

6th SEM BTTM-Bachelor Travel and Tourism Management

UNIVERSITY OF CALICUT

EVENT MANAGEMENT AND MICE TOURISM

2019 ADMISSION

Prepared By

Muhammed Nishad C P

Assistant Professor

Department of Tourism

CPA College of Global Studies, Puthanathani

SYLLABUS**TTM6B15: Event Management and MICE Tourism**

Lecture Hours Per Week: 5

Credits: 3

Objective: As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management, and also to inspire and inform students on the dynamism of event management.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module 1

Business Tourism – Tourism – Definition and growth of tourism Major categories– Leisure & business tourism Business tourism Definition – difference between Leisure and business tourism

Module II

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathimaidan, Delhi etc.

Module III

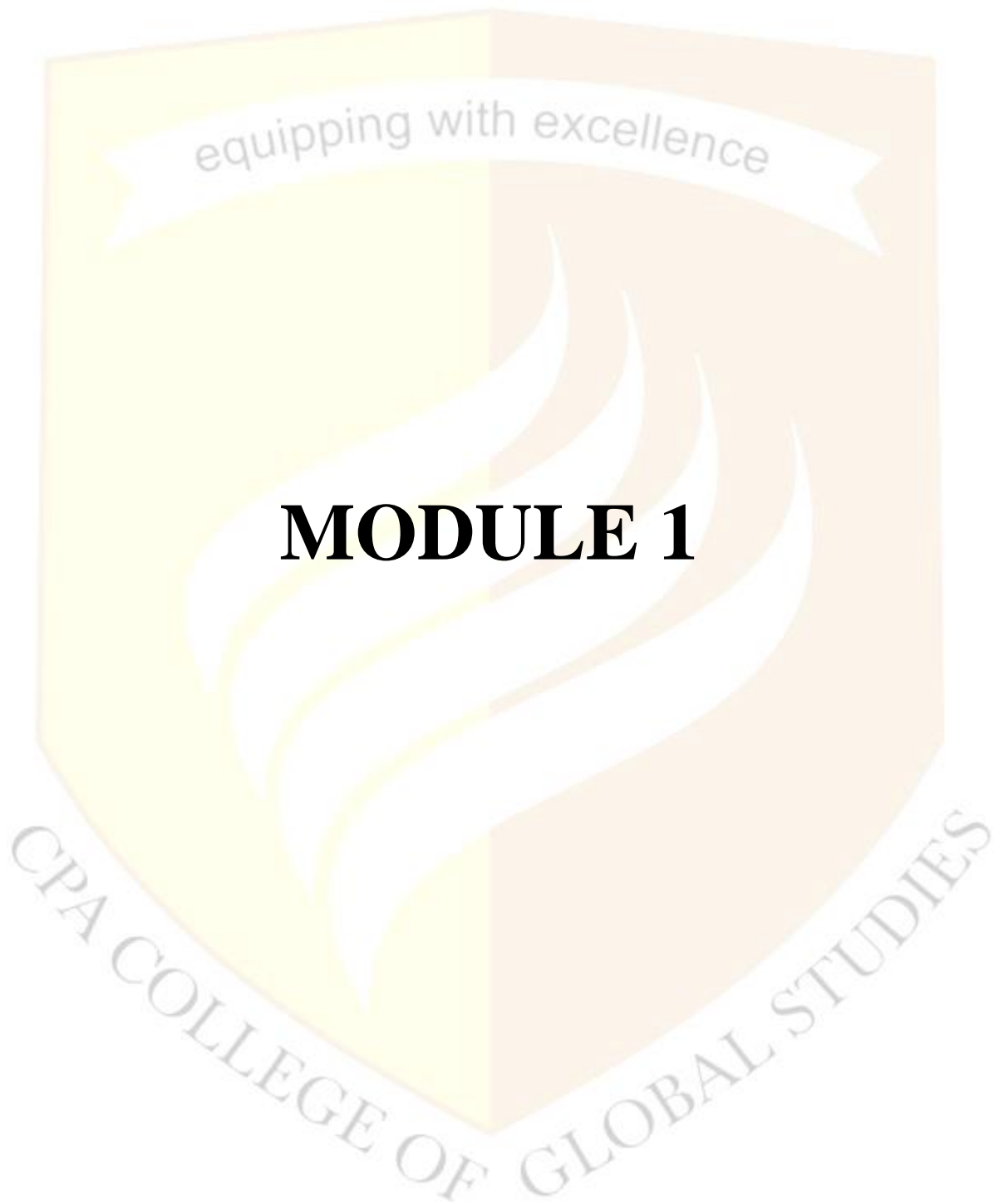
Event Management – Definition – Meaning and scope – Role of events in promotion of tourism Types of events–Cultural festival, religious, business etc. Need of event management. Key factors for best Event Management.

Module IV

Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.

Module V

Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions Case study of Kerala Travel mart.



MODULE 1

Business Tourism – Tourism – Definition and growth of tourism Major categories– Leisure & business tourism Business tourism Definition – difference between Leisure and business tourism

TOURISM

- It is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services

Definition of Tourism

‘A sum total of relationship and phenomena resulting from travel and stay of non residents, in so far as stay does not lead to permanent residence and is not connected with any permanent or temporary earning activity’.

-Hunziker and Kraft

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”

-WTO

BUSINESS TOURISM

- ❖ 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.

Definition:-

A travel to attend an activity or event associated with business interest.

(WTO, 2007)

The provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travels and corporate hospitality

(ICCA, 2012)

Major categories

Business tourism can be divided into:

- a) Traditional business traveling, or meetings –
 - Intended for face-to-face meetings with business partners in different locations
- b) Incentive trips –
 - A job perk, aimed at motivating employees (for example, approximately a third of UK companies use this strategy to motivate workers)
- c) 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.

LEISURE TOURISM

- ❖ Leisure tourism refers to take a break from daily routine life.
- ❖ Leisure tourists usually enjoy beauty and nice hotels and resorts, enjoy atmosphere of beaches.
- ❖ The most popular activities of leisure tourism include social tours, cultural tours, religious tours, family tours, sports tours, and medical tours.

DIFFERENCE BETWEEN LEISURE AND BUSINESS TOURISM

For the business traveller

- a) Location is key

Ideally, the business traveller needs to be close to where the conference is held or close to the venue or site they are visiting. They do not want to waste time travelling to and from the venue.

b) Connected

The business traveler needs to remain connected to their clients and colleagues during their business trip and requires constant access to important files and emails. Providing internet connection is a must in the hospitality industry.

c) Loyalty program

The business traveller company may have a preferred hotel and airline partner that grants corporate rates, ensures a standard comfort, and keeps costs under control.

d) Amenities

The business traveller needs to prepare for their work in the morning, and amenities like breakfast, coffee machine, iron and ironing board are essential for morning prep.

For the Leisure traveller

a) Price sensitive

In general, the leisure traveller wants to have the best deal for their stay. Not necessarily cheap, but good value for money

b) Reviews

The leisure traveller will turn to friends, family and online reviews for recommendations. A study by Google said that 82 percent of leisure travellers rely on reviews for their choice of hotel. A negative review of a hotel hugely detrimental and is why hotels must respond to reviews and resolve issues on review websites.

c) Packages

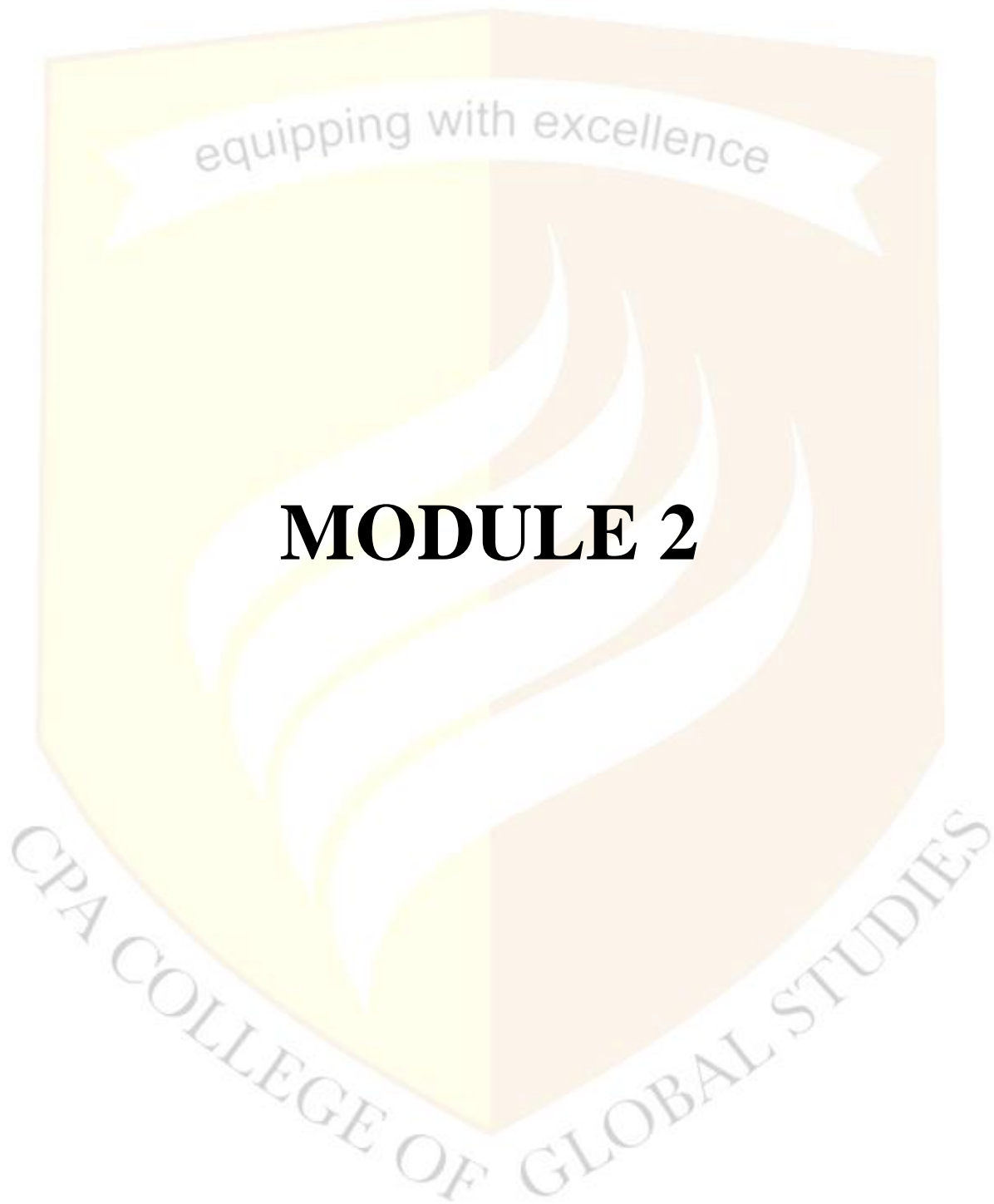
Leisure travellers are often looking for ways to enhance their travel experience and are drawn to hotel packages than the business traveler.

d) Facilities

Pools, evening entertainment and kids clubs for those travelling with children will be more appealing to the leisure traveler.

To have a successful business, it is important to understand the needs and wants of your customers. The same principle applies to hotels, understanding the guest differences and preferences of the business and leisure traveler will ensure that they are provided with what they really want.





MODULE 2

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathimaidan, Delhi etc.

MICE TOURISM

- ❖ The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities.
- ❖ Travellers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travellers.
- ❖ These business travellers are connected to different sectors of the tourism and hospitality industry through their MICE activities. Think of business travellers who travel to a city to attend an exhibition. They will need food, drinks, shopping, entertainment, transport, accommodation and more.
- ❖ In general, MICE events are events and activities that involve attendees who share a common interest and gather in a place.
- ❖ The place for the gathering needs to be a venue arranged beforehand.
- ❖ The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering.



1) Meetings



- ✚ Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems.
- ✚ Meeting attendance can range from ten to thousands of people.
- ✚ During a meeting, there will usually be food and beverage served.
- ✚ Meeting times vary depending on the meeting type.

Most of the time, meetings refer to corporate meetings which are held by companies in the following ways:

- Board meetings
- Management Meetings
- Shareholder Meetings
- Meetings with partner
- Product launches
- Strategic planning
- Retreats

2) Incentives



- ✚ Incentive travel is a management tool for rewarding and motivating sales representatives, dealers, distributors, production workers, support staff, and in some cases, customers.
- ✚ The company rewards sales representatives who reach sales targets by sending them on trips.
- ✚ Usually, the incentive trip comes with hotel stays, tour packages and planned activities such as dinners, parties and games.
- ✚ Basically, incentive travel does not have any business-related activity.
- ✚ The incentive travel market is mature in the U.S. and Europe, and is developing in Asia; especially in Singapore and Japan.

3) Conventions



- ✚ Similar to meetings, conventions are gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group.
- ✚ An organization, usually an association, will organize a convention each year with a theme related to the organization's topic.
- ✚ Those interested in registering for the convention can pay the association a fee for all the sessions, discussions, food and beverage, dinners, and site visits.
- ✚ In particular, conventions consist of a variety of events include,
 - Congresses (large-scale regular trade gatherings)
 - Conferences (small scale gatherings aimed at information sharing)
 - Confexes (conferences with small exhibition attached), and
 - One to one events (premium networking).
- ✚ All conventions can be organized into different levels: international, national, regional.

4) Exhibitions



- ✚ Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers.
- ✚ The company showing their new products, the exhibitor, typically rents an area from the organizer and sets up a booth to meet with potential buyers.
- ✚ The buyers or the public need an invitation or a ticket to be allowed into the exhibition.

Definition

It is a type of tourism where groups of participants are gathered to achieve certain purposes.

-Leong (2007)

Importance

MICE tourism can be beneficial to a destination's economy. It also provides a wealth of opportunities for individual companies or organizations who want to put themselves on the international stage.

Other benefits of MICE tourism include:

- It facilitates the access to new technology
- It attracts high-spending visitors
- It provides high yield and return per capita
- It enhances the international economic contact
- It creates more economic multiplier effect and competitiveness
- It can enhance off-peak tourism

INCENTIVE TRAVEL

- Incentive travel is an important subset of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry.
- Incentive travel is a way for companies to reward their top-performing employees with a vacation or trip, paid for by the company.
- Many corporations use incentives to recognize their top employees or to drive sales through non-direct employee channels such as insurance agents, car dealers, or direct sellers.
- It is effectively a travel perk used to incentivize or motivate employees or partners.
- It is often tied to company goals or top performers.
- It is a pleasure trip, offered to the employees by the company itself to reward them for their good results or to re-motivate them after a hard period of work.
- It is a group trip through which the employees selected by the company are thanked for their performance.
- The goals of incentive travel include stimulating sales, improving profitability and productivity, increasing market share, increasing morale, and decreasing absenteeism.

A few more are-

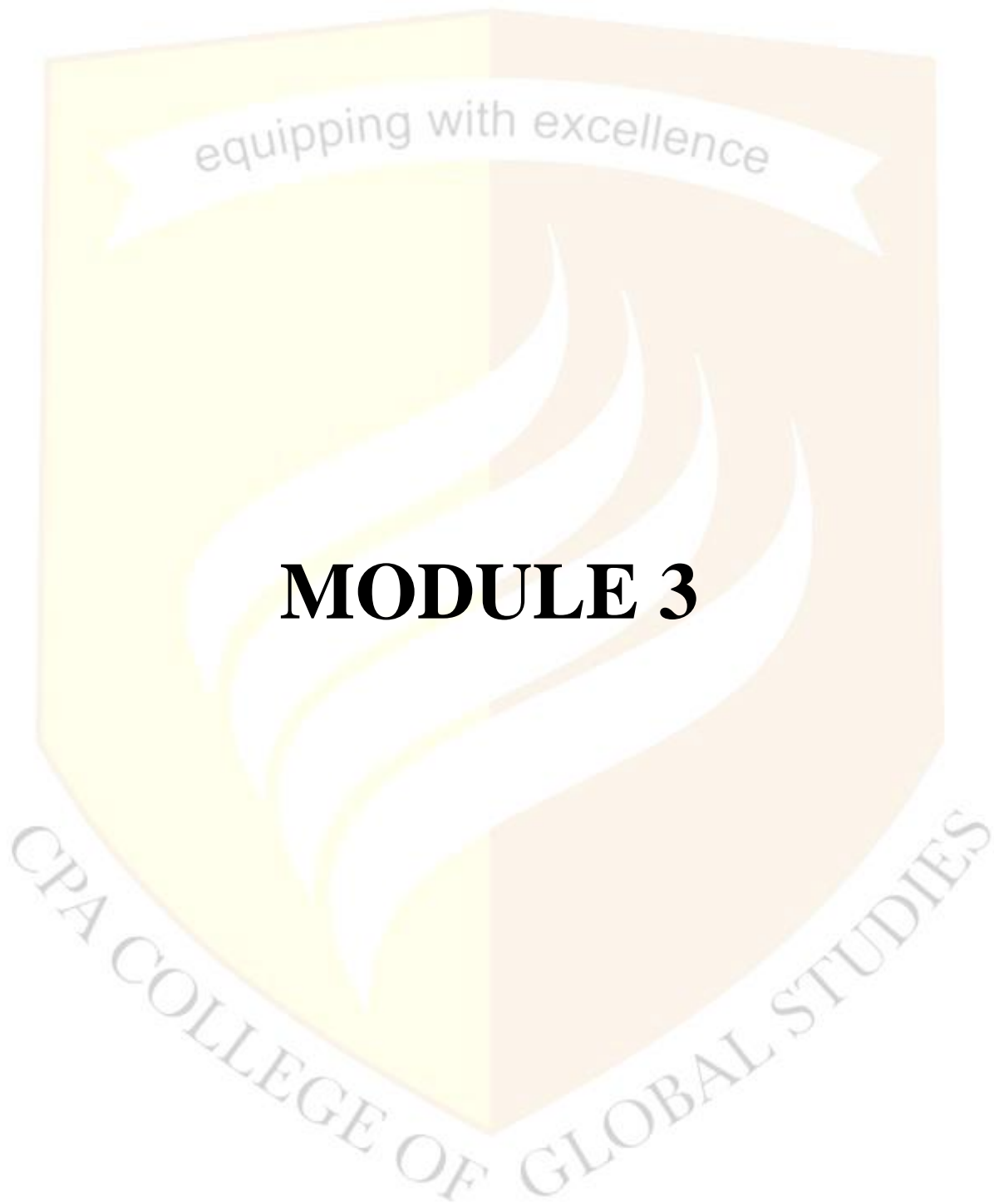
- Recognition of key employees
- Sales incentives
- Consumer appreciation
- Customer promotions
- Special prizes
- Outstanding customer service
- Hiring bonuses
- Retirement gifts

INDIA INTERNATIONAL TRADE FAIR AT PRAGATHIMAIDAN, DELHI

- ❖ The India International Trade Fair, ever since its inception in 1980, has evolved as a major event for the business community.
- ❖ It is a premier event organized by the India trade promotion organization, the nodal trade promotion agency of the government of India.

- ❖ The event is held between 14 and 27 November every year at Pragati Maidan, New Delhi, India.
- ❖ It is a major tourist attraction and lakhs of people visit the fair every year.
- ❖ This annual event provides a common platform for the manufacturers, traders, exporters and importers.
- ❖ The fair displays comprises a wide range of products and services including automobiles, coir products, jute, textiles, garments, household appliances, kitchen appliances, processed food, beverages, confectionery, pharmaceuticals, chemicals, cosmetics, bodycare & health care products, telecommunication, power sector, electronic sector, furniture, home furnishings, sporting goods, toys, and engineering goods.

CPA COLLEGE OF GLOBAL STUDIES



MODULE 3

Event Management – Definition – Meaning and scope – Role of events in promotion of tourism
Types of events–Cultural festival, religious, business etc. Need of event management.
Key factors for best Event Management.

EVENT MANAGEMENT

- ❖ It is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.
- ❖ It is the process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors.

Meaning

Event management is the act of organizing an event by implying the basic principles of project management. Events have become an integral part of the business community. They are a sure shot way to engage multiple stakeholders via a single platform.

Definition:

- Event management is the process beyond planning, executing and evaluating corporate, association, nonprofit, government and social events. (about.com)
- Event Management is the coordination, running and planning of all the people, teams and features that come together to create every kind of event. (eventbusinessacademy.com)

Meaning of Event

- ❖ The dictionary defines an event as ‘anything that happens, as distinguished from anything that exists’ or ‘an occurrence, especially one of great importance’.
- ❖ Event is commonly understood as an occurrence or something that happens. A unique moment in time celebrated with ceremony and rituals to satisfy specific needs.
- ❖ Events play an important role in our society. Any happening or an activity can be referred as an event.

Examples of event can include:

- Celebration of a festival or any other celebration.
- A football match between two clubs or countries.
- A launching of a new product.
- Farewell party to students, etc.

Definition of Events

The **APEX, 2005** defines an event as, an organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc.

Goldblatt (2005) focuses on special events as a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.

Dr. J. Goldblatt defines special Event as “A unique moment in time celebrated with ceremony and ritual to satisfy specific needs”.

Scope/Need/Importance of Event Management

1) Develops the theme of the Event: -

- The event management team develops the theme of the event.
- The theme of the event should be linked to the purpose of the event.
- It should develop team spirit or friendship between two clubs or states or nations.
- Therefore, the theme of the event may be described as ‘The friendship Series’ or ‘The Good will Series’.

2) Provides Career Opportunities: -

- Event management Provides career opportunities.
- Apart from event manager, there are several other job opportunities in the Event management such as:
 - Operation and Logistics managers.
 - Entertainment manager’s
 - Sponsorship managers.
 - Event coordinator
 - Event Designer

- Security Coordinator, etc.
- 3) Develops leadership qualities: -
 - Event management develops leadership qualities.
 - To manage an event, the managers require good leadership qualities to influence and motivate the subordinates to work effectively in making the event more successful.
- 4) Develop Team spirit: -
 - Event management helps to develop team spirit in the employees.
 - The success of the Event management largely depends upon the team effort.
 - Therefore, there is need for team work between managers and their subordinates, and between the various departments in the organisation, so as to make the event more successful.
- 5) Enhances Corporate Image: -
 - Proper Event management helps to develop corporate image of an organisation.
 - If the event is well managed, then there is a possibility of greater success.
- 6) Encourages Creativity: -
 - Event management encourages and develops creativity in the managers.
 - Managers need to be dynamic or innovative in managing the event.
 - The managers have to find out new and innovative ways in managing the event.
- 7) Ensures safety and security: -
 - Event management team ensures safety and security of the people during the event.
 - The Event management team makes proper security and safety arrangements.
 - For instance, the event management team makes proper arrangement to deal with the certain crisis such as occurrence of fire, failure of lighting or air conditioning, gas leaks, and so on.
- 8) Financial Management: -
 - The Event management team may be responsible for the financial management of the event.
 - The event management team may be responsible for:
 - Preparation of budget for the event.
 - Determining break-even point
 - Preparation of cash-flow analysis, and

- Preparation of profit and loss statement, etc

Functions/ Activities/ Roles of Event Management

1) Understanding objectives

- This means what is the purpose of the event? What experience do we want people to have?
- Planning an event is impossible without clear objectives.

2) Establishing timelines

- It means determining what has to happen and when.
- Any large event involves complex time management, scheduling and coordination of other people's activity – such as catering, digital and technological set up and venue preparation.

3) Selecting a venue

- Selecting a venue may seem simple but the importance of finding the right venue should not be underestimated.
- This involves research, contract and cost negotiation and building working relationships.

4) Sourcing and managing suppliers

- Every event involves a range of suppliers.
- From caterers to lighting, diverse suppliers need contacting, shortlisting, negotiating costs with and finalizing contracts.
- From there, efficient management of all suppliers, ensuring they fulfill their roles on time and within budget, is essential to the success of the event.

5) Managing budgets

- Probably second only to having clear objectives comes effective budget management.
- Delivering a great event is easy with unlimited funds, but great management is required to produce an event within a constrained budget.

6) Marketing and communication

- It's never a case of if you build it they will come: delivering an audience requires marketing the promise of what the event will deliver! Today this involves various channels across direct mail, social media and digital marketing.

7) Managing risk

- Events are complex, as having many elements contributing to an event means multiple possible points of failure.
- Understanding what the risks are, the likelihood of each one arising, strategies to minimize risk and developing a robust contingency plan in the event of problems are a non-negotiable task in event management.

8) Thinking sustainably

- Making decisions in the event planning process that consider the social and environmental impact.

Role of events in promotion of tourism/Impacts of Event Management in Tourism Industry

Events in tourism development produce an incredible impact on the industry as a whole and influence a broad range of human activities: politics, environment, sociocultural, and other aspects. That's why, when organising such events, you should consider the possible aftermath for each sphere of human activity as well as the potential positive impacts.

a) Social and cultural impacts

- Tourism and event management are said to have evolved from primitive gatherings of people for agricultural or religious reasons into the more modern type of events—large-scale, corporate and governmental—as well as their long history of attracting tourists and establishing host communities as tourist destinations.

b) Political impacts

- The emergence of new political powers, capitalism, new products, and new social relations, as well as a new way of modern life, paved the way for more versatile event tourism development and a growing number of cuttingedge events.
- Nowadays, events can mitigate or aggravate political situations, which is another lure for tourists.

c) Economic impacts

- The development of events in the economic sense helped solve the problem of unemployment and had an impact on economic growth, especially in developed market economies.
- The best example for this is the impact of major sporting events, such as the Olympic Games or World Championships of popular sports, on the economic growth of host countries and tourism.

d) Environmental impacts

- It was during the 20th century that tourism hospitality and event management development and all the different types of events reached their peak, approaching what we now consider events.
- This was caused by the phenomenon of discretionary income, an increase in the purchasing power and standards of consumers, which shifted the focus from fundamental to peripheral needs as well as to environmental issues.
- When certain parts of society reached a certain economic peak, they shifted to a more thoughtful way of life that included alternative energies, wise ecology, and environmental protection.
- This also made way for the birth of completely new consumer needs, which increased the demand for a specific range of events and tourism

TYPES OF EVENTS

1. Social or Life Cycle Events - Events like wedding anniversary, engagement, birthdays, retirement day, funeral function
2. Cultural Events- Republic day Parade
3. Religious Events- Events like religious festivals, fairs etc like Thrissur pooram, Diwali, Xmas etc
4. Sports events- Events related to sports activities like Olympics, cricket matches, world cup matches, common wealth games etc.
5. Education and Career Events- Events like educational tours, job fairs, workshops, seminars, debates, competitions etc.

6. Political events: Events like political functions, political procession, rallies etc.
7. Entertainment events- Events like fairs and festivals, celebrity night, stage show, award function, fashion show, music concert etc
8. Corporate events- These include events like MICE, product launches, road shows etc
9. Cost related& fund raising events- These are events which are conducted in related to raising funds for various purposes.

Classification of Events

1) Cultural Celebrations

- + Festivals
- + Carnivals
- + Commemorations
- + Religious events

2) Political And State

- + Summits
- + Royal occasions
- + Political events
- + VIP visits

3) Arts and Entertainment

- + Concerts
- + Award ceremonies

4) Business and Trade

- + Meetings, conventions
- + Consumer and trade shows
- + Fairs, markets

5) Educational and Scientific

- + Conferences
- + Seminars
- + Clinics

6) Sport Competition

+ Amateur/professional

+ Specator/participant

7) Recreational

+ Sport or games for fun

8) Private Events

+ Weddings

+ Parties

+ Socials

+ Business events and tourism

KEY FACTORS FOR BEST EVENT MANAGEMENT

1. Understand the purpose of the Event:

- Every event should have a primary purpose and goals and objectives, which give the measurements of success.
- Understanding the purpose of the event leads to better planning and proper allocation of time and money.
- In order achieve the success you need to set a realistic goal and in particular a realistic attendance target. That leads to the next point...

2. Know Your Audience:

- Depending on your organization's goal, you need to identify your target audience and their needs.
- Once you selected your target audience, figure out where to find them and determine how you will reach them.
- There are many ways to reach to your prospects and generate more audience and potential clients.
- Email marketing, telemarketing, social media, Search Engine Organic and Pay Per Click are the things to consider, again depending on your target audience some will be more effective than others.

3. Selection of right Venue is vital:

- Depending on the type of event and targeted audience and choosing right venue is vital to your event success.

- There should be a connection between organization's expectation from the event, the venue selected and the audience being served.

4. Suitable Timing:

- Much like right venue, right timing is also vital to organize a successful event.
- To determine the right timing, there are many factors to be considered, such as days of a week, months of a year, holidays or other events in the calendar, type of event, location and many local factors.

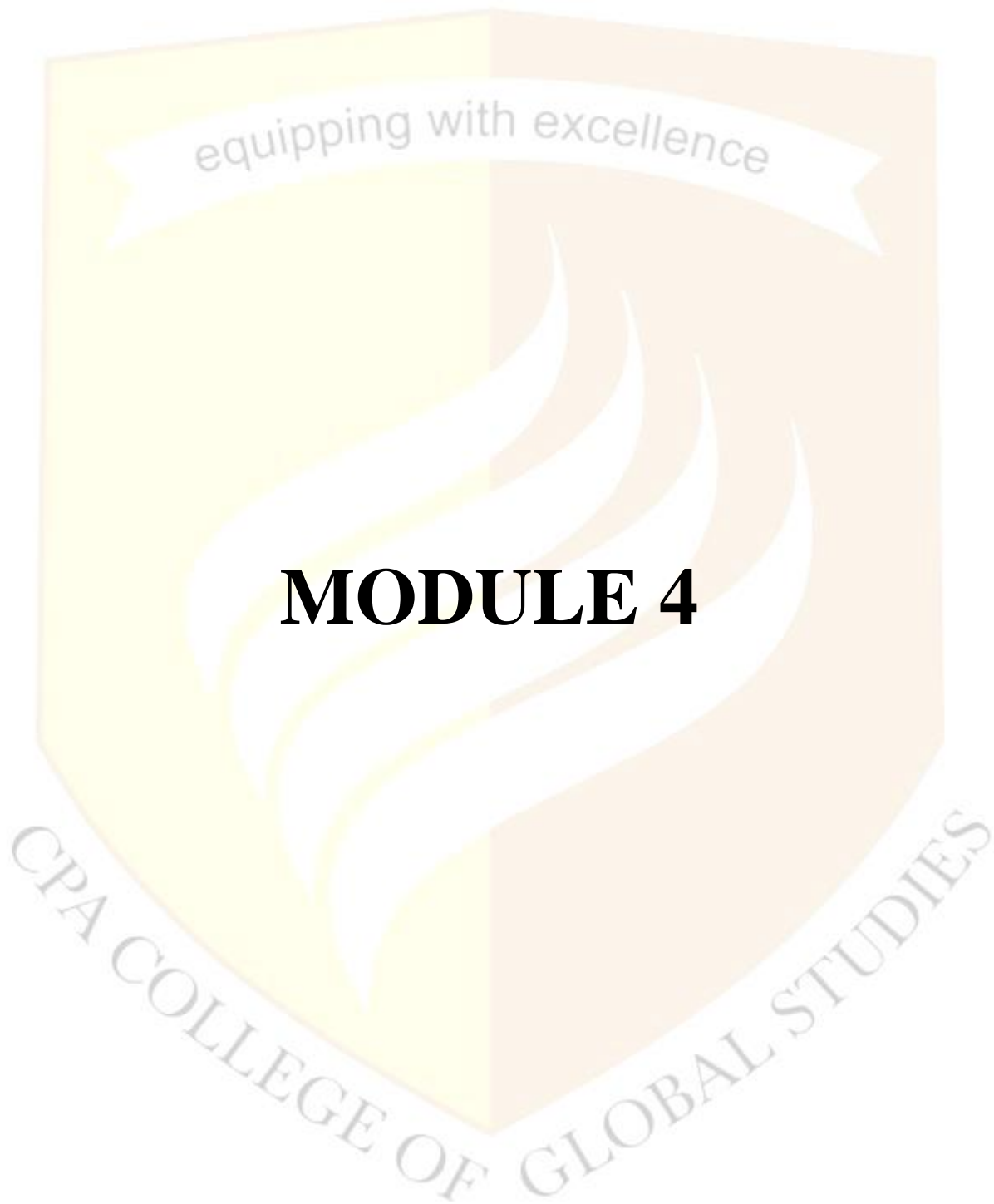
5. Draft a plan and follow the timeline:

- As now you have a definite goal and you know your target audience, it is time to have a plan to execute the tasks and achieve the goal.
- Depending on the size and complexity of an event start planning early enough so that you have time to understand every aspect of the event, its requirements, necessary actions and so on.

6. Create content that attracts your target audience:

- One of the most important factors to consider is what value event is gonna provide to attendees.
- Create compelling content that attracts your targeted audience, serve the information that your audience wants or solve their problems. Add some value, don't just use blatant sales pitches for your business.





MODULE 4

Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.

PROCESS OF EVENT MANAGEMENT

1) Planning and organising an event

- + It is the most important part of an event.
- + The key element to a successful event is to plan well in advance.
- + Planning is organised are likely to attract large amount of people .
- + Event management plan should take into account all the fact of an event such as budget, travel, accommodation and all the equipments.
- + Event planning includes budgeting, establishing dates and finding out alternative days, dates, selecting and reserving the event size, achieving permits and co-ordinating transportation and packing.

2) Budgeting

- + The preparation of budget is an essential part of event management.
- + It is permanently important that event directors are able to predict with reasonable accuracy whether the event will result in a profit or a loss.
- + By comparing expenditure and revenue; it becomes possible to forecast the financial outcome of the event.
- + The preparation of an event budget is one of the easiest tasks to be undertaken in the event management practices

3) Sponsorship

- + Event sponsorship is a powerful tool for the event managers and other event professionals.
- + All type of organisations need sponsors to increase revenue and reduce expenses.
- + The key element to successful and profitable events is proper management and sponsorship.
- + Event sponsorship provides step by step guidelines for attracting and keeping sponsorship for any events including festivals, conventions, exhibitions, sports events, arts and entertainments, etc.

4) Subsidies

- + Subsidy is a form of financial assistance paid to business or economic sector.
- + Most subsidies are made by the government to producers or distributors in an industry to prevent the decline of that industry.
- + It also refers assistance granted by others such as individuals or nongovernmental organisations.

5) Registration:

- + Registration involves the number of steps getting anyone wrong in potentially harmful to the customer satisfaction and company reputation.
- + Registration means a person makes and other detail are recorded accurately, information regarding the event which is provided in a timely manner.
- + In the past this was meant manually scroll through the list of names, ticking of items etc the arrival of online event registration had changed all that and now a days it is very easier than ever to handle event registration without any tedious checking or human error.

6) Documentation

- + Documentation of events includes interviews, audio, video and photos and reduces which are kept for future reference.
- + It means documenting older events. Mostly photos, audio recordings and some reviews and informal interviews and mostly recent videos.

7) Public relation

- + It is the action of corporations of a event management company, government, individual etc in promoting goodwill between itself and the public, the community, employees, customers etc.
- + It defines as the practice of managing communication between an organization and its public.
- + Public relation of special events will raise the profile of a brand and increase awareness of a particular product and services.
- + An event is also a great way to get clients, prospects and influence together to help to spread the word about business.

- ✚ PR is an event that is the most effective tool to communicate with media partner and customers face to face.

8) Evaluation

- ✚ Event evaluation is necessary to make the event more efficient and effective next time when organizing an event.
- ✚ It is all about finding mistakes and learning from evaluation.
- ✚ Event evaluation should be done immediately after the event is over.
- ✚ Evaluation is an activity that seeks to understand and measure the extent to which an event has succeeded in achieving its purpose or objectives.

PLANNING AND ORGANIZING EVENTS

Event planning process is divided into the following steps as follows: -

1) Initiation

- Feasibility study - Select an event
- Objective
- Concept development - timing, skills
- Contextual factors – budget, legal/ regulatory, economic, social, political,• technological and environmental factors

2) Planning

- Contextual factors – budget, legal/ regulatory, economic, social, political,• technological and environmental factors
- what is type of planning
- Venue
- (Room Layout, registration area, catering, signs, stores, transportation)
- Audio Visual
- Program

3) Implementation

- Schedules
- People Management

4) Control and monitoring

- Setting benchmarks/ standards

- Tools
- 5) Shutdown
 - Key Task
 - Integration of shutdown into key event tasks•
- 6) Evaluation
 - Data Collection
 - Analysis
 - Reporting
 - Remedial steps etc
 - Application
 - Quality control
 - Feedback to program organizers
 - Examples of evaluation tools
 - Evaluation form
 - Client survey

BUDGETING

- The preparation of an event budget is one of the earliest tasks to be undertaken in the event management process.
- However, it should be expected that there will be numerous adjustments and refinements to the budget throughout the whole project life-cycle.
- It is not possible to know every cost from the start, nor is it possible to know whether efforts to secure sponsorship and government funding will be successful.
- Event budgets by the event management team as better information comes to hand.

Basic event budgeting rules

Although the budget takes time to develop, there are some basic rules that should be followed from the outset:

- a) Budget to avoid making a loss:
 - If an event looks likely to make a loss, it calls into question whether the event should go ahead according to the existing plan.

- If it is not too late, plans should be changed so that the event will at least break-even.
- b) Be realistic about event incomes:
 - Far too often, event plans are far too optimistic about the amount of sponsorship to be gained, or the number of people who will attend as spectators or participants.
 - Over optimistic predictions is often a cause for financial loss as a result of staging an event.
- c) Have a contingency plan:

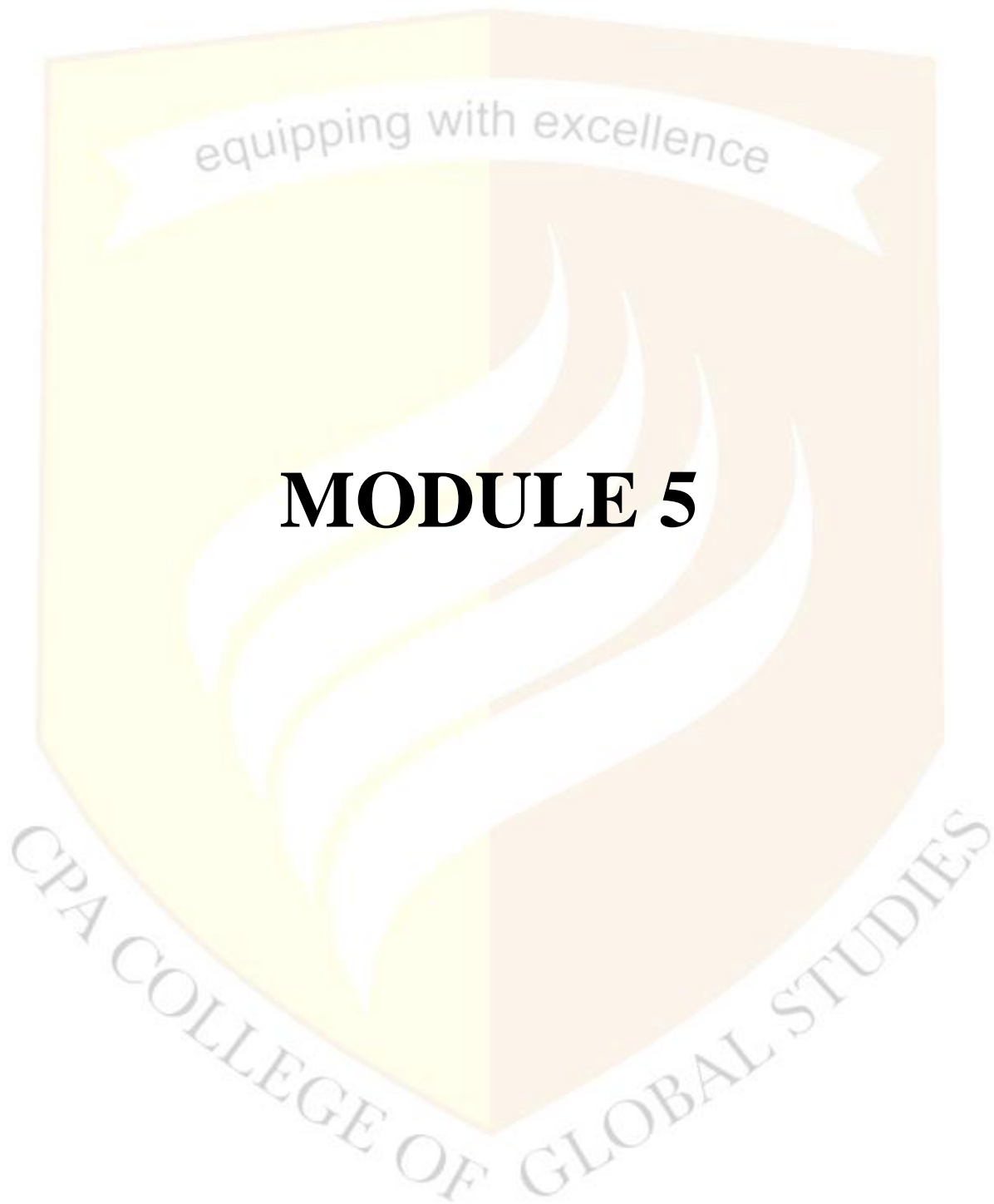
In thinking through what could possibly go wrong with an event, it is a good idea to determine what must be done if something does go wrong.

For example, what happens if the sponsorship pull out, or there is very bad weather?

Typical event expenditure

Events costs will depend on the scale and type of event. Not all the categories stated in the table below will apply to every event,

- Travel and accommodation
- Trophies, awards
- Salaries
- Postage and telephone
- Stationery and photocopying
- Medical fees
- Venue hire
- Insurance
- Printing
- Promotion
- Equipment hire
- Transport



MODULE 5

Entrepreneurship opportunities in Event Management – Trade fare – marriages.
Conferences and meetings – Exhibitions Case study of Kerala Travel mart

ENTREPRENEURSHIP OPPORTUNITIES IN EVENT MANAGEMENT

a) Event Manager:

- ✚ Event managers are responsible for tasks starting from conception to clean-up.
- ✚ Their job responsibilities include tasks such as delegating with clients, planning the event with the clients' and team's input and taking care of booking locations, food and staff.

b) Venue Manager:

- ✚ A venue manager is responsible for supervising all the operations of the event space such as staff management, overseeing all procedures and handling problems that may arise during the course of the event.

c) Catering Services Manager:

- ✚ The job role of a catering manager includes responsibilities such as supervising the day-to-day catering services, overseeing the food quality and leading a team of chefs.
- ✚ They are also responsible for ensuring that all outlets under their jurisdiction perform well.

d) Social Media Event Coordinator:

- ✚ The influence of social media has been drastic in the past few decades.
- ✚ It has spread its wings over many industries, starting from marketing to events.
- ✚ The job responsibilities of a social media event coordinator include promoting events online, creating unique hash tags, designing digital campaigns and doing live feeds to garner more attention for the event

e) Wedding Planner:

- ✚ The job responsibilities of a wedding planner include handling everything starting from wedding dresses to the sound system, helping clients make calls as per their budget and expectations and overseeing all the nitty-gritty of the event.
- ✚ When a couple decides to tie the knot, they want to ensure that the big day goes off without a hiccup. Hence, it's best to hire industry professionals who know the system of wedding planning inside out.

f) Marketing or Communications Manager:

- ✚ Remember how we spoke about working in-house with a company earlier in this article? Well, as an event management graduate, you can take up the job of a marketing or communications manager in a mid-size or large-size organization.
- ✚ If you take up this role, you will be responsible for organizing promotional events for the company's products and services.
- ✚ However, this will be one among various other responsibilities that you will have to fulfill as a communication manager.
- ✚ Hence, you must be equipped with other skills apart from event planning to do justice to a role of this caliber.

g) Staff Coordinator:

- ✚ If you pursue event management as a career, you can also work as a staff coordinator.
- ✚ The major responsibilities of a staff coordinator include taking care of logistics concerned with the staff on site, encouraging them in order to enhance productivity and taking charge of training the personnel according to the requirement of the event.

h) Stage Decorator:

- ✚ The stage decorator is responsible for designing the stage layout for the event.
- ✚ The stage for an event can have a podium and table, depending on the type of event.
- ✚ The responsibility of a stage decorator includes arranging and placing props on the stage and making the stage stand out among other decorative elements of the venue.

i) Logistics Manager:

- ✚ The logistics manager is responsible for managing the transportation of equipment, guests, and other things required for the event.

j) Exhibition Organiser:

- ✚ The job profile of an exhibition organizer is like that of an event planner. The primary difference being that an exhibition organizer plans as well as execute fairs and exhibitions.

k) Event Planner:

- ✚ Event planners are responsible for planning all the details of an event.
- ✚ The event can be a conference, corporate event, or a wedding.
- ✚ An Event Planner creates a plan for the event right from the theme, logistics to the budget.

TRADE FAIR

- ❖ A trade fair, also known as 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.
- ❖ Trade shows are organized at regular intervals, generally at the same location and period of the year, and they may last for a few days or several weeks. They have assumed an increasingly important role in international trade, particularly in Europe and Asia, where nearly every country has at least one major annual international exposition.
- ❖ These may range from general exhibits of goods and merchandise to more particular exhibits highlighting one industry or branch of industrial production. Historically, the general trade shows with displays of many types of products and services were common, but trade shows have grown increasingly specialized.
- ❖ Trade fairs play important roles in marketing as well as business networking in market sectors that use them. People will seek to meet people and companies at their own level in the supply chain, as well as potential suppliers and potential buyers.
- ❖ Generally there will be a central trade show floor with booths where people exhibit their goods or services, and throughout the day there will be seminars for continuing education on matters relevant to the industry, like best practices, trends, and regulation. There will also be some shared meals with keynote speakers, and social events in the evenings. Booths range from simple tables to elaborate constructions.
- ❖ Among the well-known commercial trade shows are the Swiss Industries Fair, The Milan Fair, and the International Trade Fair of Thessaloniki (Greece). Popular specialized trade shows include the international textile and clothing industry exhibition (Ghent, Belgium), the Canadian Chemical and Process Equipment Exhibition (Toronto), The Frankfurt Book Fair (Germany), and The International Furniture Fair (Cologne, Germany). One of the largest annual trade shows in the world is CeBIT (Hannover, Germany), a telecommunications and information technology exhibition.

MARRIAGES

What is marriage?

“Marriage is a physical, legal and moral union between man and women in complete community life for the establishment of a family”

Role of marriage planner

- i. Meeting with the client couple to identify their proposed vision for the day, their practical requirements and their budget.
- ii. Additional meeting are essential throughout the pre wedding period, to feedback on progress discuss ideas and confirm actions as well as to discuss any problems or changed requirements arising.
- iii. Building a good relationship with the client couple so you can see the planning and vision from their perspective.
- iv. Offering creative ideas, themes and inspirations (based on your own experience).
- v. Liaising and negotiating with wedding vendors those service providers such as venue staff, caterers and photographers.
- vi. Maintaining calendars and diaries which outline the timeline to the big day and ensuring that noted actions such as paying deposits to ensure services actually take place.
- vii. Maintaining detailed schedule, contact and budget records.
- viii. Being available on the day and coordinate the event.

CONFERENCES AND MEETINGS

Conference

- A conference is generally understood as a meeting of several people to discuss a particular topic.
- It is often confused with a convention, colloquia or symposium. While a conference differs from the others in terms of size and purpose, the term can be used to cover the general concept.
- A convention is larger than a conference; it is a gathering of delegates representing several groups.
- At a conference, innovative ideas are thrown about and new information is exchanged among experts.

Its purpose could be one of the following:

- An **Academic conference** is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted.
- A **Business conference** is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business
- A **Trade conference** takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and made new connections. Such a conference consists of workshops and white paper presentations.

Types of conferences:

a) Symposium

- It is a casual gathering and includes refreshments and entertainment.

b) Seminar

- It is organized to discuss a particular topic.
- They are usually educational in nature and attendees are expected to gain new knowledge or skills at the end of the seminar

c) Workshop

- It is more of a hands-on experience for the participants with demonstrations and activities; the amount of time one speaker addresses the group is limited

d) Round-table conference

- It is a get-together of peers to exchange thoughts and opinions on a certain topic, usually political or commercial.
- There are a limited number of participants who sit at a round table, so that each one can face all the others

Meetings

- 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.

- 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.
- A meeting can be formal or informal. As regards a formal meeting there is set rules for convening it and conducting it, with a written record of its proceedings. It requires a notice which is a call, an invitation to attend it.
- It has an agenda or list of things to deal with, and the outcome is systematically written in the form of minutes. An informal meeting can be without any written notice, for instance a staff union meeting in the lunch room to discuss a picnic. A meeting has a convener who calls it and a leader or chairperson who directs it.

Definition:-

Some important definitions of meeting are given below:

- In the case of Sharp vs. Dawes (1971), the meeting is defined as an assembly of people for a lawful purpose or the coming together of at least two persons for any lawful purpose.
- According to P.K. Ghosh Any gathering, assembly or coming together of two or more persons for the transaction of some lawful business of common concern is called meeting.
- According to K. Kishore, A concurrence or coming together of at least a quorum of members by previous notice or mutual agreement for transaction business for a common interest is meeting.

Types of meeting:

Meetings are broadly of three types:

- i. **Informative**, where the purpose is to give information to the participants about a new scheme, product, etc.
- ii. **Consultative**, in which the members are consulted to solve a problem.
- iii. **Executive**, in which decisions are taken by those empowered to do so.

Purpose of a meeting:

The purposes of holding meetings are listed here in a skeleton form:

- To reach a common decision/agreement

- To solve a problem
- To understand a situation, exchange ideas and experiences
- To inform, explain, present ideas
- To give and get feedback on new ideas
- To give training
- To plan and prepare for action
- To resolve differences and misunderstandings
- To generate enthusiasm and seek cooperation
- To review past performance and evaluate it
- To create a feeling of continuity and solidarity in a body's working

EXHIBITIONS

- An exhibition is an organized event in which a collection of special objects can be viewed by the public.
- The objects are often brought together from many places for the period of the exhibition.
- The objects on show are called exhibits.
- Museums often organize special exhibitions, such as paintings by a famous painter.
- 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.

Definition

“Exhibition is a planned display of models, charts, specimens, posters etc., to present the public view for instruction and to put in a competition, advertising or entertainment”.

-Gilbert

Types of Exhibitions

- a) Educational Exhibition.

- Educational exhibitions are conducted in educational institutions to educate the learners.
 - Generally these are organized by the students.
- b) Consumer Exhibition.
- These are horizontal markets.
 - They usually involve a large range of products from a number of different industries on display to the general public.
- c) Trade Exhibition.
- Are generally designed to meet the needs of one particular type of business or product or country.
 - Only people involved in the field are invited to attend.

Purpose of Exhibition :

- To inculcate in the minds of the students the educational needs to have an enquiry approach rather than a mere store house of information.
- To achieve specialized knowledge among students and aim to consider learning as an adventure through exhibition.
- To develop student's abilities in imagination and train them to focus on facts and figures in a manner that will attract the attention of viewers.
- To reveal the ideas clearly and effectively.
- To stimulate team spirit among students.
- To promote understanding.
- To summarize the activities that have been completed and emphasizing their meaning.
- To influence people to adopt better practices by arousing interest, stimulating thought and getting action.

Case Study Of Kerala Travel Mart**Kerala Travel Mart**

- It has become an integral part of event in the field of tourism.

- This event has been successful in bringing travel agents from all over the globe to familiarize with the destinations and tourism activities in Kerala, under one program.
- Kerala travel mart motive to promote tourism and its related activities in the state of Kerala, lead the formation of Kerala travel mart society in 2000.
- Kerala travel mart society major objective was to create a common ground for travel agents from across the globe and the service providers in Kerala to connect.
- Travel mart note only not just lead to promotion of tourism, but also gave rise to a professional approach to tourism activities in Kerala.
- KTM society has been incorporating the best in all tourism sectors and show case them to the world.
- The sole objective being promotion and progress of kerala tourism has been the leading force for the success of kerala travel mart.

What is Case Study?

- Case study is a depth study of a particular situation.
- It is a method used to narrow down a very broad field of research into one easily researchable topic.
- The case study is an ideal methodology when a holistic, in-depth investigation needed.
- It is a systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest

SWOT Analysis

S – Strength

W – Weakness

O – Opportunities

T – Threats

- Swot analysis stands for strength, weakness, opportunities, and threats.
- Its a technique for assessing these four aspects of business

SWOT Analysis of KTM

Strength

- ✚ 400+ overseas tour operators and 100+ Indian tour operators with a firm interest to selling Kerala as a tourism product in their respective market and seeking partnership with the Kerala trade.
- ✚ Business conference and seminars are conducting.
- ✚ KTM will be organizing Business to Business (B2B) meeting where we expect around 400+ Foreign Tour Operators (FTOS) from across the world and around 1000+ buyers from India.

Weakness

- ✚ KTM conducted in ones in every two years.
- ✚ KTM don't create that much of influence tourism sector in Kerala.
- ✚ Local people from several areas in Kerala don't have an idea about KTM, and how to become a part of KTM.

Opportunities

- ✚ KTM create a big opportunity to develop your own business.
- ✚ Kerala travel mart helps to create a venue for travel agency and tour operators to introducing their own new product and services
- ✚ Kerala travel mart promotes emerging tourism concepts and tourism villages.

Threats

- ✚ Maintain the efficiency of performance in every year.
- ✚ Create business influence across tourism industry.
- ✚ Every year increase the number participants and business units.

BIBLIOGRAPHY

➤ Link

- https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf
- <http://jobinss.blogspot.com/2014/03/hotel-and-major-departments-of-hotel.html>
- <https://setupmyhotel.com/train-my-hotel-staff/securityandloss/765-departments-that-make-a-hotel.html>
- <https://smallbusiness.chron.com/hotel-front-office-organizational-structure-4897.html>
- <https://setupmyhotel.com/train-my-hotel-staff/front-office-training/131-the-guest-cycle-in-hotel.html>
-
- https://www.tutorialspoint.com/front_office_management/front_office_management_communication.htm