FACTORS CONTRIBUTING TO THE “BETTER EVENT MANAGEMENT” IN ORGANIZATION
The topic of our research is factors contributing to better event management in an organization. There was a strong need of this type of research for the event managers so that they can perform their tasks effectively and efficiently. Previously, some of the work had done on some of its related topics but our purpose for this research is to exactly find those factors which helps the event managers to organize the events better.

During different phases of organizing events:

- Some problems come at the planning stage of events.
- Some problems come at the scheduling stage.
- Some occur on the day of events.

Because of these problems organizing an event is not an easy task. Organizers come across different problems and hurdles due to which they can not organize better events.

“We hope that this research will serve our purpose of organizing better events”
**RESEARCH OBJECTIVES:**

- Our basic objective of this research is to provide information to all the event organizers so that they can organize events better.

- The objective of this research is to find out the factors which can make event management better.

- In this research, information collected from interviews will help the reader in this way that many of the respondent share their experiences and expertise, which will help the organizers or management to organize better events.

- In this research we also discuss some of the important variables that can help to those peoples who are facing problems in organizing events and also to those who wants the more betterment in organizing events.

**IMPORTANCE:**

This research is important for

- Event management Organizations so that they can make their good will by organizing better events as well as provide satisfaction to theirs clients

- Individuals Organizers so that they can cope up with the problems and perform efficiently.

- The results of this report will give the exact ideas to the organizers or the management that how they will improve their performance in organizing different types of events.

- This research will also help to those individuals who want to come in the business of event management.
**RESEARCH DESIGN:**

The research design of our research would be

- As we would be finding the factors and their influence on better event management so it would not be a causal study. This would be a **Correlative study** in which we are dealing with many factors.

- We would collect information from different related people by interviewing them at their work places. We will actually try to do a **Field study**.

- Time horizon which would be given to us to complete this research would be **Approximately 3 month**

- As we would be collecting information from the event management organizations, and different individual organizers so there would be very limited population available to us so we would do **Convenience sampling**.

- Our sample size would be **10-15 people** which provide us with information regarded our research instrument and fill our questionnaire

**DATA ANALYSIS:**

- For research instrument we would be using
  - Nominal scale
  - Likert scale
  - Ranking scale

- We would be having **approximately 10-15 questions** in our research instrument, so we can easily analyze limited number of questions.
INTRODUCTION OF EVENT MANAGEMENT

Definition:
“The way in which an organization deals with events is known as event management. It may include the organization’s objectives for managing events, assigned roles and responsibilities, ownership of tools and processes, critical success factors, standards, and event-handling procedures. The linkages between the various departments within the organization required handling events and the flow of this information between them is the focus of event management”

Or

Event management is the application of management of project management to the creation and development of festivals and events? It goes on further stating that event management 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 modalities of the proposed event. In basic terms, event management ensures that all the planned activities in a particular event run accordingly and smoothly without any sort of disturbance and delays. Due to all these factors it has now apparent that most individuals and businesses that plan events use an event manager to manage all the processes involved in the events. Due to this reason, event management has become a particular business area that any individual can practice in the market place. In the following sections of this article, you would find vital information about the way that you could start and make an event management business successful in the market place. For starters, any event needs proper organizing. Whether is a corporate event or not, proper organization would be the key to satisfy your clients as well the people who come for those events. In the organizing stage, you will clearly have to identify the nature of the event and then it would be your duty to find a proper location for the event to be help. Discussion with the clients regarding the budges that is allocated for the particular event would also be helpful in delivering a better service. Apart from those, the number of people that are invited to the event, other facilities such as audio and video, music, heating and lighting, seating arrangements, decorations, food, etc will also have to be arranged with proper suppliers in the market. Attention to all the above factors should be provided and if you neglect any one of them, then it would be a black mark on your business and this could event result in lower amount of clients in the long run. Events are special activities that are not organized so often. Therefore, any individual or business, particularly concentrates on the success of events that they are planning on. This would require you to be extremely careful and dedicated in properly organizing the events. Any disturbance due to lack of concentration of the job in hand might even lead to penalty payments as well. Therefore, if you are willing to become an event manager,
then attention to all the factors that were described above in this article would be very important.

http://www.bizymoms.com/publicrelations/event-management.html

**LITERATURE REVIEW**

**Setting Objectives:**
Whether you are planning a customer facing sales event, a webcast, sales conference or training workshop the first and most important task is to define your objectives. They will provide clear guidance as to the type and nature of event you need to organize, and the kind of content that will need to be used. Agreeing target figures (e.g. number of customers needed to attend) will help to:

- Set expectations of bosses and colleagues
- Determine the number of people to invite.
- Provide the basis for setting an event budget
- Clarify who needs to be involved in the event management process

**Point Person:**
Ideally, the lead planning and implementation roles will be filled by the same person. If a different person takes charge during the implementation stage, try to ensure that information and plans are well communicated during the transition.

**Set Up:**
The days before the event are key times to hammer out last minute details, prepare materials, remind staff and volunteers of their roles, and confirm arrangements with vendors and waste haulers.

**During the Event:**
Like other aspects of special events, once the event begins, it has a life of its own and making major changes to plans are essentially impossible. However, some variables

- Weather
- Turnout
- Absent volunteers or staff) may affect the program on the day of the event, and being on top of recycling details is important.

**Publicity and Education:**
Special events provide a rich opportunity for promotion. This opportunity should not go unused! Plan an educational and informational campaign for the public, well in advance of the event.

**Pre-Event Planning:**
Pre-event planning should begin 12-18 months before the date of the event, if possible. At the federal level pre-event planning may begin two to three years prior to a major special event. Often, major national and regional events involve multiple federal, state,
and local law enforcement agencies. Additional key partners include fire, emergency medical services (EMS), transportation, public works, health and other public agencies.

http://www.4sightltd.co.uk/Downloads/eventmanagement.pdf Successful Event Management, By: Hailey

Key Assessment Areas:
Comprehensive threat and risk assessments involve
- Identifying potential threats, including common crimes (robbery, assault, etc.), fires, vandalism, natural disasters, protests, terrorism, or gangs;
- Gauging potential damages from such threats (impact analysis);
- Determining the likelihood that the problems will occur;
- Developing cost estimates and actions to prevent the threats.

Thinking Ahead:
Timing is a key event management issue. Check out the national calendar of events within your business sphere and make sure that your event does not coincide with any relevant industry exhibitions or clash with competitor activity.

Resources:
Guidelines and formulas for conducting threat and risk assessments are available from DHS and take into account the intention and capability of an adversary, as well as vulnerabilities (e.g., building characteristics, security practices). The U.S. Secret Service has also developed threat assessment tools, primarily regarding protection of targets.

Threats and risk categories:
The main threat and risk categories are
- Harm to persons
- Damage to property;
- Loss of revenue for the event and jurisdiction if incidents prevent people from attending or cause increased expenses
- Increased liability due to negligence
- Loss of reputation—tourists may not come to the jurisdiction or event again because of problems.

Information Collection:
General guidelines for the information collection phase are provided in the full report, with additional details available from other sources. Briefly, critical tasks are to:
- Assign responsibility to experienced, qualified assessors
- Review available information (floor plans, utility layouts, maps, aerial photos, evacuation
- Interview event planners in the governing jurisdiction and the event promoters
- Obtain threat intelligence information from internal and external sources
- Conduct extensive site observations and surveys
- Develop detailed participant profiles
- Assess the security plans of key event hotels
• Examine all forms of transportation that participants will use to travel to the event—Air ports, trains, buses, subways etc.


**Responsibility Areas**

Workforce issues that are part of planning for any major special event include the following:

- What are all of the security assignments/posts that require staffing? (inner, middle, and outer Perimeter, transit routes etc.)
- How many personnel will be needed at each assignment/post?
- How many supervisors will be needed for each assignment/post?
- How long will shifts last (8 hours, 12 hours)?
- How much relief will be needed?
- Will our own officers and officers from outside agencies be paid overtime?
- What different types of skills are needed (information technology, administrative support, Dispatchers, canine handlers, bike patrol, mounted, etc.)?
- What different types of authority are needed (e.g., prosecutors, civil attorneys)?
- Have a sufficient “show of force” for events with a history of disruptions.
- Have crowd control officers on standby at the site of major national sporting events (e.g., The World Series).
- Don’t underestimate the need for relief personnel. Officers, supervisors, and commanders become exhausted without good scheduling and sufficient relief.
- When key contacts are identified in the lead and assisting agencies.

**Transportation/Traffic**

Transportation and traffic control can make or break an event in terms of public enjoyment, but in the guidelines report the focus is on security implications—particularly, the potential for transport of Explosives via any mode of transportation.

*Guidelines for Law Enforcement | Planning And Managing Security for Major Special Events; By Edward Connors; Institute for Law and Justice March 2007*
References:

*Event Management and Best Practices, IBM Red Books;*

http://www.4sightltd.co.uk/Downloads/eventmanagement.pdf *Successful Event Management, By: Hailey*


*Guidelines for Law Enforcement | Planning And Managing Security for Major Special Events; By Edward Connors; Institute for Law and Justice March 2007*

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THEORETICAL FRAMEWORK
Independent variables

- Centralized Decision Making
- Pre-event Planning
- Extensive Site Observation/Surveys
- Implication of Policies and Rules in organization
- Better pre-event customer communication
- Job Specialization
- Qualified Staff
- Past Experiences (learning)
- Total Quality Management (Continuous improvement)
- Knowledge about budget
- Outsourcing

Dependent variable

Better Event Management
RESEARCH INSTRUMENT
QUESTIONNAIRE

Factor Effecting Better Event Management

- This questionnaire is entirely for research purpose
- No personal information will be disclosed
- This is an important survey for us, please fill it correctly with your interest

Personal information:

Organization Name……………………………………………………………….

1: Your formal education

- Less than High School
- High School Graduate
- Some College
- College Graduate

2: For how long you have been in this business?

- Less than 1 year
- 1-3 years
- Above 3 years

Section1:
(Check the circles)

1: Which event did you organized recently?

- Marriage/engagement
- Birthday
- Corporate functions
- Concert
- Political rally
- Any other

2: Are you satisfied with the arrangements you have made in that (above mentioned) function?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly disagree
Section 2:
(Check the circles)

1: Do you have a qualified staff in your organization?
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly disagree

2: There was only one person who was making arrangements and making decisions regarding function?
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly disagree

3: All the policies and rules of organization were implemented while making arrangements of an event?
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly disagree

4: Did you plan everything before the day of an event?
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly disagree

5: Have you visited the site once or twice before the event?
   - Strongly disagree
   - Disagree
   - Neither agree nor disagree
   - Agree
   - Strongly disagree
6: All of your crew was specialized in their jobs?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly disagree

7: Any of your past experience helped you while arranging that event?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly disagree

8: Did you have the clear knowledge about the budget?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly disagree

9: Did you have taken help from any person out side of organization while making arrangements?

- Never
- Rarely
- Occasionally
- Regularly

10: Did you communicate with your client before making arrangements of event?

- Never
- Rarely
- Occasionally
- Regularly

“Thanks for Your Cooperation”
HYPOTHESES
HA: If there is centralized decision making, than there would Better Event Management in organization
Ho: There is no relationship between centralized decision making and Better Event Management

HA: The more implication of rules and policies, the better the Event Management Would be in organization
Ho: There is no relationship between is implication of rules and policies and Better event Management in organization

HA: If there is pre-event planning, than there would better Event Management in Organization
Ho: There is no relationship between pre-event planning and better Event Management in Organization

HA: The more knowledge about customers budget, the better the Event Management in Organization
Ho: There is no relationship between knowledge about budget and Better Event Management in Organization

HA: If there would be out sourcing, than there would better Event Management in Organization
Ho: There is no relationship between out sourcing and better Event Management in Organization

HA: the more pre-event customer communication, the better the Event Management in Organization
Ho: There is no relationship between pre event customer communication and better Event Management in organization

HA: if there are more specialized employees related to their jobs then there will be better Event Management in Organization
Ho: There is no relationship between job specialization and the better event management in organization.

HA: The more Qualified Staff, the better the Event Management in Organization.
Ho: There is no relationship between Qualified Staff and the better the Event Management

HA: The more you have past experience in organizing events the better the event management is.
Ho: There is no relationship between past experience and the better event management.

HA: If the quality management is on every step in performing tasks then there is better event management.
Ho: There is no relationship between total quality management and the better event management.
METHODOLOGY

- As we would be finding the factors and their influence on better event management so it would not be a causal study. This would be a **Co-relational study** in which we are dealing with many factors.

- We would collect information from different related people by interviewing them at their work places. We will actually try to do a **Field study**.

- Time horizon which would be given to us to complete this research would be **Approximately 3 month**

- As we would be collecting information from the event management organizations, and different individual organizers so there would be very limited population available to us so we would do **Convenience sampling**.

- Our sample size would be **10-15 people** which provide us with information regarded our research instrument and fill our questionnaire

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- We would be having **approximately 10-15 questions** in our research instrument, so we can easily analyze limited number of questions.


LIMITATIONS

The limitations of this research were:

- Facing difficulties in collecting data regarding this topic from different sources.
- There was a limited time frame which was given to us for conducting this research.
- As it was our 1st research so we are not so much expert to do this type of work.
- As event management is not so much common so there were very hurdles regarding finding and selecting samples.
- During collecting data from interviews lack of cooperation was seen.
- Due to Lack of serious response from required people, it was very difficult to find information.
- Previously a little work was done on event management, so it was very difficult for us to find out required information from secondary source.
- Data collected from people were mostly irrelevant, so it required more intentions from us.
- Event managers were reluctant to disclose their information.
**Dependent Variable:**

“Better Event Management”

**Independent Variables:**

**From literature survey:**

- Point person(Single responsibility-Centralized decision making)
- Absent volunteers or staff
- Weather
- Publicity-All parties should be well informed-email/mobile detection
- Pre-Event Planning
- Unskilled staff-lack of training
- Review available information
- Extensive site observations and surveys
- Transportation problem
- Assigning responsibility
- Setting objective(Pre planning-scope setting)
- Turnout
- Predefined Budget
- Staff profiles
- Identification of target audience
- Security arrangements

**From Interviews:**

- Job specialization
- Better customer relationship
- Acknowledgement of customer taste
- Proper scheduling
- Past experiences(learning)
- Own transportation
- Reasonable time to organize
- Maintain standards at any cost(for all classes)
- Total quality management
- Better monitoring
- Outsourcing
- Organizer full involvement
- Qualified staff
- Better pre-event customer communication
- Policies and rules