and video conferences.

The role of Social Media-

Social media has a huge role to play when it comes to events. Reaching out to people and knowing their preferences and designing an event as per the demands have become effortless through social media. Social Media has made it possible to have better networks, have authentic information, and keep people updated about events. This has helped companies to maximize the chances of event-success.

Roles in Event Management-What's in it for you?

With a growing demand for event management industry, the career options and employment opportunities have seen a staggering growth in demand. An entirely new set of skills, roles have become predominant in the market through the evolving landscape of event management. This has given rise to the institutes that teach event management as a core program. Several B-schools and institutes now design courses that not only offer a degree in event management, but an equal emphasis is given to recognizing and producing talent that can redefine the event industry and its goals.

Most Common Event Planning Challenges & Their Solutions

By Maria Waida

Being very event optimistic is a good thing – in fact, 67% of Millennials and 66% of Gen Zers are! But when it comes to event planning, your job is to make sure everything runs smoothly, which is why reviewing these most common event planning problems and solutions will help you be more safe than sorry.

Discover the most common problems & challenges to watch out for as an event planner:



1. Understaffing an event is a common event problem.

Understaffing is a serious problem for events. And it often doesn't become obvious until the day of, when it's too late to do anything. So prevention is definitely key.

A recent case study by HR analytics professionals found that the best way to determine optimum staffing levels for any organization or, in this case, event, is to:

- Talk to key stakeholders and get detailed information on what they need help with during the event day(s).
- Writing out each desired role title or function along with a detailed description of what they'll be responsible for.
- Calculate how many staff members you would need if only 25% of your attendees showed up. Then calculate how many staff members you would need if 75% of your attendees showed up. Hire the median number of people and consider having a few on call.

2. Overspending on the event is a big event challenge.

Budgeting is the number one most challenging aspect of event planning, according to experienced event professionals in this recent survey. So if this is something you're concerned about, you certainly aren't alone.

Because lots of little things change or unexpectedly come up during the event planning process, it's best to keep your expenses modest. Compare previous event budgets and assess what you can do better this time around. Or, if you're new to event planning, don't be afraid to ask to see data from the company's previous gatherings so you can get a feel for how much they typically spend on each occasion.

It's also important to make sure that you assess all requests for event-related changes through the lens of how those changes will affect your budget and your timeline. Even if the person making the request is above you, kindly let them know that the event as a whole will be affected and you'll need to double check all the numbers, just in case.

3. Not prioritizing networking activities is an event challenge.

For business professionals, networking is a primary factor in their decision making when choosing whether or not to attend an event. 41% of active networkers don't have time to network as frequently as they'd like to and 67% of entry-level job seekers say that networking face to face is more valuable than any other method. All of that just goes to show how important this event component really is.

No matter what you have planned so far, there are plenty of opportunities for networking activities. Regardless of your budget, you may be able to incorporate some of these great ideas:

- An organized happy hour at the end of the programming day.
- Speed networking stations at lunch.
- Social lounges where attendees can kick back between activities and meet new people.

4. Forgetting to track schedule or budget changes is an avoidable event problem.

You should feel empowered to approve or reject unforeseen schedule or budget changes as they come up. And when you do approve anything, you have to make sure you follow through and adjust your plans accordingly.

This means following up with key stakeholders, keeping communication to one centralized and accessible platform, and organizing your event project notes so that nothing slips between the cracks.

Experts also suggest using a formal change tracking process when event planning. Having a repeatable system in place lets your clients or company know that no matter what happens they'll always be kept in the loop and they can trust that you'll make sure it all works out.

5. Not having a backup plan for bad weather is an event problem.

Extreme weather (think hail storms, tornadoes, and hurricanes) has increased in both frequency and intensity this past decade. Which is why it's good to err on the side of caution when preparing for your event, even if it's in beautiful, sunny Southern California during its best weather months.

Whether you need to disaster-proof your outdoor wedding venue or come up with a plan just in case your company cocktail garden party gets rained out, here are some tips for dealing with an unexpected drop-in from Mother Nature:

- Always have a second venue in mind. One that lets you book last minute, is located nearby, and isn't in high demand this time of year.

- Consider purchasing event or weather insurance in case the event gets postponed or cancelled. This is especially important if your event is selling tickets because guests will need to be refunded.
- Create event plans B, C, D, and E. Fingers crossed they don't even need to see the light of day. But having them in your back pocket will help you think fast on your feet and show everyone that you're the event planning superhero we already know you are.

6. Neglecting to leave wiggle room in your event timeline is a problem.

Running out of time is a major event planning problem. But the good news is it's totally avoidable. Planning fallacy, a psychological phenomenon first coined by experts Daniel Kahneman and Amos Tversky in 1979, is the tendency for humans to forget that things can go wrong – especially when it comes to projects that require many different steps and people (ahem, like events).

Fight the urge to under budget your time by getting good at understanding which tasks are important but not urgent. You can also prepare for planning fallacy in other people by giving them strict deadlines and more than enough headway before their part of the decision making or planning process is actually due.

7. Lack of real world work experience can be an event challenge.

This is not a cheap shot at beginning event planners. In fact, arming yourself with this knowledge now might actually save you headaches in the future. Because let's face it – you're not going to know what to do in every scenario. But here are some ways you can figure it out on the job:

- Have a go-to resource for event planning news, trends, and education that you can quickly search within for advice as needed.
- Assign one or two unofficial mentors to yourself. Anyone who has event planning experience or is good at improvising solutions to problems can be very helpful when things go wrong. Have their number (or email) on speed dial and make sure you ask for their permission ahead of time.
- Spend your time between events acquiring or refreshing your event planning certifications so that you are as prepared as possible when your next project begins.



8. Having more guests or attendees than you planned for is an event mistake.

Your event is at capacity – time to celebrate! But not before you figure out how they heck you’re going to organize/feed/seat everyone. It’s a best case scenario practically no one plans for (except for you now) but it does happen.

Whether or not you sell out tickets or fill up on registrations ahead of time, experts note that there are plenty of ways to anticipate this major event planning problem, as long as you know what to look for.

Keep a close eye on event forums, social media mentions, and activity on your event app. If the number of people engaging with your event on these platforms is higher than the number of people you were expecting to attend, make sure you adjust your plans accordingly.

9. Not having a structured event management process can be a challenge.

Streamlined workflow, centralized communication, and a scalable event planning process aren’t just buzzwords. They’re the tools you need to maximize your productivity and, ultimately, the success of your event. The good news is there are plenty of free event planning software and tools out there.

10. Forgetting to create an attendee engagement plan for before, during, and after the event is a challenge.

So you’ve planned a perfect event. That’s great! But what about your attendees? If they’re not engaged, then what’s the point?

There are 4 main types of attendee engagement you need to touch on for any event you plan:

- Content involving exhibitions, speakers, and other event activities.
- Connections between attendees and sponsors in genuinely creative and authentic ways.

- Communication regarding event logistics and any questions/comments that come up.
- Engagement between attendees through online forums, in person networking, and community management.

11. Leaving little to no time for event set up or take down is an event mistake.

Attendees will appreciate arriving to an event that is fully ready for them, which is why it is absolutely paramount that you as the event planner give your partners plenty of time – or as much time as the venue will allow – to get everything taken care of. You might even find out that the venue has another event before or after yours which will dictate your hard in or outs.

Details like these can slip through the cracks of any complicated event planning process but thinking ahead and communicating with everyone from the venue relationship manager to your catering company to your signage team will really help make sure the event begins and ends on a high note.

12. Neglecting to research what other local events or laws might affect your gathering is a problem.

An outdoor concert on the lawns of a museum is an amazing experience for attendees. Unless of course they find themselves on a parade route with nowhere to park or, if they make it to the location, any way of comfortably hearing the music. It's an exaggerated example that hopefully gets the point across: you can't prevent outside forces from affecting your event but you can certainly plan for them.

Here are some ways to research local area goings ons worth taking note of:

- Google events calendars for your event's region, city, and neighborhood.
- Ask venue managers if there are any zoning laws you'll have to abide by.
- Reach out to area event planners through social media and see if they have any war stories they'd like to share about particular areas or event spaces.



13. Failing to capture valuable event data can be an event mishap.

Your event ROI is one of the most important, practical, and effective ways of measuring event success. Without it, you can certainly piece together other key event KPIs to figure out what did or did not go well. But either way, you need data to view all that information.

And it's not just important for your team. Past and future sponsors will need to see those numbers too. Plus there's no real way to determine what you can improve on in the future without having a clear record of how effective each event was.

14. Over-programming your event schedule is a problem.

No matter how cool your schedule line up is, everyone needs a little down time here and there. Make sure that your event schedule has plenty of the following:

- Designated free periods where there are no events, activities, or keynotes going on.
- Clearly stated or suggested program lunch breaks.
- Down time that is completely separate from networking events, where your more introverted guests can take a breather.
- Early wrap up times at the end of multi-day events so attendees don't burn out.

15. Not confirming your vendors can be an event mistake.

This event planning mistake is more common than you might think. In addition to paying your deposit, looping them in on relevant email chains, and confirming your venue set up times, you need to get one final confirmation within 48 hours of the event.

You never know what might come up – whether it's a personal family matter or a flaky vendor, having written confirmation from all partners is a great way to prevent any

misunderstandings. Plus, if something does go wrong, your event insurance company can use that documented communication to help assure them that you did everything in your power to make things work.

Exhibition:

An **exhibition** is a public event at which pictures, sculptures, or other objects of interest are displayed, for example at a museum or art gallery. ...an **exhibition** on the natural history of the area. An **exhibition** of a particular skilful activity is a display or example of it that people notice or admire.

