

SER4301 : Event Management

By

Asst.Prof.Dr.Poramatchha Chutimant

Instructor

Lecturer at Business Administration
Faculty of Management Science
SuanSunandha Rajabhat University, Thailand



Chapter 1 : Introduction to Event Management

- ▶ In Thai, the word "**Event**" refers to any organized activity or gathering. We often use the transliterated term "**Ee-went**" to describe these occasions, which have become such an integral part of our daily lives that we barely even notice them anymore.
- ▶ From the moment we step out of the house, events are everywhere:
- ▶ **At work:** Meetings and training sessions.
- ▶ **At the mall:** Small and large-scale promotions.
- ▶ **Social & Lifestyle:** Concerts, weddings, birthday parties, and charity drives.
- ▶ **Traditions:** Local temple fairs and housewarming ceremonies.
- ▶ **Highlights:** Trade shows and massive expos at major convention centers.
- ▶ It's as if "Events" have become the very air we breathe in this modern era. Just try searching for "*Events this weekend*" and you'll find hundreds of listings—more than anyone could ever hope to attend.

Chapter 1 : Introduction to Event Management

▶ The Scale and Impact

- ▶ Events range from intimate gatherings to "mammoth-sized" productions. While the scale differs, the core process of thinking and execution remains largely the same. The primary differences lie in three areas: **Size, Elements, and Attendees.**
- ▶ Whether it's something close to home like a private ordination ceremony or a corporate function, or something massive like an international music festival, these activities are the lifeblood of many venues. For large convention centers, events are literally the "main artery"—without them, there simply wouldn't be a way to pay the staff!

What is Event Management?

- ▶ Organizing an event requires individuals who can manage all related activities, which demands specific management skills—commonly known as event management. Their responsibilities include designing the event concept and style, managing the entire process from the planning stage to execution on the actual day, and conducting post-event evaluations. This involves **teamwork and collaboration**. Emphasis is placed on creativity, patience, and open-mindedness, as these qualities help ensure that all roles work smoothly together.

What is Event Management?

- ▶ The nature of Event Management work is divided into different functional roles. For example, the AE role (AE stands for Account Executive, meaning the person responsible for managing client accounts). The main responsibility of this position is to acquire clients and coordinate between the client and the production team. There is also the sales team, the creative team responsible for developing concepts and ideas, and the production team, which turns those ideas into reality.
- ▶ For example, in a “one-man show” type of role to help you visualize, you would oversee the entire project from the initial planning and preparation stages, through pre-event operations, managing the event on the actual day, and finally closing the project and reporting the results to the client. Your responsibilities and daily tasks may include the following...

What is Event Management?

1. What does the client need?

This is one of the very first steps—discussing with the client to clearly understand what they want. We communicate to gain a full understanding of their needs so that we can create work that meets their expectations 100%, or as closely as possible.

- ▶ In larger companies, there is usually an Account Executive (AE), or client manager, who acts as the intermediary between the client and the company, including the internal team. Their responsibilities may include finding new clients, bringing clients into the company (sometimes working with the sales team), receiving project briefs, handling documentation, controlling budgets, coordinating work, presenting proposals, providing updates, solving immediate problems, answering questions, acting as a consultant, negotiating, reviewing work, ensuring quality control, managing timelines, compiling reports, collecting payments, and closing projects.
- ▶ This role requires balancing and protecting the interests of both parties.

What is Event Management?

2. A Unique Event Concept

This part involves designing and developing the event concept. The goal is to make the event stand out from others or competitors—creating something fresh, stylish, and more innovative than what has been seen before. Whether incorporating IT, technology, celebrities, or other elements, all ideas are carefully developed to produce a distinctive concept.

- ▶ In larger companies, this responsibility typically belongs to the creative team, including creative directors, art directors, graphic designers, and designers from various disciplines as needed. The team collaborates to develop the project plan, create visual designs and supporting materials, and prepare presentations to propose the concept to the client through the AE and creative teams.

What is Event Management?

3. Budget and Timeline Management with the Client

This is where accounting and math skills learned in school can be directly applied. In larger companies, this responsibility is handled by a Producer and Co-Producer, who work together to turn the creative team's ideas into a real event.

- ▶ Tasks are divided into different areas, such as sourcing venues, contacting and selecting suppliers, negotiating prices with suppliers and contractors, and securing venue bookings. This also includes sourcing equipment and materials—even small consumable items used on-site must be carefully calculated and included in the overall budget to minimize errors as much as possible.

What is Event Management?

4. **Overseeing Minor Details**

Some tasks are outsourced, and we must supervise subcontractors such as catering services, parking management, waste disposal and cleaning services, and security teams. These details, though minor, must all be carefully managed to ensure that every component of the event runs smoothly on the actual day.

5. **Event Promotion**

Promotion and publicity of the event are also essential. In large companies, there may be a dedicated team responsible for this. However, if working independently, we must find media channels, contact media outlets, write press releases, and even create flyers or online content for digital platforms.

What is Event Management?

6. Event-Day Execution

When the plan has been thoroughly prepared, the moment of truth arrives on the event day—“making sure that everything runs smoothly on the day.” This is a critically important period, even down to the minute. The key is ensuring that every element operates seamlessly. Strong problem-solving skills and the ability to stay calm under pressure are extremely valuable at this stage.

- ▶ Additionally, ensuring compliance with health, safety, and insurance regulations has become an international standard in today's world. This falls under Risk Management, which is now recognized as an essential field of knowledge and has been incorporated into curricula across many professional disciplines.

What is Event Management?

7. **Most Importantly: Team Management**

The most crucial aspect is managing the team from start to finish. The goal is to ensure that all components work together in harmony—according to the plan, objectives, timeline, and available resources—so that the client achieves the highest level of satisfaction. Whether the event lasts only an hour or extends over a week, the standard of quality must remain the same.

Source : <https://www.swisseducation.ac/event-management/>

Important Purposes of Event Management

1. **Build Brand Awareness and Image:** Increase brand recognition and create a positive image in the eyes of customers and target audiences.
2. **Boost Sales and Business Opportunities:** Serve as a direct sales promotion strategy and create new business opportunities.
3. **Strengthen Customer Relationships:** Build closer connections with customers through direct interaction, leaving a strong impression and fostering greater brand loyalty.
4. **Create Positive and Memorable Experiences:** Provide real, hands-on experiences that customers can directly engage with, helping to leave a lasting impression and make the brand more memorable.

Important Purposes of Event Management

- 5. Launch New Products or Services:** Offer an effective channel for introducing new products or services and providing information to customers.
- 6. Build Networks and Opportunities:** Create opportunities to network with business partners and other collaborators.
- 7. Enhance Internal Communication:** Internal events can connect employees from different departments—who may not usually work together—encouraging interaction and fostering stronger working relationships.

Types of Event Management

Before organizing an event, it is important to understand that events can be categorized into several types based on their objectives, such as:

1. **Corporate Events:** For example, conferences and seminars, trade shows, product launches, and corporate parties.
2. **Marketing & Promotional Events:** For example, roadshows promoting products or services in various locations, product sampling activities to build awareness and stimulate purchases, and temporary promotional activities designed to create buzz.
3. **Entertainment Events:** For example, concerts and music festivals, competitions and contests, and movie or television show premieres.
4. **Social & Cultural Events:** For example, festivals and traditional celebrations, charity events, weddings, and celebratory parties.
5. **Sports Events:** For example, sporting competitions and sports press conferences.

Source : <https://bensmice.com/blog/how-to-organize-events/>

10 Procedures of Event Management

1. Define the Event Format

The very first and clearest step is defining the “goal.” Ask yourself clearly: What do you want to achieve from this event? Do you want to increase brand awareness and make more people recognize your brand? Are you aiming to significantly boost sales? Or do you want to strengthen relationships with existing customers? A clear objective acts like a north star, guiding every decision you make and ensuring you stay on the right direction.

2. Analyze and Understand the Target Audience

Organizing an event is like hosting a party—you need to know who your guests are, what they like, and what they dislike. A deep understanding of your target audience allows you to design every element of the event—from communication style and activities to refreshments—to truly resonate with them, making them feel, “This event was clearly created just for us!”

10 Procedures of Event Management

3. **Develop a Memorable Concept and Theme**

An event theme is not just about aesthetics—it is the DNA of the event! A strong concept must reflect the brand's identity and align with the established objectives. Think about the Mood & Tone you want to create. Should the event feel luxurious, fun, or inspiring? A well-defined theme will make your event stand out and become truly memorable.

4. **Prepare a Detailed Budget Plan**

Comprehensive budget planning is at the heart of event management and helps prevent headaches later on. List every expected expense, from venue costs and marketing expenses to staffing and even minor miscellaneous costs. And don't forget to allocate at least 10–15% as an emergency contingency fund to prevent budget overruns.

10 Procedures of Event Management

5. Choose the Right Venue

The venue is the star of the event! It is the first thing attendees experience and what creates their first impression. Therefore, selecting a venue requires careful consideration—from choosing the right size and ensuring convenient accessibility to creating an atmosphere that aligns with the event theme.

6. Plan Promotion and Public Relations

No matter how well-organized an event is, if no one knows about it, it amounts to nothing! Promotion must be continuous and cover all channels. This includes using social media platforms—the primary tools for reaching target audiences—such as Facebook, Instagram, TikTok, and LinkedIn, as well as offline media like posters, billboards, and printed materials.

10 Procedures of Event Management



- ▶ In addition, collaborating with influencers or media partners can help increase credibility and broaden awareness. However, it is essential to plan ahead and release key information at the right time—such as launching teasers to build excitement, opening early registration, or distributing press releases to the media to generate buzz and maximize attendance. Furthermore, monitoring results and regularly adjusting promotional strategies are important to ensure effectiveness and optimal performance across each channel.

10 Procedures of Event Management

7. **Manage the Team and Assign Responsibilities**

“Teamwork makes the dream work” is always true in event management. After completing all the planning, don’t forget the team members responsible for each process. Responsibilities should be clearly assigned—who is in charge of which part.

- ▶ If you are aiming for a fully professional execution, consider partnering with or hiring a professional event organizer to assist with operations. This approach helps reduce your workload and ensures a smooth, worry-free execution.

10 Procedures of Event Management

8. On-Site Preparation and Rehearsal

One day before the event, there should be a full rehearsal and system check to ensure everything is ready. This includes verifying that lighting, sound, and visual systems are functioning properly; confirming that the registration area is prepared to welcome guests; ensuring that all team members clearly understand their roles and cues; and reviewing security and contingency plans.

- ▶ A thorough rehearsal can significantly reduce potential on-site errors and ensure the event runs smoothly.

10 Procedures of Event Management

▶ 9. Deliver the Best Experience on Event Day

On the actual day, the most important thing is to ensure that everything runs as smoothly as possible—from welcoming guests and delivering presentations to providing support and assistance throughout the event. The goal is for every attendee to have the best possible experience and leave with a lasting, positive impression.

▶ 10. Measure Results and Gather Feedback for Improvement

When the event ends... it's not really over! It's time to evaluate whether the outcomes met the goals (KPIs) set in the first step. Did the number of attendees meet the target? How much did sales increase? Most importantly, collect feedback from participants. This valuable information can then be used to improve and make the next event even more successful than before.

Source : <https://www.uoblive.asia/how-to-organize-event/>

Examples of Event



Examples of Event



THANK YOU !

