TMH -503: EVENT MANAGEMENT

Credits: 4

## **Learning Objectives**

- 1. To acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events
- 2. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.

## **Learning Outcome:**

1. Prepare the students to plan manage and run an event.

Pedagogy: Assignments, cases, projects, presentation and Lecture-cum-discussions.

**UNIT I Concept of Events -** Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy and Society; Broad classification of Events. Conceptual foundations of events; Major characteristics, Five C's of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style..

UNIT III Event Activities -pre event – during event – post event activities, onsite management, principles of event management. Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Global Issues in Event Management - Developing meeting plans – Check list - Gantt model – PERT. Programming: Agenda – developing agenda.

**UNIT IV Events Venues -** Concept and types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision making.

UNIT VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW, PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer and other mega events.

## **Practical Skill Development**

- 2. Organise various types of events in the university campus
- 3. Volunteering few programmes outside the campus of some Clubs, Associations, Companies etc.

## **References:**

- 1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
- 2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
- 3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
- 4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- 5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
- 6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
- 7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
- 8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management.
- 9. Montogmery, R.J. (1994), Meeting, Conventions and Expositions, VNR, NewYork.
- 10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
- $11. \ Sandra\ K\ Strick\ ,\ Meetings,\ conventions\ \&\ exposition-An\ introduction\ to\ the\ industry,\ Rhonda\ Montgomery$

