

EVENT MANAGEMENT AND PUBLIC RELATIONS

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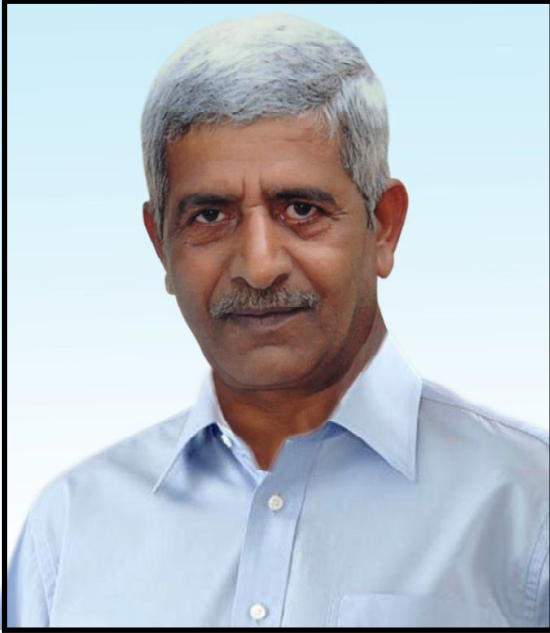
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This Book is dedicated to the eternal guiding spirit

LATE MACHAIAH A.G.,

proud father of

MR. PONNAPPA A M.

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PREFACE

“RECOGNISE A PERSON FOR HIS WORK NOT FOR HIS WORDS”

Events play an important role in every organization. Events can be used by organizations to achieve their objectives effectively. With the growth of business, several professional event management companies have come up in recent years. The Event Management Industry offers a wide range of career opportunities for people with passion.

This Text Book “Event Management and Public Relations” is specially designed for students who study and want to have knowledge regarding this subject. It is prepared according to the syllabus given in this book. It provides an opportunity for the students to understand and develop the necessary skills for planning and conducting events. To prepare this book various books and articles were referred. Sincere efforts are made to keep the book simple and student-friendly.

We are grateful to the Almighty for his continuous blessings and divine guidance.

We are thankful to our colleagues, friends, and family members for their constant support and encouragement.

We wish to express our heartfelt gratitude to **Prof.M.S.Bharathy**, HOD, English for continuous motivation and unconditional support.

We express our gratitude to **Edwise Publishers, Mangalore** for bringing out this book.

We shall consider our efforts rewarded if the book is useful for the teachers and students.

Valuable suggestions and constructive criticism for improvement will be accepted wholeheartedly.

Author

SYLLABUS

EVENT MANAGEMENT AND PUBLIC RELATIONS

Aim: The objective is to promote a deep theoretical insight of both the Event Management and Public Relations disciplines. Theories concepts and processes of various forms of Event Management and also of Public Relations are the main thrust of the paper.

Unit I:

12 hrs

Introduction to Event Management

Definition of Event, Characteristics of Events, Type of Events, Meaning and Definition of Event Management, Five C's of Event Management, Need for Event Management, Analysis of Events, SWOT Analysis in Event Management, Key Decision Makers, Managing Technical Staff, Establishing policies and procedures of an event, Procedures to be followed in conducting of events, Record keeping systems, Benefits of record keeping system, Types of record keeping system, Steps for Developing record keeping systems.

Unit II:

12 hrs

Event Management Procedure

Principles for Holding an Event, General Details, Permissions-Policies, Government and Local Authorities-Phonographic Performance, License, Utilities-Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.

Unit III:

12 hrs

Conduct of an event

Preparing a Planning Schedule, Organizing and Staffing, Assigning Responsibility, Communication and Budget of Event-Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.

Unit IV:

12 hrs

Public relations:

Introduction to Public Relations-Concept-Nature-Importance-Limitations-Media-Types of Media-Media Management, Public Relation Strategy and Planning. Brainstorming Sessions, Writings for Public Relations.

Unit V:

12 hrs

Corporate events

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.

Total Hours: 60

Books for Reference:

Chhabra(SS) & Ahuja(BN), Public Relations and Advertising, Surjeet Publication, First Edition.

Cutlip Scott M. & Center Allen H, Effective Public Relations (Practice), Prentice Hall, 2000.

Sam Black, Public Relations Practice, Pitman Publisher, 1st Edition.

Savita Mohan, Event Management & Public Relations, Enkay Publishing House, 2012, 1st Edition.

Shone(A) & Parry B, Successful Event Management, Cengage Learning, 2nd Edition, 2008.

Swarup K. Goyal, Event Management, Adhyayan Publishers and Distributors, 2010.

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UNIT

I

INTRODUCTION TO EVENT MANAGEMENT



We all love to celebrate, whether it is winning the World Cup, or the Common Wealth Games, birthday; graduation parties, weddings, etc. in the family. Celebrating important occasions in life is often a symbol of happiness. The modern lifestyle, busy work schedule, and smaller families have resulted in less manpower and time to plan, organize, and execute such events. So, many people entrust the planning and execution of events to experts (who have the know-how and take care of the minute details). The services of such experts are also employed by organizations and institutions these days to organize a variety of events.

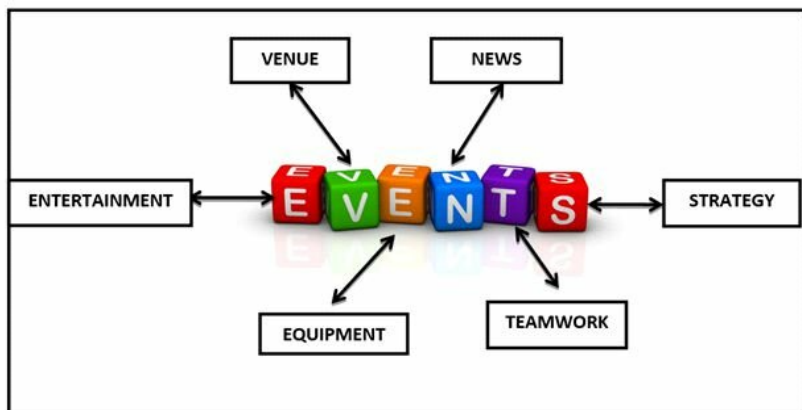
Events are an integral part of human life. Several events take place in daily life. **A public event can be defined as a celebration, a marketing effort, or a reunion.** We cannot ignore them as we see them in almost all the aspects of our social and economic life and we have been attending these events from time to time.

Many events of national importance take place such as Independence Day, Republic Day parades at the same time we have heard of weddings, birthday parties, and anniversaries. Meanwhile, we also come across religious events such as Local Festivals at a Village, Kumbha Mela at the national level. In the sphere of work one can come across AGMs (Annual General Body Meetings) Marketing Exhibitions, National and International level Conferences, Exhibitions,

product launches, and brand development activities. There are other events such as Fashion shows, Cultural activities, Talent Hunts that come across in daily life.

Conducting events is not an easy task. It involves a lot of time and effort of an organized group, who put their effort and creative talent to make these events memorable and successful. **The people who manage and organize events are called event managers or event organizer**

The process of managing events is called event management which aims at smooth conduct of events. To understand the role played by event managers we need to understand the term event first. In simple words, we can state that events have the following aspects.



- E - Entertainment** (Events include entertainment involving fun games and information)
- V - Venue** (Place of conducting event)
- E - Equipment** (Technical and non-technical equipment used to run the show successfully)
- N - News** (News about the activities and offers which will take place)

T - Team	(Event involves the efforts of a group of individuals)
S - Strategy	(Different strategies used to make the event successful)

Meaning

The term event can also be interpreted as Incidents, Occasions, etc. **Events can be termed as planned activity directed towards the attainment of a defined goal or objective. An event can be described as a public assembly for celebration, education, marketing, or reunion. An activity that is planned for a special purpose and usually involves a lot of people, for example, a meeting, party, trade show, or conference.**

Definitions

According to **Philip Kotler** Events are defined as **“occurrences designed to communicate particular messages to target audiences”**

According to **Donald Getz** **“An event is an occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence.”**

According to **Bowdin** the term **“event”** has been used **“to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.”**

Events can also be defined as something noteworthy that happens according to a set plan involving networking of a multimedia package thereby achieving the client's objectives and justifying their need of associating with events.

From the above definitions, one can understand that event is an activity designed to communicate a particular message to a certain target audience, a public assembly for celebration, or education.
