

EVENT MANAGEMENT

Max Marks: 100

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

Introduction to Events: Events defined; A Comprehensive New Definition: Event Management, Event Marketing, 5 C's of Events, Event Designing, Reach: External reach from event networking, Actual event reach; Interaction: Interaction points, Direct interaction, Indirect interaction, Interaction catalysts or enablers; Relative importance of events as a marketing communication tool.

Event as a Marketing Tool; The diverse marketing needs addressed by events: Brand building, Focusing the target market, Implementation of marketing plan, Marketing research, Relationship building, creating opportunities for better deals with different media, Events and the economy; Problems associated with traditional media; Advantages offered by events.

Event Infrastructure: Core concept, Core people, Core talent, Core structure; Target audience; Clients: Set objectives for the event, Is it the right event, Negotiating contracts with event organizers, Locating interaction points, Banners, Displays etc. at the Event, Preparing the Company's staff for the event, Post-event follow-up; Event organizers: Targeting clients, Selecting event categories to serve, Selecting and contracting with other key elements in chosen categories, Marketing intelligence and information systems; Venue: In-house venue, External venue; Media: Three stages of media campaign for events, Benefits that media can derive out of events, Negotiating with the media owner.

Concept of Market in Events: Revenue generating customers, Nonrevenue generating customers; Segmentation and targeting of the market events: Segmentation, Niche marketing in events, targeting; Positioning in events and the concept of event property: Positioning, Branding in events-event property, Retaining event property; Repositioning of events.

Concept of Product in Events: Benefit levels; Event hierarchy, Categories and variations of events; Categories of events and their characteristics, Competitive events, Artistic expression, Cultural celebrations; Exhibition events; Charitable events; Special business events; Retail events; Reach-interaction matrix; Event variations: Time frame based, Concept based, Artist based, Client industry based; Developments to watch.

Concept of Promotion in Events: Networking Components: Print media, Radio, Television, The Internet, Cable network, Outdoor media, Direct marketing, Sales promotions, Audience interaction, Public relations, Merchandising, In-venue publicity.

Event Management: Activities in Event Management – Pre-event activities, During-event activities, Post-event activities; Planning; Organising; Staffing; Leading and coordination; Controlling; Event Management Information System.

Strategic Market Planning: Setting objectives; Development of the strategies marketing plan; Environmental assessment; Competitive Assessment: Ambush marketing, Gaining competitive advantage; Business Potential Assessment: Market attractiveness, Business strengths; Problem analysis; Opportunity & Resource analysis.

Evaluation of Event Performance: The Basic Evaluation Process – Establishing tangible objectives and sensitivity in evaluation; Measuring Performance: Concept research, Formative evaluation, Objective evaluation, Summative evaluation; Correcting deviations; Critical Evaluation Points: Critical evaluation points from event organisers' point of view, Critical evaluation points from clients' point of view

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