

1. THEORETICAL BACKGROUND OF THE STUDY

SERVICE MARKETING

“Service marketing is selling of services in the best interest of users/customers. It is concerned with a scientific and planned management of services which makes possible a fair synchronization of the interests of providers as well as the users .

SERVICES MARKETING MIX

The seven P's in the services marketing are :

- i Product
- ii. Price
- iii. Promotion
- iv. Place
- v. Processes
- vi. People and physical evidence

I Product

Product is the most basic marketing, mix tool, which stands for the firms tangible offer to the market, including the product quality, design, features, branding and packaging.

The service product consists of core product, which is the primary benefit the customers seek from the Service; and the peripheral services that are the secondary benefits the customers seek.

The management often tries to integrate core and peripheral service into a competitive strategy

II Price

Price is the only element in the marketing mix that produces revenues, the other elements produce costs Price should be commensurate with the perceived value of the offer or buyers will turn to competitors costs, competition and value to the customer are three legs of the pricing strategy.

III Promotion

Promotion stands for the various activities the company undertakes to communicate and promote its products to the target market. The objectives under promotion fall into three main categories to inform, to remind and to persuade

IV Place

Distribution or the 'place' element of the marketing mix is concerned chiefly with two main issues accessibility and availability. The inseparable nature of services means that services must be accessible to potential customers in order for exchanges to take place.

V People

All human actors who play a part in service delivery and thus influence the buyer's perceptions namely, the firm's personnel , the customer , and other customers in the service environment.

VI Physical evidence

The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service

VII Process

The actual procedures, mechanisms, and flow of activities by which the service is delivered - the service delivery and operating systems

SERVICES

Services are deeds, processes, and performances. A broad definition of services is “include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its purchaser. Services are not peripheral activities but, rather integral parts of society. They are center to the functioning of a healthy economy. The service sector accounts for nearly 40 % of the world stock of FDI and 50 % of world FDI flows. Indian economy has been liberalizing its service sector. Telecommunications, financial services , software and ITES are some of the sectors which have witnessed FDI . The software services industry is one of the fastest growing service sub sectors in the world and also in India. Some of the emerging sectors in the services industry in India are the software, retailing, management Consulting, education, hospitality and tourism and healthcare. The service sectors is bringing in the much needed revenues to the countries in general and individual companies in particular . In the service sector, “ Quality of service” is the main component of business. People are one of the critical factors for success in the

service industry. It is an extremely challengeable task to amalgamate the components of technology and people together. The technology enables the expansion of distribution network as in the insurance and banking segment.

Importance of customer satisfaction and quality in services marketing

“Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption – related fulfillment.”

Satisfaction is the customer’s evaluation of a product or service in terms of whether the product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product/service. Companies need to monitor and improve the level of customer satisfaction. The higher the customer satisfaction, the better the retention rate is. Acquiring new customers can cost 5 to 10 times more than the costs involved in satisfying and retaining current customers. The average company loses between 10 to 30 percent of its customers each year. A 5 percent reduction in the defection rate can increase profits by 25 to 85 percent, depending on the industry. And the customer profit rate tends to increase over the life of the retained customer. Customer satisfaction is a necessary goal of any firm. Customer satisfaction weakly predicts customer retention in highly competitive markets.

Some public policy makers believe that customer satisfaction is an important indicator of national economic health. They believe that it is not enough to track economic efficiency and pricing statistics. Satisfaction, they believe, is just as important an indicator of quality of life.

Further, many believe that customer satisfaction is correlated with other measures of economic health such as corporate earnings and stock value. Increasing levels of

customer satisfaction can be linked to customer loyalty and profits. This relationship is particularly strong when customers are very satisfied. Thus firms that simply aim to satisfy customers may not be doing enough to engender loyalty – they must instead aim to more than satisfy or even delight their customers.

Customer loyalty can fall off precipitously when customers reach a particular level of dissatisfaction with critically important service attributes.

Service quality is a critical element of customer perceptions .Five dimensions of service quality are

1. Reliability

It is the ability to perform the promised service dependably and accurately customers want to do business with companies that keep their promises particularly their promises about the service outcomes and core service attributes.

2. Responsiveness

It is the willingness to help customers and to provide prompt service. Standards for speed and promptness that reflect the company's view of internal process requirements go a long way in establishing the quality of service. customers value well staffed customer service departments as well as responsive front line people in all contact positions. Responsiveness perceptions diminish when customers wait to get through to a company by telephone, are put on hold ,are put through to a phone mail system, or have trouble accessing the firm's website.

3. Assurance

Is defined as employee's knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence .This dimension is likely to be particularly important for services that the customer perceives as involving high risk and /or about which they feel uncertain about their ability to evaluate outcomes. Trust and confidence are embodied in the organization itself and in the person who links customer to the company.

4. Empathy

Is defined as the caring, individualized attention the firm provides its customers. The essence of empathy is conveying, through personalized or customized service That customers are unique and special. Customers want to feel understood by and important to firms that provide service to them. When such a small firm competes with larger firms, the ability to be empathetic may give the small firm clear advantage

5. Tangibles

Are defined as the appearance of physical facilities, equipment, personnel and communication materials. Customers use these physical representations images of service to evaluate quality. Tangibles are used by service companies enhance their image and to provide continuity.

Service quality is thus the dominant element in customer's evaluation of pure services. In cases where customer service is offered in combination with a physical product, service. Quality may also be criticle in determining customer satisfaction.

Growth of service sector

The main reasons for the growth of service sector are

1. Demographic

The considerable increase in life expectancy indicated an expanding market in the age group over 55 years – this has created a new market for health care, leisure and tourism. There has been a movement of population from rural to urban areas and a shift from city to the suburbs. This gives rise to the need for infrastructure and support services.

2. Economic

Globalising the business activity had created greater demand for services such as Communication, transport and information services. The growth of large firms has brought about greater dependence on special service providers like market research and advertising agencies. The development of corporate sector has led to the transformation of industrial economy. When there are more job opportunities, the masses get an opportunity to earn more and when they earn more, it is quite natural that they want to spend more.

3. Political and legal

Liberalisation and privatization has opened up the service industry. Many countries. Continue to strengthen consumer protection laws to improve public security and to Protect the environment. The increase in government interaction development of tourism and hotel industry. International transactions have given

scope for the development of tourism and hotel industry. International transactions have given scope for the development of legal services. Project management services and accounting profession has gained momentum.

4. Social

Nuclear families and working woman mean more discretionary income, more time to travel and entertainment and also need for child care services. The supermarket culture, the departmental store culture, the fast food culture are all gaining grounds. Higher disposable income has given rise to other service sector like consumer services, real estate, personal financial services, retailing etc.

5. Technological

Recent developments in computer science and information technology have brought about convergence of various technologies like telecommunication, Entertainment and Data Transmission, multimedia, advertising, data processing, internet e – business Services are consequence of information technology explosion.

6. Increasing specialisation

High complexity of products requiring skilled specialists and need for use of expert Knowledge to outsmart competition created a need for specialist services like consultants and professionals. The organizations have now to option but to promote specialisation since this helps them in making possible cost effectiveness. Experts and professionals like the management consultants, legal, advisors, financial experts, technocrats play a decisive role in managing an organisation.

7. Increasing Governmental Activities :

The expanding governmental activities mainly due to the participation of state in almost all sectors of the economy has also made way for the development of service sector

INTRODUCTION

Michael J Wolf, in his book "The Entertainment Economy" says, "Entertainment -not autos, steel or financial services - is fast becoming the engine of growth of the new economy". Digitalisation, broadband and internet make this among the fastest growing businesses worldwide.

Event Management is an activity, which involves a series of mental and physical activities, which starts from the conception of an idea, and is carried through its execution in a professional manner.

Event Management comes under the broad purview of service sector. Event management companies are under increasing pressure to demonstrate that their services are Customer focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that client expectations are properly understood and measured and that, from the clients Perspective, any gaps in service quality are identified . This information then assists a event manager In identifying cost effective ways of closing service quality gaps and of prioritizing which gaps to focus On – a critical decision given scarce resources.

A service quality was developed by Parasuram, Berry and Zeithmal in 1985. The model indicated that consumer quality perceptions were influenced by a series of four

distinct gaps – where they may be shortfall between expectation of service level and perception of actual service delivery.

Entertainment Industry is comprised of smaller business areas films, music, television and events to name a few. Each one of these subunits are big enough to match any other Industry in the world, whatever be the criteria. The amount of money being circulated in any of these areas is huge enough to provide all of them a separate industry status. The impulse and response created among general public is overwhelming, which could not be achieved by any other industry anywhere in the world. The common man considers film stars and singers as idols or role models. The high rate of growth of Entertainment Industry is a clear indicator of the immense involvement of the common man in this industry. We have now reached a stage where man cannot even think of a world without entertainment.

Event Management can be considered as a baby among the various sub units of Entertainment Industry. Still, it is the most daring and risky business among the lot.

A neatly performed event 'Would be the result of a high amount hard work put in by a team of technicians, professionals and creative think tanks. In short, Event Management is the business of exceptionally daring, creative and immensely talented young generation.

In the modern era, even a decade back, the concept of Event Management did not exist. India, being a land of festivals has never fall short of events. Though there were people who organised such events and a lot of hard work involved in it, nobody gave much importance to the skill and talent required to organise those events. Marriages and threading ceremonies were also celebrated fabulously.

The invasion of visual media gave birth to a new generation, which is very much interested in partying and sporting. In the initial stages, most of such events were conducted among friends and relatives only. A few people took up the responsibility of organising these events. Here, events were conducted just to have some fun and not as a ritual. People initiated themselves to organize

events, as they got more and more interested in socializing. Even at this stage, there was no commercial angle to events. Events were conducted just for fun and were limited among families and friends.

In 1991, India opened up its trade barriers and then started the real evolution of the concept of Event Management. Large number of companies saw the potential of Indian market and pumped in a variety of products. Customer had enough choice and he really became the "king of the market". Suddenly corporate India started witnessing a cutthroat competition between various brands. Corporate giants looked out for innovative methods to place their products in the customers' minds. They wanted to make their product a part of the customer's lifestyle which was possible only through creating a competitive advantage over other brands. They constantly looked out for innovative methods to push their product. The concept of road shows and product launches came into existence. In the initial stages, such events were organized by corporates themselves. But this resulted in the wastage of time and manpower, which was not affordable in a highly competitive market. They also faced the problem of lack of coordination and communication gap. A few daring youngsters made use of this opportunity. They took up these projects and implemented them giving a more professional touch to them. Corporate were relieved from all the problems they faced and they got what they wanted, without taking the risks of actually implementing it. Here, Event Management developed a commercial angle to it.

The success of corporate shows encouraged Event Management firms to think of adding a flavors of fun and excitement to the concept and to introduce it in a new style. Entertainment shows provided the entire thrill a common man was looking for. He was provided with an opportunity to see the celebrities he literally worshipped, singing and dancing right in front of him. Musical shows and film award functions have become very popular now. Top business houses conduct at least one entertainment show every month. The invasion of satellite television gave more opportunities for the Event Management firms to organize similar shows, thereby adding a new dimension for events in particular and for the Entertainment Industry as a whole.

Event Management incorporates business and entertainment in it, Events are the most modern medium of advertising for those corporate giants who always eagerly look out for innovative techniques to create an advantage for their brand in the market. They are no more satisfied with just airing a television advertisement or a press release. Product launches and road shows offer a new method of introducing a new product into the market.

Apart from the big corporate shows, Event Management offers a lot of thrill, fun and excitement for the common man. Musical concerts, Film award ceremonies and cultural shows are a few events, which provide the common man an opportunity to relax a bit from his irritatingly busy life. Big cities like Mumbai and Bangalore witness a large number of such events every year. Exhibitions are considered a third category of events, which provide information about various companies and their products.

Though Event Management is one of the most happening business today, not much concentration is been given in training a new generation of event managers. The only Institution in India, which provides training for those who are interested in the field, is National Institute of Event Management, Mumbai. More Institutes like this would obviously boost up the prospects of Event Management in India.

In short, we can say that Event Management, as a concept, was developed from Brand Management. The opening up of our economy acted as a catalyst for its further growth in India. Events are slowly becoming an unavoidable aspect in the success of corporate giants and a very exciting entertainment medium for the young generation. It gives you business; it gives you entertainment. It is all about business and emotions, which evolves out as a result of creativity and hard work. Anyhow, Event Management is a very recent area that sprung into an exclusive category and is going to take its massive shape in the near future.

What are events?

- It's a happening high-wire act without the safety nets.
- There are no retakes in this act.
- It's a gathering at a fixed place to watch a Live act

Which is produced for a purpose

Various types of events?

- Business and Corporate.
 - Cause –Related and Fund raising.
 - Exhibitions, Expositions and Fairs.
 - Entertainment and Leisure.
 - Festivals.
 - Government and Civic events.
 - Hallmark events.
 - Meeting and Convention.
 - Sports Events.
 - Special Events.
-

What is Event management?

It's a process by which an event is

- Planned
- Prepared and
- Produced

It encompasses the

- Assessment
- Definition
- Acquisition
- Allocation
- Direction
- Control
- Analysis of time
- Finances
- People
- Products
- Services and resource to achieve objectives

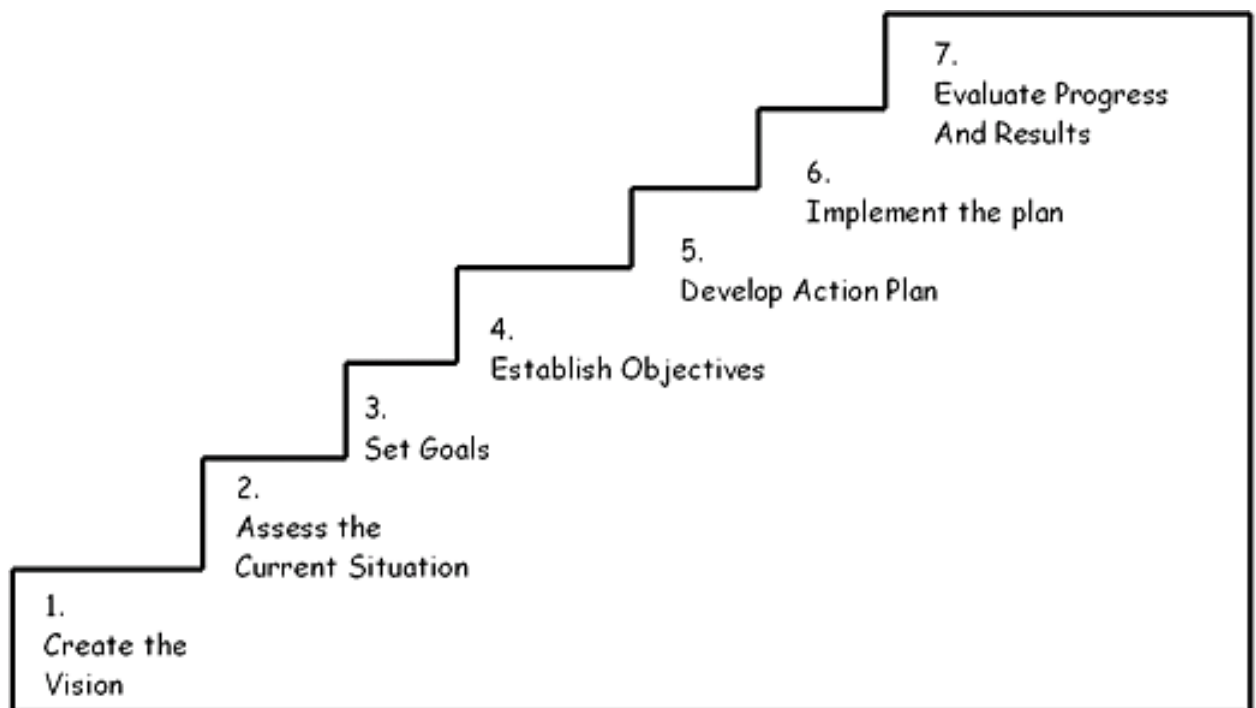
Basic requirements to become an Event manager ?

- Objective/Aim
- Creativity
- Dedication
- Commitment
- Sincerity
- Good PR
- Punctuality
- Solution finder
- Good Planner and a
- Learner

Strategy of an event?

- Business objectives
 - Client's insights
 - Simple, clean planning
 - Cost effective production
 - On dot execution
-

7 steps process



RESEARCH DESIGN

INTRODUCTION TO THE PROBLEM:

Event Management is the most sought after business of the modern era. Managing an event in a professional manner is really challenging. This challenging nature of Event Management has earned a lot of glamour for this job. The field of Event Management has attracted a large number of youngsters. The popularity of television channels also contributed to the growth of Event Management considerably.

Event Management as a concept was evolved in the west. It has developed tremendously in the western countries. The scenario in the west is different altogether as they work in tandem with the government. So they are able to bring out world-class entertainment on a large scale. Their potential is utilized to the fullest there.

Events have evolved at a stage where advertising was dominating the marketing scenario. But events soon created a Unique Selling Point (USP) for itself. It is the most effective tool in marketing for communicating to a niche market.

Event Management is a very disorganized sector. There are no rules set as to what should be done when. There is unpredictability in every aspect of Event Management. But this unpredictability itself has been the most attractive feature of Event Management and it has given enough room for the creative thinking of an event manager.

STATEMENT OF THE PROBLEM:

To understand and explore the potentials and characteristics of Event Management with specific reference to Dimensions.

OBJECTIVES OF THE STUDY:

- To study the practices in Event Management.
- To find out the opportunities and threats in Event Management and its potential.
- To find out the prospects and trends in Event Management.
- To find out the effectiveness of conducting events as a part of the promotional strategies of companies.

SCOPE OF THE STUDY:

The scope of the study is limited to the city of Bangalore. It provides a macro view on the Event Management scenario in the city of Bangalore.

OPERATIONAL DEFINITIONS:

Population: Any finite or infinite collection of individuals.

Sample: A part of a population, or a sub set of units, which is provided by some process or the other, usually by deliberate selection, with the objective of investigating the properties of the parent population or set.

Convenience Sampling: Method by which samples are being selected based on the convenience of the researcher.

METHODOLOGY:

The lack of secondary data in this field prompted the researcher to conduct a pilot study to gather enough information. A questionnaire was designed which had prepared separate question schedules for event managers and clients. The views of Event Managers were crosschecked with their clients. The aim was to gain a total view of the Event Management scenario in Bangalore. The mail survey technique was used to collect the data with the question schedule as a guideline for the questions to be asked. Analysis of the data was done basically with the help of inferential technique.

SAMPLING DESIGN:

The researcher adopted the technique- of convenience sampling to conduct the study. The total sample size is 50. The population of this study would include clients of Dimensions an Event Management firm

TOOLS FOR DATA COLLECTION:

The basic tool for the data collection was question schedule. Separate question schedules were prepared for meeting event managers and clients.

METHOD OF ANALYSIS:

Analysis was done on an inferential basis. The inferences were made out of the data collected through the research. Secondary data was not available for analysis.

LIMITATIONS OF THE STUDY:

No secondary data was available on Event Management as no detailed study was conducted on this area till now. Researcher faced a tough time in finding out the respondents. Since the study is not based on a figurative data, the findings and suggestions may not be acceptable to all.

SAMPLE SIZE:

Researcher had interviewed 25 respondents in detail through mail. The respondents include event managers, people who are in charge of the Event Management wing in some advertising agencies and people who are in charge of events in client companies.

INDUSTRY PROFILE

Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to assess the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives, Conventions and Events), exhibitions, conferences and seminars as well as live music and sporting events.

In India, a wide variety of industrial classifications are made each one of which plays a vital role in helping the country to sustain its economic development and be competent in the competent era. The major industries constituting the Indian Economy are Agriculture, Auto, Textile, IT, Steel, Telecom are to name a few. Service industry accounts a major portion in making Indian economy globally competitive. Service Sector in India today accounts for more than half of India's GDP. According to data for the financial year 2006-2007, the share of services, industry, and agriculture in India's GDP is 55.1 per cent, 26.4 per cent, and 18.5 per cent respectively. The fact that the service sector now accounts for more than half the GDP marks a watershed in the evolution of the Indian economy and takes it closer to the fundamentals of a developed economy. The Sector covers a wide range of activities from the most sophisticated in the field of Information and Communication Technology to simple services pursued by the informal sector workers, for example, vegetable sellers, hawkers, rickshaw pullers, etc. Services or the "tertiary sector" of the economy covers a wide gamut of activities like trading, banking & finance, infotainment, real estate, transportation, security, management & technical consultancy among several others. The various sectors that combine together to constitute service industry in India are:

- Trade
 - Hotels and Restaurants
 - Railways
 - Other Transport & Storage
 - Communication (Post, Telecom)
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- Banking
- Insurance
- Dwellings, Real Estate
- Business Services
- Public Administration; Defense
- Personal Services
- Community Services
- Other Services

The Services Sector has been the most dynamic sector of the Indian economy; especially over the last ten years. There was marked acceleration in services sector growth in the eighties and nineties, especially in the nineties. While the share of services in India's GDP increased by 21 per cent points in the 50 years between 1950 and 2000, nearly 40 per cent of that increase was concentrated in the nineties. While almost all service sectors participated in this boom, growth was fastest in communications, banking, hotels and restaurants, community services, trade and business services. One of the reasons for the sudden growth in the services sector in India in the nineties was the liberalization in the regulatory framework that gave rise to innovation and higher exports from the services sector.

The boom in the services sector has been relatively "jobless". The rise in services share in GDP has not accompanied by proportionate increase in the sector's share of national employment. Some economists have also cautioned that service sector growth must be supported by proportionate growth of the industrial sector, otherwise the service sector growth will not be sustainable. In the current economic scenario it looks that the boom in the services sector is here to stay as India is fast emerging as global services hub.

Pros And Cons Of Event Management Companies:

“AN OVERVIEW”:

PROS:

(A) Advantages of an event: -

1. Effective Communication to the target market:

Corporates could communicate with their target market more effectively through events. When an event is organised to promote a product, only those who are a part of the target market will be present at that venue. In other words, the nature of the events will be such that only target customers will get interested to attend the show. For example, a medical conference is clearly meant for those who work in this field. A common man may not get interested in such an event. In some cases, events are even organised only for special invitees. In fact, events penetrate more than advertisements among the target customers.

2. Create awareness, build customer loyalty and provide information:

Events help to create awareness among customers regarding a product. When the product is in its introductory stage, creating

awareness among customers is very important. Then only the product will get a proper

launching pad to take off. An event like a product launch or a road show is very much useful in this regard.

When the product is in its growth stage, events can help to create customer loyalty through events, which correlate with some social service activities. It helps the brand to be on the top of the mind of the customer when a need occurs

For the products, which have reached their maturity stage or even decline stage, events can be very much handy. This is the stage where companies think about adding on some more features to their product to revitalise the product cycle. Events can be used as a very effective vehicle of communication to inform the customer about the added features of the product. This also helps to generate new demand for the product.

3. Create Brand image:

Events also help to create a brand image. This is where those who conceive ideas to promote a product need to be careful. An event will communicate a lot of things about the product to its target customers. An event says about where the company wants the product to get positioned. It also says about the segment of market, which the product is targeting. These things together constitute an image of the brand among the customers. So a mistake in conceiving

the idea for an event to promote the product will hamper the prospects of the product itself.

4. Create Exposure:

Events like exhibitions or conferences create an exposure for the products and the companies. For companies, which do not have the financial capability to air an advertisement or to conduct big events, exhibitions provide the best alternative. But this helps them to get the same exposure just like any other medium of advertising. There are companies in Bangalore who participate in more than 50 exhibitions an year. So it is quite evident that business houses treat small events like exhibitions as a strong medium of advertising. All the companies who have participated in such exhibitions have received a lot of business from the venue itself. So there is no disagreeing voice for the fact that exhibitions provide enough value for the money spent.

When thought out strategically, an organised event can be an effective marketing tool. But it requires an intense focus on the product's attributes, the current perceptions of the, audience and the message to be delivered. The selection of the target audience for an event is critical. It depends on what the marketer wants to achieve. The audience could be distributors, retailers or plain customers in highly well defined market segments.

CONS:

For Event Management, mid 90's were almost like the year 1977 was for the advertisement sector. It was in the year 1977 that advertisement sector in India was in its peak stage. Event Management was perceived as a Field of fun and glory during mid 90's. Naturally, a lot of firms mushroomed in all parts of India. But most of them failed to establish themselves and their early demise was rather expected.

Reasons for the failure:

1. Over concentration on making money:

Unfortunately, people found this as an area where they can make fast money. They saw only the monetary benefits and were unaware of the efforts that should go with it. They lacked a proper vision in their whole career. Their only motive was making money. They never thought why an event should be done. They failed to explain the logic behind the ideas, which they conceived. In other words, every event should have a reason or objective behind it, which should be formulated by taking the merits and demerits of the particular type of event into consideration. These agencies were actually trying to kill the "golden duck" to make fast money.

2. Inability to deliver the promises:

Smaller firms offered bigger things which they failed to deliver due to the lack of resources. Planning is an important aspect of Event Management right from the beginning. Every aspect of an event has to be planned properly and in advance. Some of the agencies forgot even the basic lessons of doing business in this area, which led them to an obvious destiny. Also they never felt accountability to their clients or the customers they are targeting. They just tried to make events bigger than what the situation demanded to make bigger profits and failed miserably.

3. Lack of Market Knowledge:

There was also a lack of market understanding for these firms, which added up to their failure. They never tried to conduct a market research to know the requirements of the market. They never tried to know whether what they are trying to produce is synergic to the requirements of the market and whether they are willing and able to pay for it. They were merely led by their fancies and in turn, failed to convince the market about feasibility of their ideas. They forgot the basic lesson of Event Management, which explains that events are basically meant for the customers and not for the agencies who organise them.

4. Repetition:

Agencies, which organized exhibitions, also had very bad experiences for the last few years barring a few exceptions. The main reason which led to their failure was the over concentration to this field. Exhibitions are a separate class by itself, which targets on

particular segments of the market. There are more chances of repetition in this area. Agencies had to great care to avoid this and to explore new areas. They should constantly add more values and features every time so that they could target on a different segment of the market. They should also look into the unexplored areas of like smaller cities, which are having great potential. These things are practical only with a good network and enough resources. Agencies failed to venture into these areas mainly because of the lack of daringness and resources. Even the suggestions from the part of clients were not given enough consideration, which led to their dissatisfaction. Unsatisfied customers give enough and more reason for the failure of any business.

5. Lack of cash inflows among clients:

The recent slow down of economy also contributed to the bad state of

smaller Event Management firms. Business houses are not having enough cash inflows enough cash inflows to spend on their promotional activities. This affected the advertising agencies and Event Management firms very badly. Even some of the big names in the industry were affected and no need to mention about the smaller ones. This situation has led to a stage where supply exceeded demand. As a result, smaller firms had no other way but to down their shutters.

In short, I we can say that Event Management is not a business for those who lack seriousness and a focus in their approach. Only those who have enough market knowledge, creative ideas and enough resources to, execute those ideas will be able to survive in this field. Nothing can be taken for granted in Event Management.

Reasons why Event Management Companies Lose Their Clients:

Lack of win-win relationships:

Relationship management has become the order of the day due to ever increasing business transactions and over whelming consumer demands hence it the onus of the company to retain its customers. Any company for any business type has to have an excellent customer relationship so that the customers also feel that they are part and parcel of the company.

The best way to retain the clients is to have a win-win relationship with them so that transactions become routine instead of being negotiated.

Some companies also appoint special relationship development managers to only have the customers in the good books of the company and vice versa.

Hence lack of good Client company relationship can also hamper the company's clients in terms of getting the routinized orders.

4.5 Absence of Client Loyalty

Event Management is a field where customers are very volatile. They are not very loyal to their event managers except a few big companies who are having a tie up with some top agencies. Some of them have even tied up with a single agency worldwide. But the general tendency is that companies do not mind changing their agencies every now and then. Some of them who have not changed their agencies till now is just because they have not yet received any better offers from any other firm. So, in general, firm loyalty is very much lacking in Event Management. There are so many reasons for this fiddling around of business houses.

(A) Reasons for the absence of Client Loyalty:

1. Dis-organized Structure:

Smaller companies are still very much skeptical about Event Management, due to the disorganized structure of this field. There are no bound regulations to monitor the functioning of Event Management firms. Small firms feel that these firms may cheat them. Some firms also feel illusiveness in Event Management:

2. Lack of proper knowledge about cost--quality relationship:

There are companies who still believe that events are a costly affair. So, to start with, they prefer to work with smaller agencies that offer them low prices though by compromising on the quality. When

they face some problems with these agencies, they slowly move towards bigger agencies but with a non-loyal attitude.

Price is a major factor, which leads to the switching nature of companies from one firm to another. When one firm offers the same quality product with a lower price, they naturally shift their loyalty.

3. Lack of proper knowledge among Event Management firms:

Another big factor, which attracts business houses, is the skill of Event Management firms to create a difference for the brand. They want their brand to be placed on a higher note than its competing brands. Events should not be considered just as a means for making money. Since the industry itself is disorganised, there is tendency among newcomers, to make an event bigger than its potential, just to make more money. But, the point to be noted is that, the event being undertaken should be in line with the nature of business of the company who is sponsoring the event.

4. Over promising and Under delivering:

Over promising and under delivering is a danger in any industry. Unfortunately, this danger has gripped Event Management also. Smaller companies, on a thrust to move ahead in the race, promised bigger things to their clients, which were beyond their capability and eventually failed miserably in executing them. This washed away their client base and created a feeling among public that business houses are not loyal when they deal with Event Management firms. It is to be remembered that when we offer something, the one who receives it

will build a higher expectation on it. So, on the eagerness to make a name in the industry and to earn fast money, if he offers something without analyzing his capabilities, that will definitely turn out to be a disaster.

5. Lack of creativity:

The survival of Event Management firms is strongly based on their innovative skills. New ideas on conducting events should pour in. These ideas need not be so big as to influence the whole nature of the event. There are instances where even a design of the podium has attracted public attention. Anyway, audience should feel something new in the whole event. Otherwise the virus of monotonousness will firm its dangerous grip over the future of Event Management firm. When a firm fails to constantly reinvent, other firms get a chance to eat off their client base. To avoid this, firms will have to live up to the standards set by their clients. This is possible only through giving a new face to each event they do, and not just by "putting the old wine in a new bottle". Creativity has become the buzzword here.

6. Lack of knowledge about the requirements of clients:

This also points towards the level of customer satisfaction. It is the matter of ability to provide what the client demands. For this, a proper knowledge of the client is very much important. Then only the firms will be successful in making their clients feel comfortable. One bad experience will make the client feel uncomfortable in dealing with the firm again. Most important fact is that customers have a tendency

to talk about their bad experiences to as much people as they meet. This will act as a stumbling block in getting new businesses also.

In short, firm loyalty in Event Management is not something unachievable for those firms who have learned the basics of Event Management correctly. Understand the customer; give him what he demands and ensure that he is always comfortable in dealing with you and he will always remain your customer.

4.6 Effectiveness of Events:

Corporate giants have already realised the importance of conducting events as a part of their promotional strategy. They could not communicate to their target market through advertisements effectively. Events could solve this problem to a large extent

INDUSTRIAL GROWTH

	Annual growth (in %)		% share in GDP	
	<i>2005-06</i>	<i>2006-07</i>	<i>2005-06</i>	<i>2006-07</i>
Agriculture	6.0	2.7	19.7	18.5
Industry	9.6	10.9	26.2	26.6
Services	9.8	11.0	54.1	54.9

FACTORS AFFECTING THE CHOICE OF EVENT MANAGEMENT FIRMS

1. Comfort level of clients:

A lot of factors have to be taken into consideration when it comes to the dual between Advertising Agencies and Event Management firms. First of all, it depends heavily on the convenience and comfort level of the clients. One needs to closely examine, how a client thinks in this regard. Some companies may prefer to go with a specialist firm while some others will be satisfied with the advertising agency that knows them well. But it is observed that majority of these companies prefer to assign their events to specialist Event Management firms.

2. Professionalism from each side:

Though this remains to be a fact, it also depends on the professionalism and capability each side develops in this field. This provide a ray of hope for the advertising agencies who have set up their Event Management wing. If they can match the professionalism and talent of specialist counterparts, bigger chances are with them. But, this is easier said than done. We have already seen the bad experiences of some well-known advertising agencies that failed to establish themselves in the field of Event Management.

Entertainment is big business today. Business houses have seen the potential of entertainment shows and are keenly trying to sponsor these shows.

Qualities of an Event Management Firm:

1. Work with client as a team:

Clients would like their Event Management firms to work with them as a single team. This enables proper communication and to understand the requirements of the client properly. This also helps to build a relationship with the client.

2. Receptive:

Event Management firms should be very receptive. They should always be open minded to ideas from all the sources. This will help them to improve upon their ideas and to execute them in a better manner. They should be able to take the suggestions and criticisms in the positive sense.

3. Credibility:

Another major quality an Event Management firm should possess is credibility. They need to prove themselves in the market, which eventually will become their strongest point in this field. This will create a feeling among clients that the firm is worth doing business with.

4. Proper Vision:

Event Management firms should also possess a proper vision on where they want to be after a particular point of time and how they want to reach there. They should be very clear on what they are doing. Otherwise, they will end up making a mess out of whatever they do.

5. Daring:

Event Management firms should also possess the daringness to venture into unexplored areas and try out new ideas. But it is important to have adequate resources for their daringness to be put into practice.

6. Proper Execution of ideas:

Execution is as important as the conception of an idea. Brilliant ideas need to be executed with the professionalism they demand. This is where the expertise of an Event Management firm is put into acid test. They should plan everything properly right from the beginning and should work time bound.

7. Team of Experts:

Every Event Management firm should have a good team of experts who is well versed in all aspects of Event Management. Ogilvy once said: " You should hire people big than you." Event Management is the kind of business, which could be run by a single person. A proper organization has to be set up for the proper execution of an event. The firm should also have good contacts with all the governmental agencies and the firms, which supply materials for them.

8. Ability to publicise effectively:

The coverage given in various media is another factor, which attracts the clients. Publicity should be given depending on the nature of the show and the target audience. When a women's night is organized, the main media of advertisement should be women magazines and journals. Likewise, it will not be apt to advertise a sporting event in a film magazine.

9. Proper way of approach:

When the firm is comparatively new in the field, the way of approach and their presentation is a big deal. They should be convincing, confident and should talk sense. In the case of an established firm, it is taken for granted that they know the business very well and the discussions will be mostly on the requirements of the client.

QUALITIES OF AN EVENT MANAGER:

It is very important for a person to possess certain qualities to become a good event manager. It is almost impossible for a person to establish himself if he does not possess these qualities.

1. Reliability:

First of all, he should be reliable. Big business houses entrust him with the business of promoting their brand to the best possible extent. If the event manager is not sure about what is to be done and fumbles around, the company will lose its business. So it is very important for an event manager to be reliable.

2. Consistency:

An event manager should be consistent in his approach and his views. He should not change his mind every now and then as to create confusion among clients. So, he should understand the client properly and then put forward an idea that really suits them. He should be able to plan all the details of the event in advance and should stick on to it, unless client suggests otherwise.

3. Hard working and Energetic:

An Event Manager should be a workaholic in nature. He should be able to work even round the clock, if required. He should be hard working and energetic.

4. Ability to handle multiple tasks at a time:

He should be able to handle multiple tasks at the same time. Since he is the person who is responsible for the whole event, he should take enough care to ensure that the entire preliminary tasks which is to be performed for a particular event is done properly.

5. Leadership skills:

Event Management is teamwork. So a good event manager should be a good Human Resources manager also. He should be able to coordinate his team and lead them in a proper manner. It is very important for an event manager to possess good leadership skills.

6. Good presence of mind:

He should have a fair amount of intelligence so as to take quick decisions in a crucial situation. He should be able to keep his presence of mind even in the most embarrassing situations and should be a good problem solver.

7. Loyalty:

A good event manager should always be loyal to his organisation and his clients. He should have the willingness to do fair business and should not cheat anyone. He should also be humble.

8. Self Confidence:

He should have confidence in himself, the organisation he works for and the concept he is trying to sell. Only when a person has confidence in his mind, he will be able to express himself before a prospective client properly.

9. Ability to match the requirements of the client:

An event manager should also be able to analyse the idea he has conceived and find out whether it matches with the requirements of his client. He should also find out what will be the net effect of the event he is about to organize. It should be beneficial for the client and also his organization.

10. Well organized:

He should be a person who is well organized. He should work time bound and should not make a mess of what he does. He should be able to prioritize his duties and work accordingly.

11. Communication Skills:

Good communication skill is an essential quality of an event manager. He should be able to present himself and his organization before a client in a very elegant manner. He should possess good public relation skills.

12. Good Listening Skills:

A good event manager should be a good listener also. He should understand what others are saying and act accordingly. He should be able to take criticisms in the right sense and try to correct if something is wrong in him.

13. Ability to maintain a network of suppliers:

He should have good contacts in various fields in the area, which he is working. This will help him to arrange for materials, which are required very fast. He should be able to maintain a good network among his suppliers.

14. Delegating Skills:

He should be able to plan all the details of the event well in advance. He should split up the job into various tasks and work accordingly. He should know how to delegate tasks and to monitor the progress.

15. Co-ordinating Skills:

An Event manager should be able to co-ordinate the activities of his team and clients along with the various governmental and beurocratic agencies. He should ensure proper flow of communication between these forces.

16. Creativity:

An event manager should also be good at creativity. He should be to put in creative ideas and make the event different from the rest. Otherwise, he will eventually turn out to be an agent who arranges for a hotel room, light or sound and Event Management as such, will lose its value.

After all, he should be a good human being with a fair amount of wisdom, honesty, patience and a quick learner.

Business houses would like their Event Management firms to possess certain qualities. These are very important for the smooth functioning between an Event Management firm and their clients. This will make the clients feel more comfortable working with an Event Management firm.

COMPANY PROFILE

Dimensions, was incorporated on 13th December 2004 with its registered officer at Bangalore, India., as a full-function, nation, promotion marketing and event management company, offering clients a wide range of turnkey services that include brand lunches and marketing events, contests, special offers, roads shows, shop-in-shop programs, product demonstration, sampling programs, direct contact programs, product launches and fulfillment services.

Dimensions is a promotional marketing services company, involved in all aspects of below-the –line activities to promote and expand the reach of various brands. With few years in the industry, they have branches across 6 metros, established client relationship and pan India coverage of over 500 towns. Successfully the serving the best know names in the corporate world.

In the past, Dimensions has executed over 4000 promotions and events across 60 cities and 3000 locations nationwide, and is know to be one of the most innovative and experienced companies in the business.

Their clients were made up of companies that needed to reach out to consumers in non-traditional ways to market their products. Today, as the media landscape is changing, every company needs to look for unique ways to market their products and services. Dimensions are at the forefront of this change with experience, talent and passion.

Dimensions sales promotions have the ability to handle a wide range of activities that meet diverse marketing needs. Each campaign is treated, as an individual project that is meticulously planned and executed to meet & surpass the quality desired by the individual clients.

With the consistent emphasis on training and motivation, Dimensions sales promotion's goal is to provide clients with the opportunity to get the maximum mileage & value for money from each event. Whenever a new product launched in India, Dimensions sales promotion is there to help in its promotion and hence thereby increasing its demand.

The company had a rather small but promising beginning with four people of great ideas, they have practical experience in the field of sales promotions and direct marketing. The difference that they features and the factor that elevated him to the level of spreading his company to 60 cities of India and still growing, is the fact that they took the risk of breaking the walls of the conventional promotional activities like door to door or in shop promotions, and ventured to implement various creative ideas to enhance sales promotions. Turnover has increased by over 350% in the last two years.

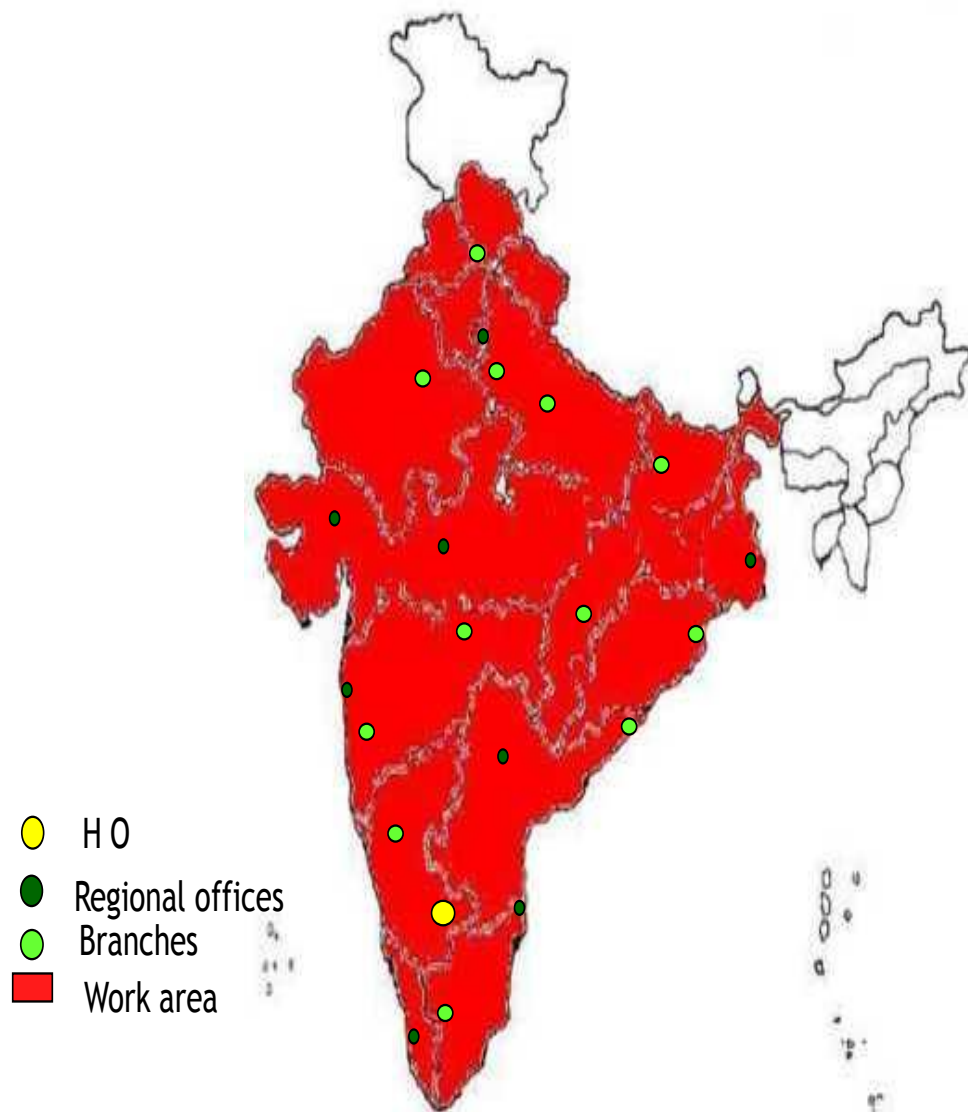
VISION

- To be a company that honors God.
- To use Gods given ability to create wealth and look after our first responsibility.
- To make and share this wealth with the people working in the organization.
- To create jobs and be a blessing to people using the principle :-

*“YOU GIVE A MAN A FISH,
YOU FEED HIM FOR A DAY,
YOU TEACH A MAN TO FISH,
YOU FEED HIM FOR A LIFE TIME.”*

“We Aim to Be the Best, To Be Faithful”

*They Plan To Achieve This By Promoting Products, Organizing Exhibition And
Using Other Ideas That Help Them Achieve These Objectives.*



Dimensions in India

SEVICES PROVIDED BY DIMENSIONS

- Consumer promotions
- Trade fairs
- Corporate events
- Other activities
 - Paper inserts
 - Market survey
 - Data entry
 - Tele-calling
- Channel promotion and trade shows

Corporate Events Management

Corporate Events Management, as the name suggests, means planning, creatively organizing and finally executing an events which could include a product or a brands launch, a concert, a show or even a conference, Dimensions offers clients the entire range of events management services.

Events Marketing services includes:-

Corporate Launch Events

Dimensions events, is another one of our upcoming divisions showing great potential having already catered to a dozen of product launches, press meets, conferences, staff gathering, corporate parties etc. With the backing of Dimension sales promotions, the event's group has been successful in adding value to every endeavor.

Vodafone, HUL, Airtel, Mitsubishi ,wipro and several others are a few of Dimensions contended clients.



SOME OF EVENTS CONDUCTED BY DIMENSIONS



Trade, Dealer Meets and Annual Meets

This trade and dealers meet are the events specially held for dealers and retailers in order to motivate them so that they show their own interest towards the company and its products. Retailers and dealers play a vital role in sales because they are people who have direct communication with the consumers.

Trade Shows

A trade show (or trade fair) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their new products and services. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore tradeshow are classified as either "Public" or "Trade Only".

Press Conferences

A press **conference** is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions.



STEPS INVOLVED IN A EVENT

STEP 1

Title of the show

Cause of the show

Seating capacity

The performers

Venue letter, payment terms, deposits, refund application, venue agreement

STEP 2 – BUDGET PLANNING

Artiste budget

Other performers budget

Venue and infrastructure budget

Press and Publicity Budget

TV Media Budget

Sponsorship Sales Plan

STEP 3 – PROGRAM PLANNING

Performers to be short listed

Choreographer to be decided

Music Group & Singers to be decided

Estimate Plans

Infrastructure Requirements

Check Venue Availability

Duration of the Show

TV Coverage

STEP 4

Venue Confirmation & Booking

Ticket & Invitation Design

Publicity Design

Trailer ads for Channel Promotions

Award Silhouette

Seating Plans to be split and segregated (Prepare Map)

Booking of Technical People

STEP 5 – INFRASTRUCTURE PLANNING

Sound & Lights

Stage Base

Set work for main performance area

Artiste & VIP Lobby

Black Masking

Fencing

Barricading

Scaffolding , Trussing, FOH, Side Towers

Floor Carpeting, Archways, Tables & Frills

Seating Arrangements

Green Room Setup

VIDEO EQUIPMENTS

Audio video mixing console area

AV Screen , Equipments (TV's for VIPs)

Video Equipments

Camera details and Special Equipments

Tapes Required

Dolly

Jimmyzib(long arm, short arm)

Akela Crane

Camera Stacks

Online video edit room

TECHNICAL TEAMS

Main event Team

Sound & Lighting Engineer

Show Director

Art Director

Carpentry Team

Painter Team

Electrical Team

Pyrotechnic Team

Fabricated Team

POWER SUPPLY & GENERAL ILLUMINATION

Gensets

Diesel Stock

Operator Bata

General Illumination(Halogens, white halides, serial sets)

Power points provision

Change over switches

Cables

Log Book Sheets on Operations, Running Time, Consumption of diesel

PYRO TECHNICS & SPECIAL EFFECTS TEAM

Kind of special effects planned (Confetti, Fire Blowing, Snow Effect, Bubbles, Dry Ice, Floral Bursts, etc.)

Outdoor Fireworks (Duration to be planned)

METAL FABRICATION AND SPECIAL STRUCTURES

Hydraulic Lifts

Turn Tables

Welding effects etc.

BEAUTIFICATION, DIRECTION BOARD & SIGNAGES

Potted Plants

Signage Boards

Direction Boards

Venue Map

Branding Materials

Archways

Balloon Decorations

SANITATION & CLEANLINESS

Toilet Cleaning Chemicals

Stadium or ground cleaning

Ground Leveling

●HOUSE KEEPING STAFF

●MANPOWER

●SECURITY

Number of Staffers

Gate Frisking Positions

Inner Ring Security, Outer Area

On Stage, Stage Area,VIP Area

Crowd Management

Parking Area

Green Room Area

Artiste Accompaniments

Valet Parking

Bouncers

MANPOWER

Volunteers

Gates

Stage

Crowd Seating Directs

Hostess on Stage

Green Rooms

VIP areas

TECHNICAL TEAMS

Transport Team

Reception Team

Hospitality Team

AV Team

Channel Technical Crew

Video Coverage Team

Other infrastructure team

Vendor Team

PERMISSIONS & HELPLINES

Police

- Formalities
- Apply for License at the commissioners office
- Letter to be drafted
- Fees to be paid at the Commissioners office
- Traffic Police Letter
- Police force requirements (Bandhobust, Traffic Police, Bomb Squad, VIP force, Rapid action force)

PERMISSIONS & HELPLINES

Fire Service

- Fire Service Tender
- Fire Personnel
- Extinguishers

Ambulances

- Doctor
- Nurse
- Assistants

Hospitality

Airline reservations

Train bookings

Cab to pick up and drop

Vans or Buses for groups

Hotel accommodation

Type of booking

Booking classification

A Study on Event Management

Arrival & Departure Schedule

Pick up and drop team

Flowers

PERMISSIONS & HELPLINES

Hospitality

Food, Snacks & Water for VIPs, technical team, performers
and laborers

Cold Towels for artistes

Towels

Flask (hot and cold)

Hangers

Room Note Letter with flowers

Schedule Chart at the office and also at hand

DATA ANALYSIS AND INTERPRETATION:

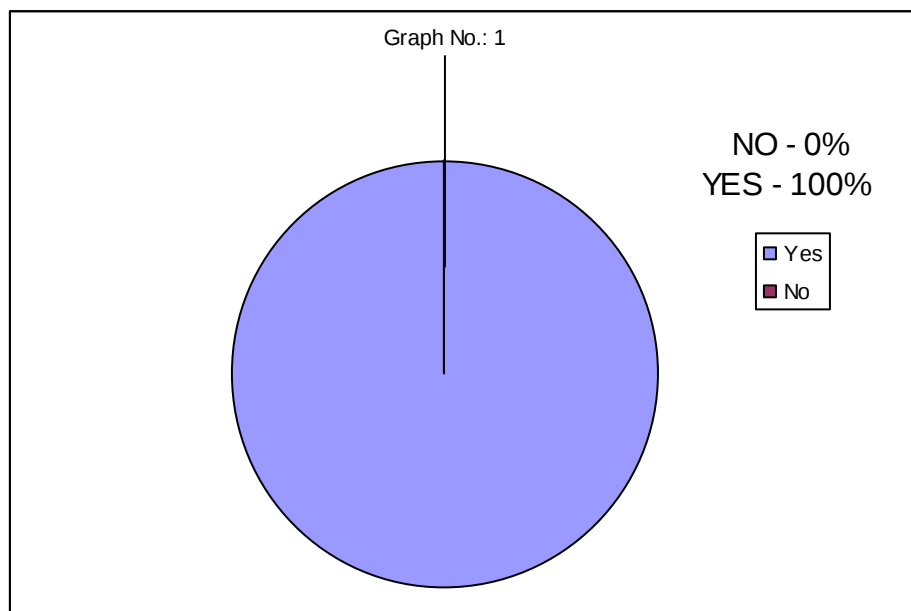
The data collected from the survey conducted at Bangalore city has been analyzed and interpreted in this section. The interpretation is based on the information collected through a structural questionnaire prepared for research...

The research was divided into the sample size of 50 into 2 parts of 25 each for present/existing applicants and potential/prospective applicants respectively.

The research was done keeping in mind all the objectives of the study, with clients of dimensions and the research was done in similarity with awareness, promotional activities, quality and service activities.

Table No.1 Showing the percentage of Clients Indulging in Creating Brand Awareness

NO. OF RESPONDENTS	TOTAL	PERCENTAGE
Yes	50	100%
No	00	0%

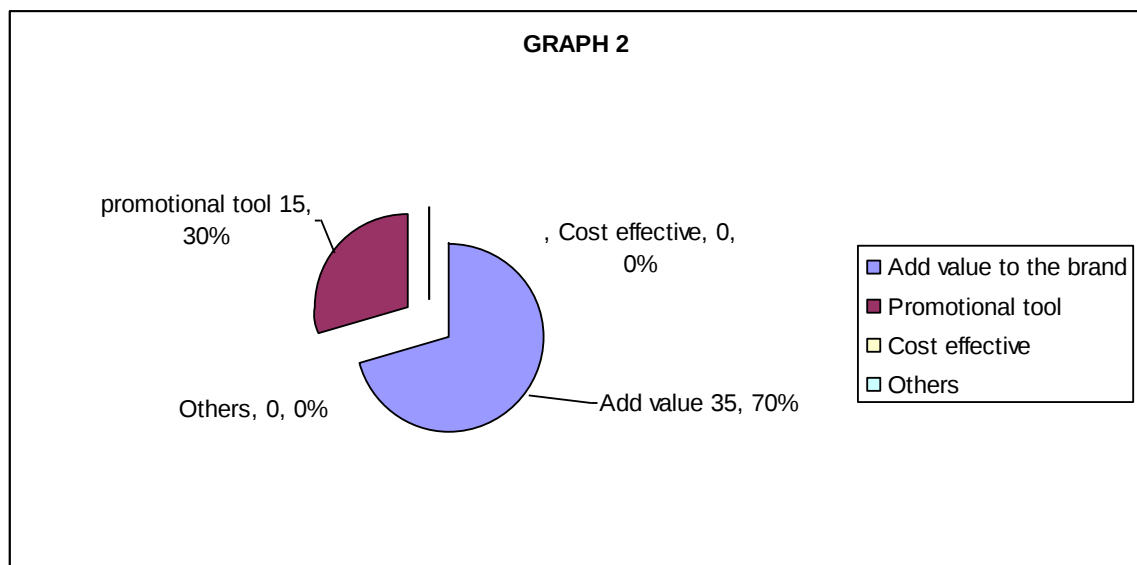


INTERPRETATION:

From the above study, all the respondents in the survey are agreeing with the statement, i.e. clients are indulging in the creation of brand awareness for the firm. So, the clients of the firm have a major role to play to create the brand awareness among the public. This will help to create a good image among the public with out a media or advertisement.

Table no. 2 showing the aim of conducting an event

AIM	NO. OF RESPONDENTS	PERCENTAGE
Value to the brand	35	70%
Promotional	15	30%
Cost effective	00	00%
Others	00	00%
Total	50	100%

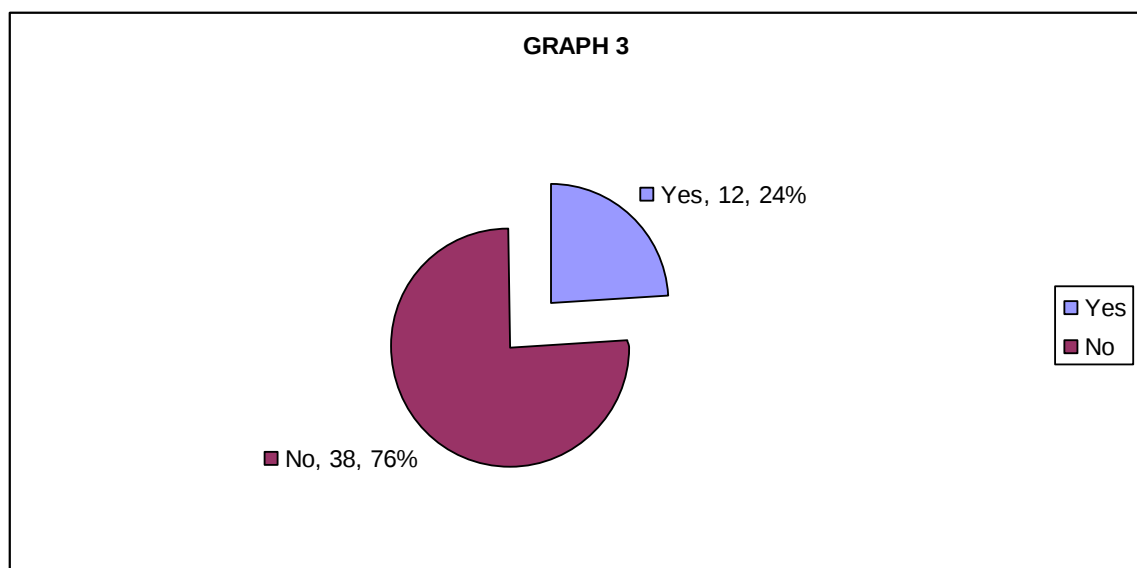


INTERPRETATION:

The above table shows that, 70% of the respondents are say the aim behind conducting an event is to create value to the brand, which will help to improve a good image and goodwill to the company but 30% of the respondents are supporting the statement for to promotional activities. This says that conducting an event will to promote the products and services of the company among the public and this promotional activites will help the company to show how it differ from its competitor.

Table no. 3 showing the expected result or return from events compare to other promotional activities

RESULT OR RETURN	NO. OF RESPONDENTS	PERCENTAGE
Yes	12	24%
No	38	74%
Total	50	100%

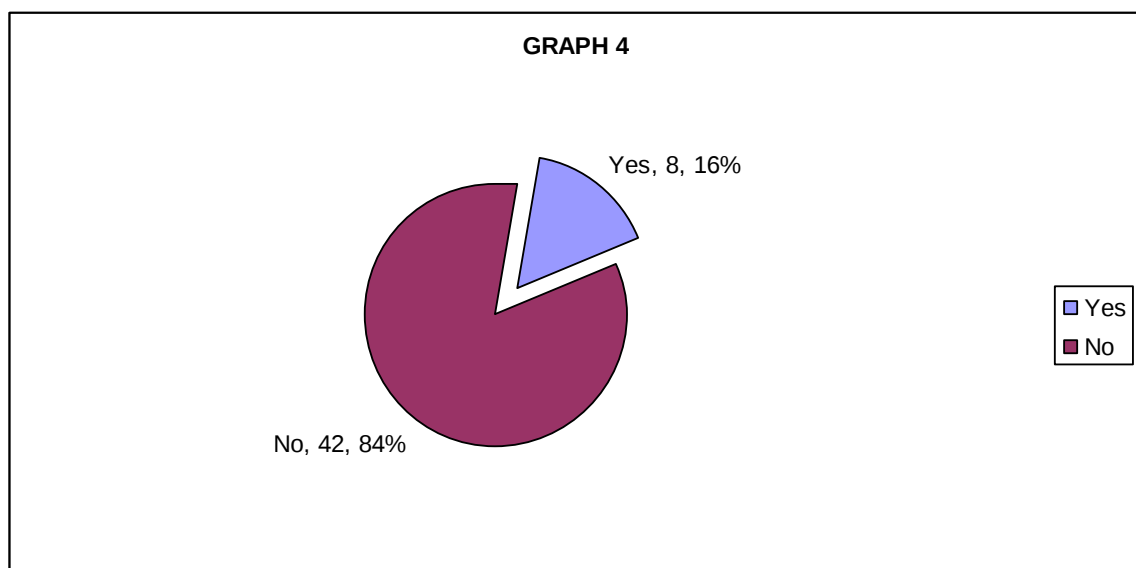


INTERPRETATION:

This table shows that, 24% of the respondents support the statement saying that events give good results as expected by the company but the majority of the respondents believe that events doesn't give as good results as other promotional activities eg:- Instores, road shows, door to door etc . Clients believe that major crowd can be targeted in promotional activities and promotions can be conducted continuously as event cant be conducted daily.

Table no. 4 showing comparison of cost effectiveness in terms of media and advertisement.

RESPONDENTS	TOTAL	PERCENTAGE
Yes	8	16%
No	42	84%
total	50	100%

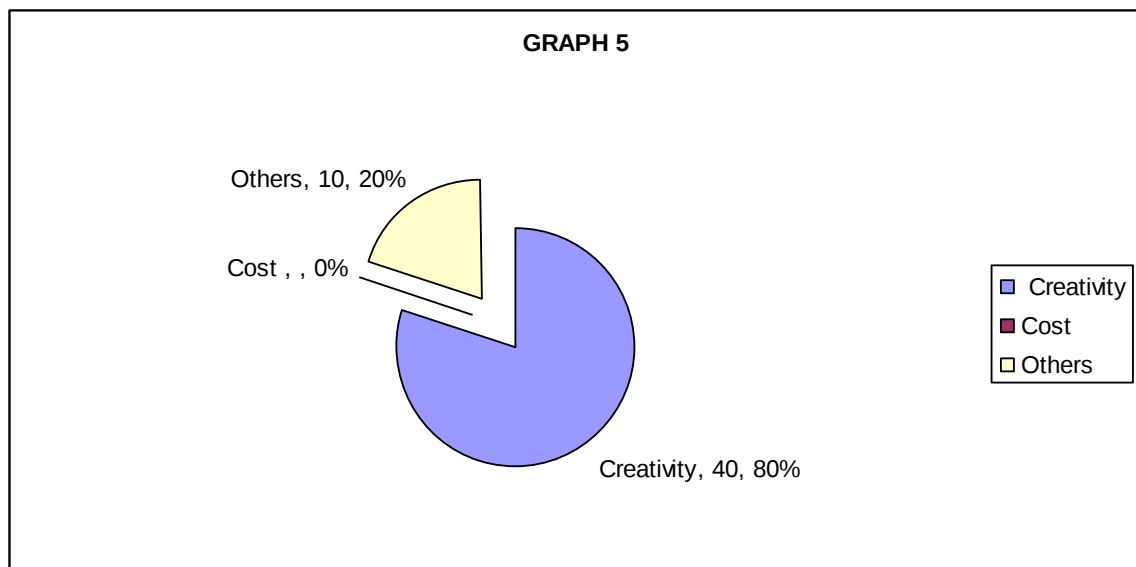


INTERPRETATION:

The above table shows that, 16% of the respondents are saying that conducting of the events as promotional activity is cost effective comparing to the media advertisement, but 84% of the respondents are not agreeing with this statement. The clients who disagree with the statement believe that media cover major crowd at a time compare to events.

Table no. 5 showing options for choosing the events

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Creativity	40	80%
Cost	00	00%
Others	10	20%
Total	50	100%

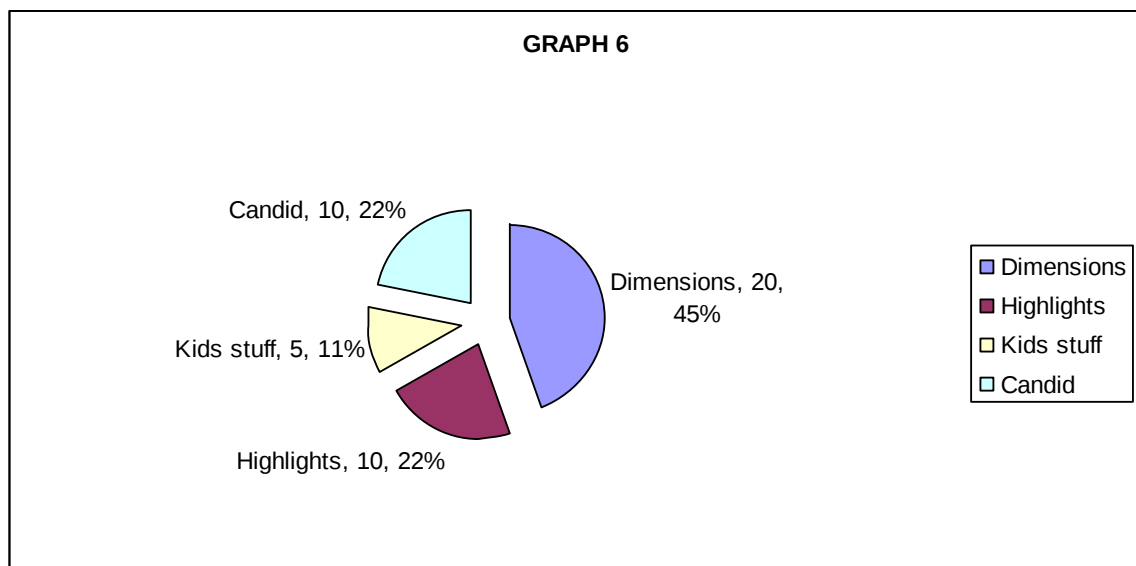


INTERPRETATION:

The above table shows, the major part i.e 80% of the respondents believe that creativity is the main reason behind choosing an event and the remaining 20% of the respondents believe that there are some other reasons like theme and current trend to choose an event.

Table no. 6 showing event mgmt companies clients have worked with

COMPANIES	NO. OF RESPONDENTS	PERCENTAGE
Dimensions	20	45%
highlights	10	22%
Candid	10	22%
Kids stuff	05	11%
Total	50	100%

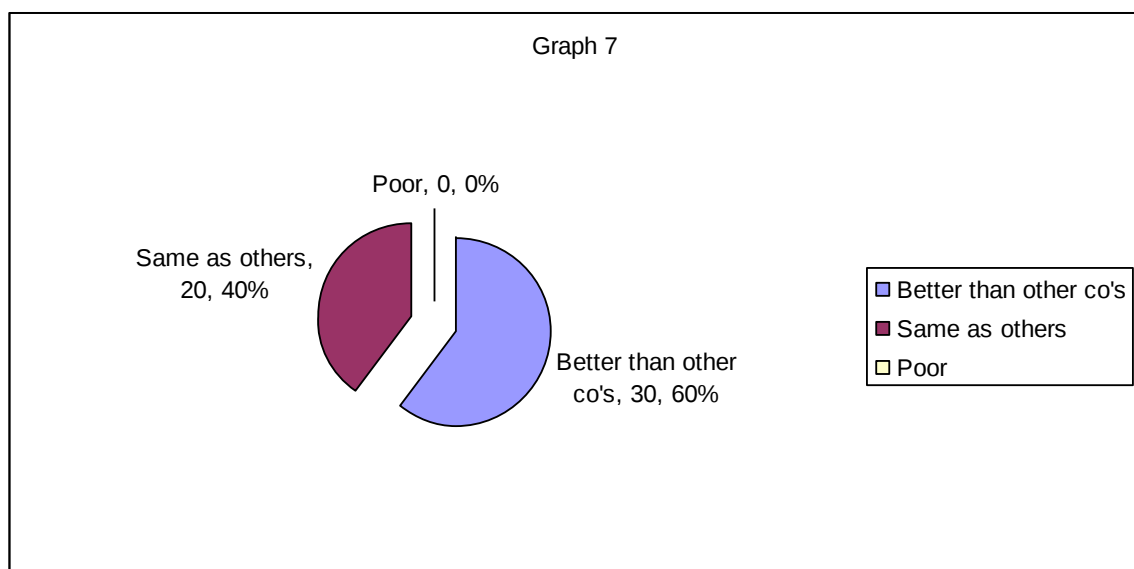


INTERPRETATION:

The above table shows, 45% of the respondents i.e. clients of worked only with dimensions events, 22% of clients have worked with highlights and dimensions , 22% of respondents have worked with candid also and rest 11% have also worked for kids stuff along with dimensions.

Table no. 7 showing comparison of dimensions with those of others

COMPARISON	NO. OF RESPONDENTS	PERCENTAGE
Better	30	60%
Same as other co's	20	40%
Poor	00	00%
Total	50	100%

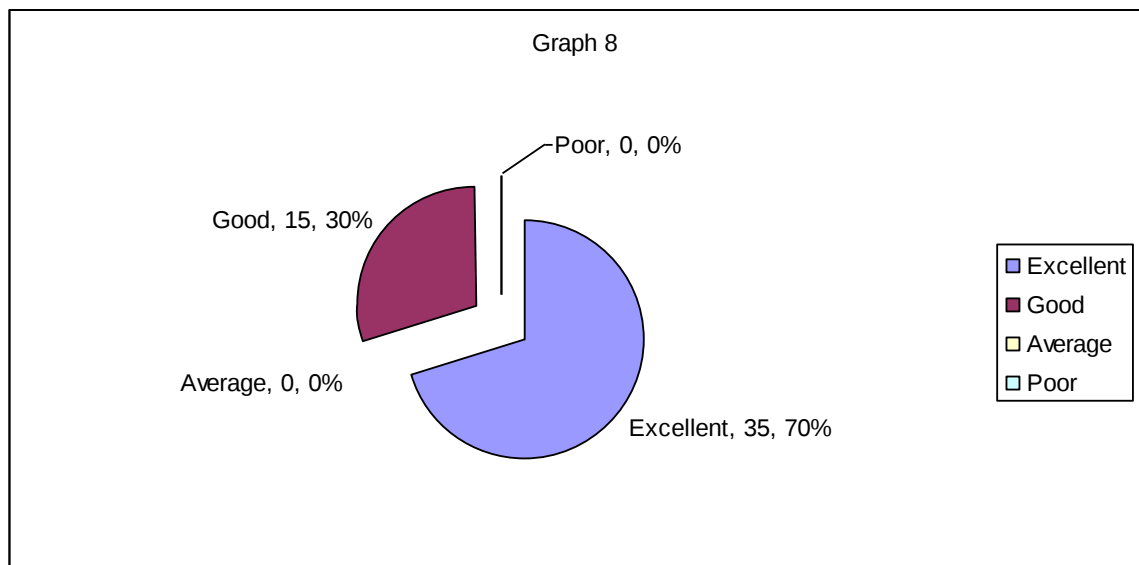


INTERPRETATION:

This table shows that, 60% of the respondents says that the services given by dimensions are better comparing to other event management companies and 40% of them says that service given by dimensions are same as other companies in the market. This figure shows that dimensions have its own brand name and fame among their clients for the services provided by them.

Table no. 8 showing the relationship of clients with dimensions.

EXPERIENCE	NO. OF RESPONDENTS	TOTAL
Excellent	35	70%
Good	15	30%
Average	00	00%
Total	50	100%

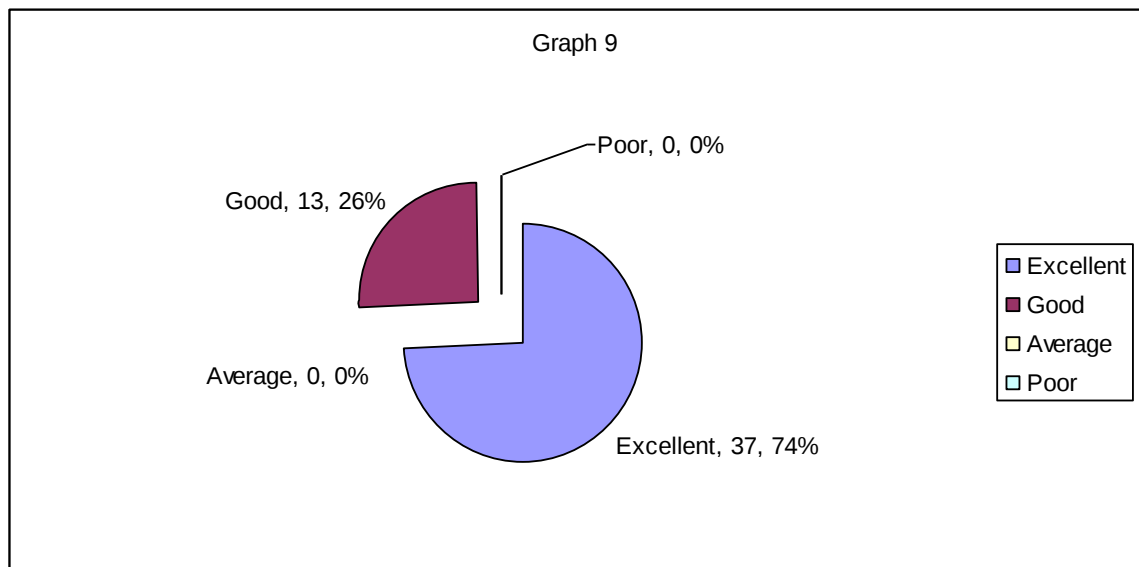


INTERPRETATION:

The above table shows that, 70% of respondents say that their relation with dimensions is excellent and rest 30% of respondents say that their relation is good with dimensions and no one rate for average and poor. This show that over all relation is very good with dimensions.

Table no. 9 showing quality of work done by dimensions

DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	37	74%
Good	13	26%
Average	00	00%
Poor	00	00%
Total	50	100%

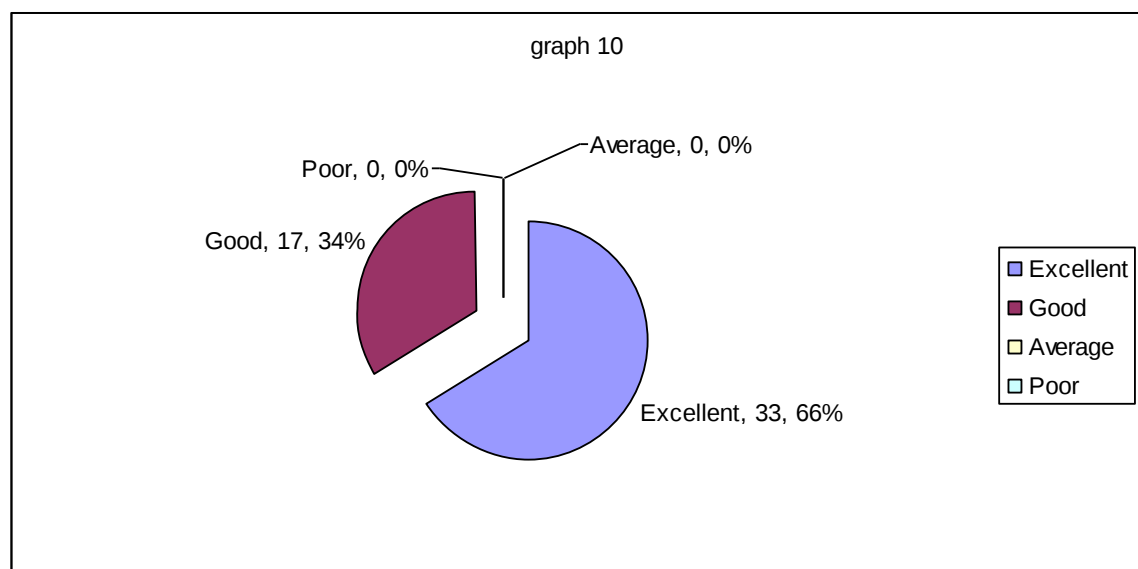


INTERPRETATION:

The above table shows that, 74% of the respondents says that the quality of the work done by dimensions are excellent comparing to other event management companies and 26% of the respondents ranked the service as good. This show that major clients of dimensions rank excellent for them for quality given.

Table no. 10 showing communication provided by dimension's to its clients

RATINGS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	33	66%
Good	17	34%
Average	00	00%
Total	50	100%

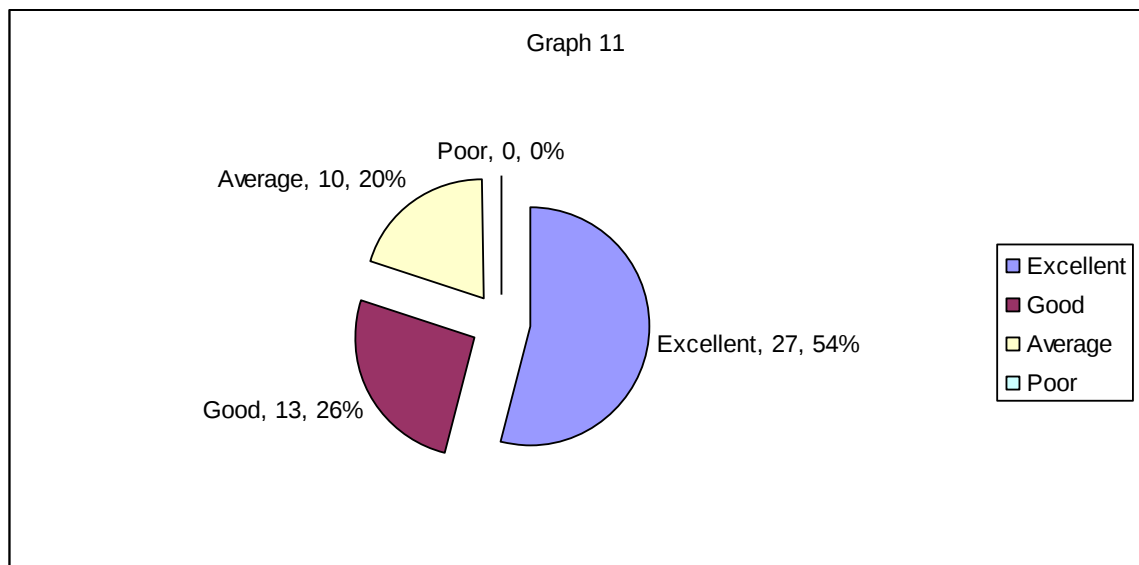


INTERPRETATION:

The above table shows that, 66% of the respondents say that the communication provided by dimensions to its clients is excellent and 34% of respondents stand for good. Respondents say that communication of team dimensions is good and simple. This show that clients are satisfied with communication.

Table no. 11 showing time mgmt of dimensions

RATINGS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	27	44%
Good	13	26%
Average	10	20%
Total	50	100%



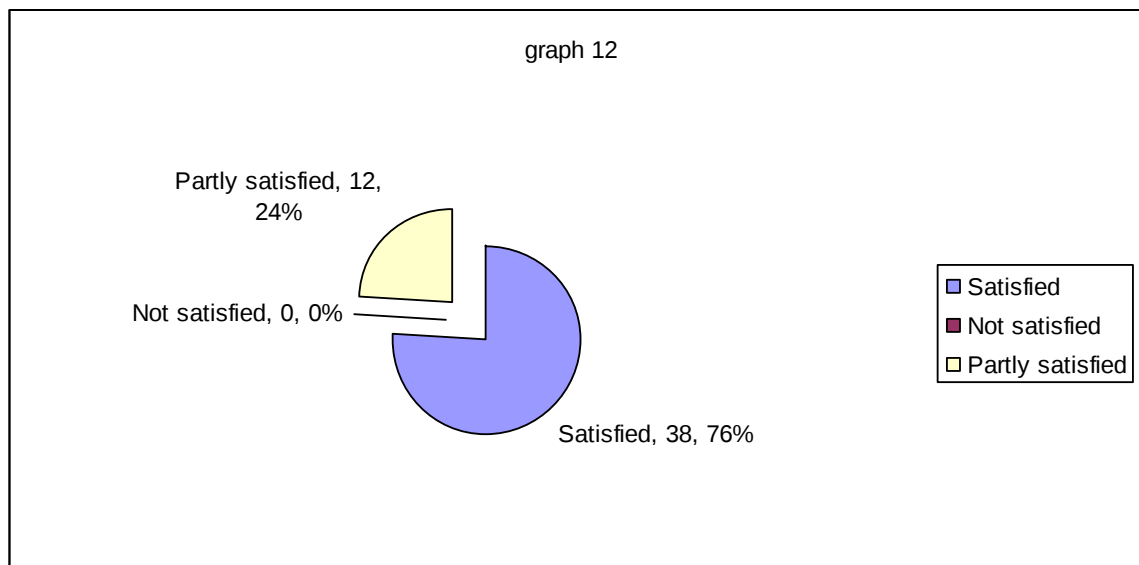
INTERPRETATION:

This table shows that, 44% of the respondents say that the time managed by dimension for each event is excellent and 26% of them say the time managed by dimension is good.

This excellence in time management helps the clients to finish off the events with in the prescribed time without boring the audience and 20% of respondents rate dimensions average on time management part this 20% of respondents say that dimensions does 11th hour work some time.

Table no. 12 showing the cost satisfaction by clients

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Satisfied	38	76%
Not satisfied	00	00%
Partly satisfied	12	24%
Total	50	100%

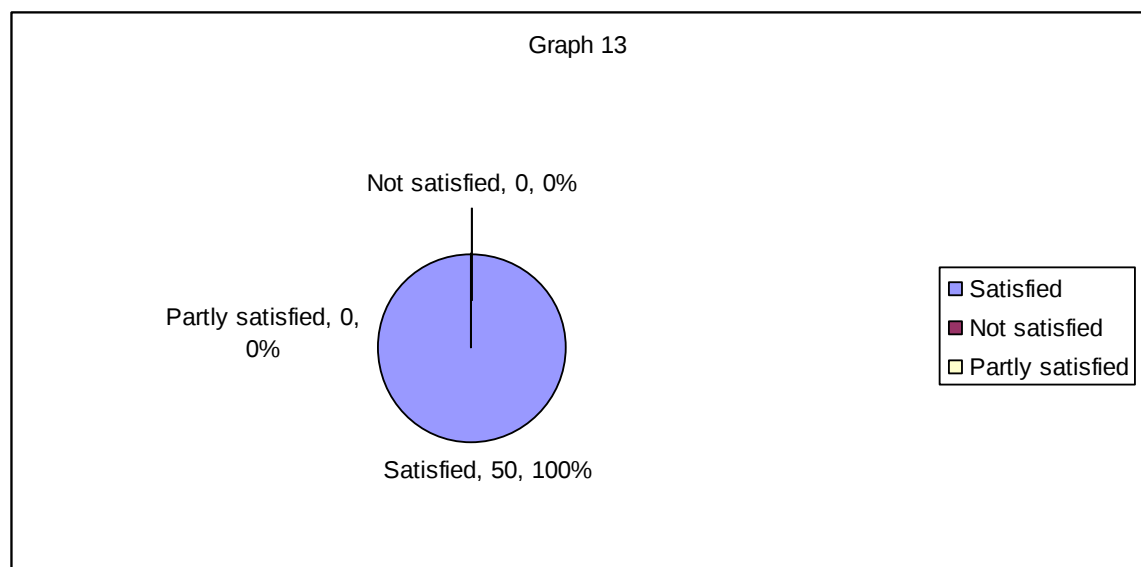


INTERPRETATION:

This table shows that, 76% of the respondents are satisfied with the cost charged by the dimensions for their service and 24% of the respondents are partly satisfied with the cost charged by dimensions these clients say that service and quality provide by dimensions are good compare to other firms but cost charged are bit high .

Table no. 13 showing the service satisfaction aspect of dimensions with its clients

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Satisfied	50	100%
Not satisfied	00	00%
Partly satisfied	00	00%
Total	50	100%

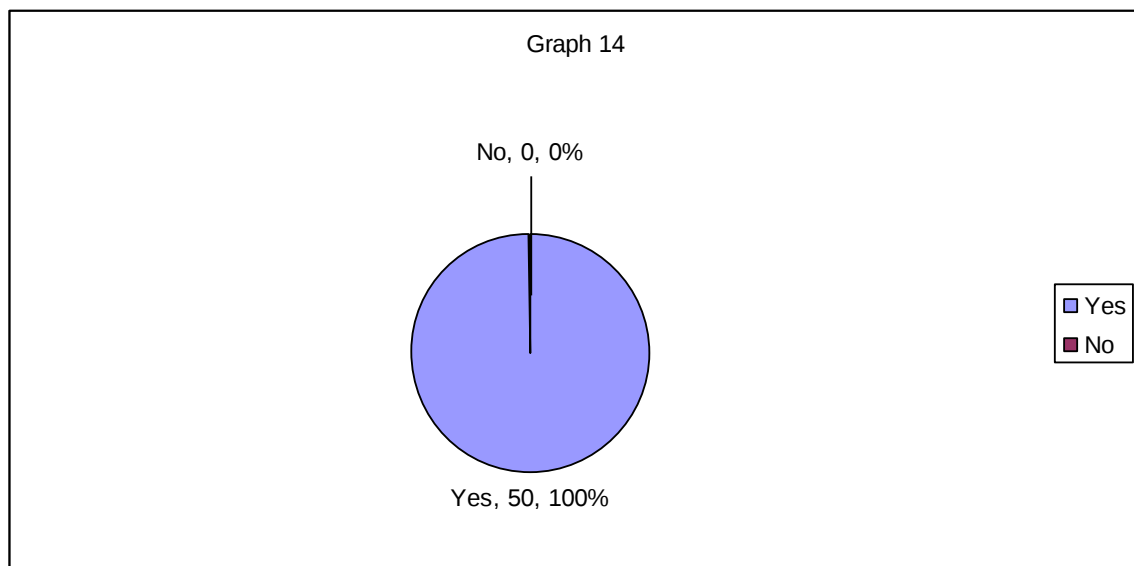


INTERPRETATION:

The above table shows that, all respondents says that the service of the dimensions with them are satisfied because of its cost charged, quality of work and time managed to conduct the events. The figure will help dimensions to attract more and more clients in the future.

Table no. 14 showing loyalty of its clients depending upon the previous experience

1 ST CHOICE	NO. OF RESPONDENTS	PERCENTAGE
Yes	50	100%
No	00	00%
Total	50	100%

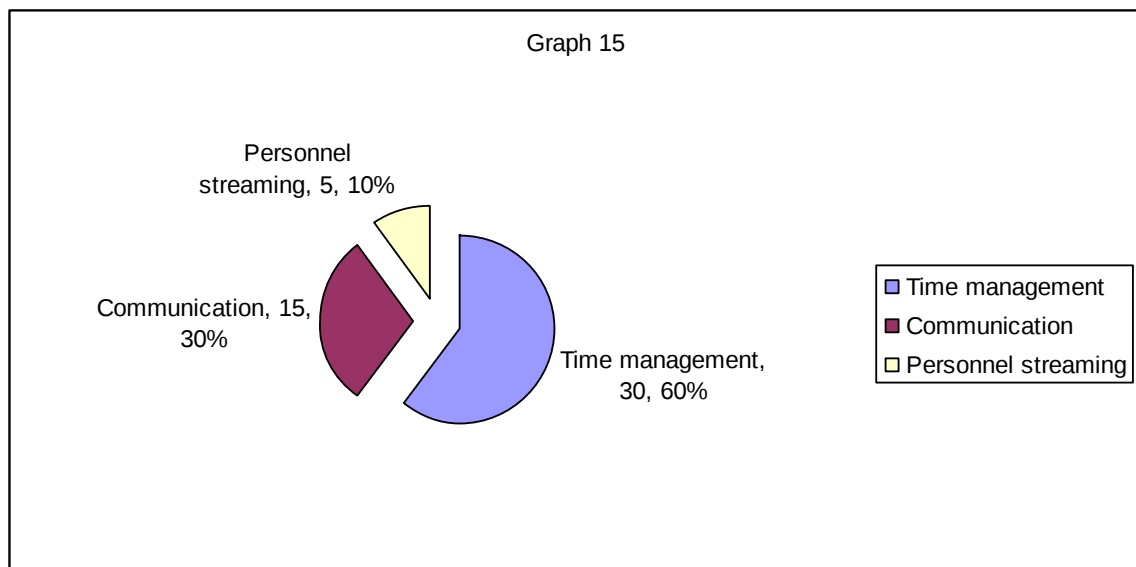


INTERPRETATION:

The above table shows that, 100% of the respondents are satisfied with service provided by dimensions on whole and the firm is loyal to the clients, on past experience with dimensions all the respondents are interested in opting for dimensions for their future projects.

Table no. 15 showing areas to work on by dimensions

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
Time mgmt	30	60%
Communication	15	30%
Personnel streamlining	05	10%
Total	50	100%



INTERPRETATION:

This table shows that, 60% of the respondents say that the main area of work is on time management and 30% of the respondents support for communication and rest of them stands for personnel streamlining.

FINDINGS

1. Event Management provides a lot of opportunities for those who have the right kind of attitude. It provides opportunities for a person to develop as a good human being, sharpen his managerial skills and to face the unexpected situations.
2. Majority of the threats in Event Management are from the firm itself or from the nature, Natural calamities are the only threats, which cannot be controlled. All the other major threats are due to the lack of proper planning or the ignorance about the market.
3. Clients prefer to assign their events to -specialist Event Management firms. But they also consider the views of their advertising agencies.
4. It depends on the skill of the company to get the maximum results out of every event they sponsor.
5. Cost effective creativity is the force behind the shifting of loyalties of the clients.
6. Events are very effective as a tool for promoting a brand.
7. Failure is inevitable for those who have taken up Event Management with a lack of seriousness and clear focus.
8. Companies are quite skeptical in doing business with a new comer in this field. They need to prove their credibility through smaller events.
9. Proactive ness and creativity are the most important qualities of an event manager.

- 10.** Professionalism and a desire to understand the requirements of the client are the most important qualities clients look for in an Event Management firm.
- 11.** Event Management firms are quite skeptical about diversifying themselves to other areas of Entertainment Industry.
- 12.** Published literature, small lectures on the topic and inclusion of Event Management, as a course in business studies will help to bring Event Management into limelight.
- 13.** For a common man, events provide entertainment and for business houses, events are an added advantage as a marketing tool. Future is bright for Event Management.

OPPORTUNITIES

Event Management provides a sea of opportunities for a person who is daring enough to take the risks and with creative ideas. It starts with innovation. Creativity is the keyword in Event Management. Traditional methods of advertising are no more capable of inducing a customer. For this simple reason, corporates are forced to look for better ideas. Event Management breaks the traditional concept that "implementing new ideas is a costly affair". New methods of attracting customers can be introduced in a very cost effective manner. One cannot miss a 'batman' walking along a busy street during peak hours. It is assured that this incident will remain in his mind for a long time. Also, it is obvious that along with the memory of the "batman incident", the message, which he had conveyed, will also remain with the customer. This is a simple incident with which a company attracted a lot of customers in the city of Bangalore.

1. CUT THROAT COMPETITION AMONG BRANDS: -

Development of a free market brought a fair amount of competition along with it. Event Management firms found the biggest opportunity for them to grow in this context. Being the most recent medium of advertising, business houses were very much interested in conducting events as a part of their promotional strategy. Thus, events provided them a fair chance to survive in a very competitive market. This trend is to continue, as Government of India has no intention to go back on its new economic policies.

2. A CHANCE TO KNOW ABOUT THE BUSINESS OF A LARGE NUMBER OF COMPANIES: -

Event Management provides a rare opportunity to work with various companies doing different businesses. Understanding clients is very much important to work with them and to launch an event for them. An Event Management firm should work with its client not as two different companies but, as if they are the part of a single organization. They work along as a single team so that the event manager can understand what exactly his client needs. This provides him with an opportunity to acquire complete information regarding

various businesses. The field of Event Management stands alone on the top as far as providing such a rare opportunity is concerned. No other industry can even match this unique characteristic of Event Management.

3. OPPORTUNITY TO SHARPEN THE MANAGERIAL SKILLS: -

Event Management also provides a rare opportunity to have a taste of all the managerial functions to the most possible extent. Starting from planning, up to the implementation of a project, event managers have to be so keen on all stages through which the idea is being developed into an event. This provides him with an opportunity to sharpen his managerial skills fully.

4. OPPORTUNITY TO SHARPEN THE SKILLS IN CRM: -

Apart from the managerial skills, one gets an opportunity to sharpen his skills on customer relationship practices. A concept has to be developed which suits the requirements of his client. It has to match with nature of the product and the target customers. It does not make sense for a company, which produces sanitary napkins to sponsor a cricket tournament. So an event has to be conceptualized only after understanding the customer from top to bottom to make it a success. This can be achieved only through maintaining a constant relationship with the customer.

5. CRISIS HANDLING

Event Management also provides an opportunity to learn how to manage a crisis. This provides a chance for a person to gain the rare skill of keeping his cool temperament under any situation. Perhaps, this is viewed as an opportunity only by the people who deal with events because each and every crisis situation they face, provides an opportunity for them to learn something new.

6. OPPORTUNITY TO INTERACT WORLDWIDE: -

International conferences are conducted round the year by various organizations. Musical shows are being organized frequently in big cities with international stars coming on to the stage. This is an opportunity for the event managers to do business with personalities and organizations round the globe. A big conference or a musical show when successfully executed will in turn; raise the confidence level of the people behind that to a large extent.

7. PROMOTING TOURISM: -

For the society as a whole, events provide some excellent opportunities to promote tourism. When a person who is famous all over the world is staged in a city, that city will come to the notice of the rest of the world very soon. This can happen with any celebrity or a sporting event. When Bryan Adams and Deep Purple came to Bangalore in quick succession, the city became the centre of attraction for the young generation all over the country.

In short, opportunities in Event Management are as wide as the sky, but for only those who have the right kind of attitude to grab them. A blend of daringness and creativity can bring out excellent results in this field.

THREATS

1. NATURAL CALAMITIES:

No man is perfect. There will be some occasions in which all his planning and hard work will go in vain. These are forces, which are out of man's control. Nature seems to be the biggest threat for events. A small rain is enough to destroy the whole charm of a show. Natural calamities will have, obviously, more serious after effects.

2. LOWER RATE OF REACH AND FREQUENCY:

A major allegation against events is that reach and frequency is very less compared to any other medium of advertising. Its number limits audience for any event. Also, it is limited to a particular place or a city at a single time. There is also a limit for the number of times events can be conducted by a company in a year. Even for a small road show, there is a lot of hard work involved in it. So it is not practical to conduct an event beyond a certain number in a year.

3. NO SECOND CHANCES:

Another major drawback is that retakes are not possible in events. An act once performed cannot be taken back or re-performed in an event. For this simple reason, one small mistake, from any one involved in the project, can turn fatal. This would spoil the reputation of the company once and for all. So, every one involved in the project should be keen on each and every aspect to ensure that the show is executed perfectly.

4. DIRECT REACTION FROM THE AUDIENCE:

Unlike other businesses, the after effects of a mistake are more unpredictable in events. It is straight away presented in front of the public. So their response will be immediate. When a big crowd goes hay-wire, no preventive mechanisms would be able to control them. Prevention is always better than trying to cure something. When it comes to events, curing is almost impossible.

5. POOR QUALITY OF MATERIALS OUTSOURCED:

Event Management firms usually outsource light and sound systems. They usually try to keep an eye on the quality of these systems. But, there were instances where some shows flopped just because of poor sound effects. Though Event Management firms do not have much control over these things, a malfunctioning of any of these systems will automatically carry blame on the firm, which organized the show.

6. SOCIO-CULTURAL FACTORS:

In India, socio-cultural factors have affected the smooth functioning of Event Management firms at times. India is a country where a small spark on religious sentiments will turn out to be a big fire in no time. Politics and religion is very much blended in our country. Indians are very sensitive and are easily misguided by people with vested interests; There were instances of strong opposition from certain political parties when Miss World '94 was conducted in Bangalore. They were of the view that fashion shows and beauty contests are against the culture and tradition of India.

Cultural differences of various areas will play a major role in the success of an event in a country like India. In cities like Bangalore or Mumbai, fashion shows and beauty contests may become a success. But, when it comes to areas like Bihar or Madhya Pradesh, the situation is entirely different. Here programmes which stage a Bollywood star would be more apt. Kerala has a rare potential for events related to tourism. So if the firms, which organize events, do not have enough knowledge about the cultural specificities of that area, results may become miserable.

7. SPECIFIC RULES AND REGULATIONS IN CITIES:

Some Event Management firms in Bangalore had horrifying experiences due to certain rules and regulations in the city. Serving liquor after 11 pm is prohibited in Bangalore. There are instances where police had taken strong actions, which even resulted in the cancellation of events in the middle.

8. LACK OF PLANNING:

Lack of planning will also fetch fatal results. Two years before, Bangalore had witnessed an event that got cancelled at 12 o'clock in the night due to the traffic jam caused by the cars, which were parked along the roadside. There were 7000 people attending the show and the organizers failed to arrange parking space for those much vehicles.

9. RISE IN PRICES:

Prices of various items are a major threat to Event Management firms. They keep on going up every year. Since almost all the resources except manpower is being outsourced, Event Management firms need to perform a two-fold negotiation - with their clients and with their suppliers. Event Management firms will have to try all tricks under their sleeves to make the pricing affordable for their clients, without compensating on quality.

10. DISORGANISED STRUCTURE OF EVENT MANAGEMENT:

The field of Event Management itself is very much disorganized. There are no specific regulations on how the industry should function or on what basis, issues are to be settled upon. This may lead to an uncomfortable situation for clients to deal with Event Management firms. A lot of professionalism has to go in, to make the clients understand about the situations prevailing.

11. NON CO-OPERATION FROM CLIENTS:

A few occasions have arisen where Event Management firms faced problems due to the irresponsibility of clients. Event Management firms and client companies need to work as a single team for the smooth functioning and success of an event. Instead, some clients try to leave the full responsibility of an event to the Event Management firms and do not bother about that anymore. This makes the job of event managers a lot more difficult.

12. RECOVERY OF PAYMENTS:

As in any other business, some Event Management firms face a problem regarding the recovery of payments. Clients try to find out some problem even in a well-executed event and block the payments. This has mainly affected the new comers a lot. Event Management takes the shape of gambling in such cases.

13. "GO SLOW" MENTALITY OF OFFICIALS:

Event Management firms also face problems in dealing with beurocracy and government. Licenses and permissions are to be taken before conducting an event. The "go-slow" mentality of our beurocrats and government officials always create problems for Event Management firms. Though this is applicable to any other industry, in Event Management it takes a bad shape, as the time available is very less.

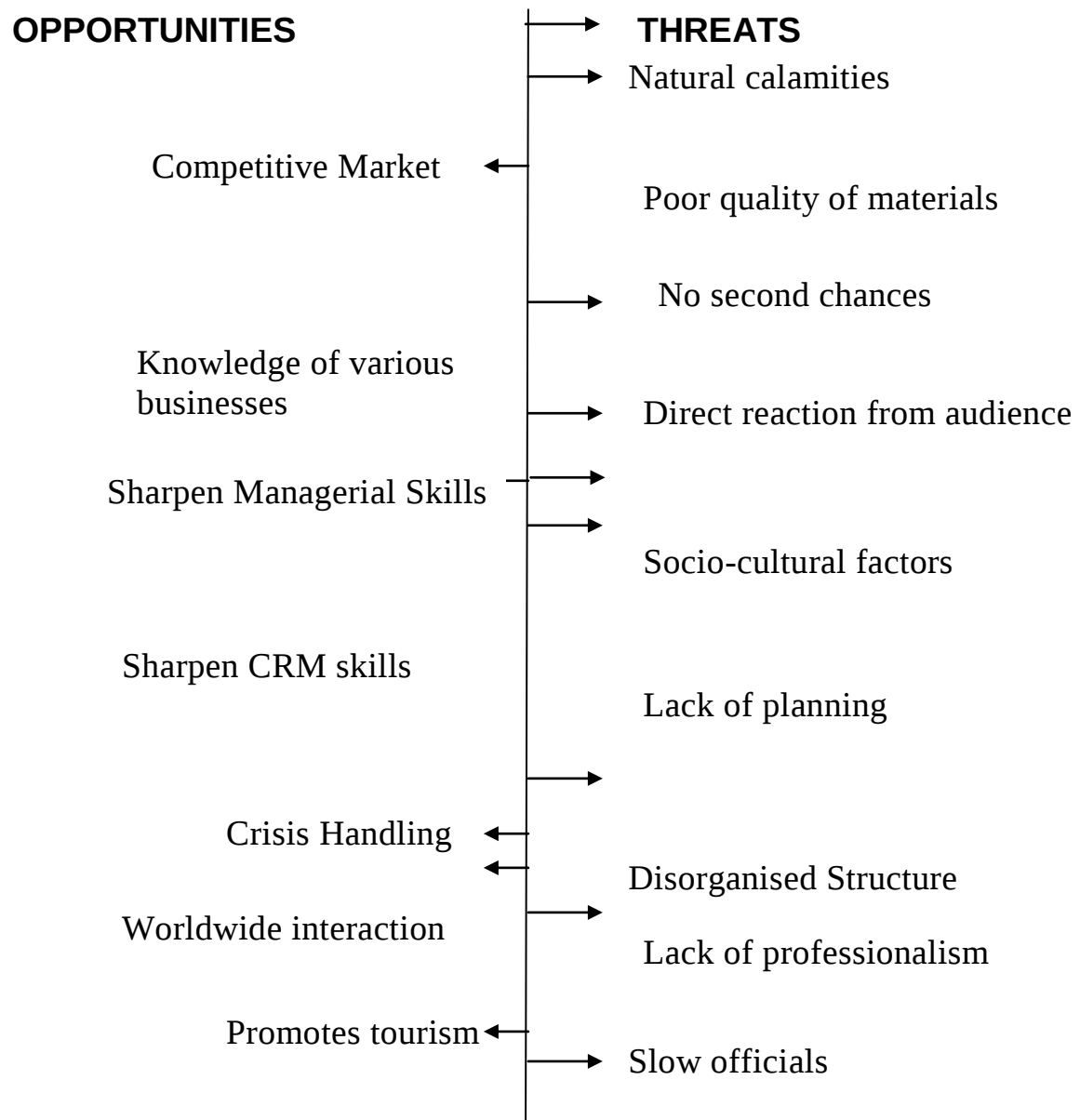
14. UNCERTAINTY REGARDING THE STARS:

It is very unusual that any star has backed up from any show in the last moment. Usually they are bound by certain contracts that give the Event Management firm, a right to move against them legally, if they do not turn up. But the realization that big stars do not bother much about the legal actions against them creates a mental pressure among Event Managers who deal with

international stars. But this has only a least possibility to happen. The fact that great personalities will have to value their credibility, if not money, brings a relief for those who deal with them.

15. LACK OF PROFESSIONALISM FROM SMALLER FIRMS:

Big companies in the field -feel that, smaller Event Management firms which once mushroomed, all over India, particularly in Bangalore and Mumbai, have spoiled the market. Due to an unprofessional approach, these companies failed to perform well and in turn created a situation in which skepticism was developed among clients towards conducting events.



A diagram showing the Opportunities and Threats in Event Management

SUGGESTIONS AND RECOMMENDATIONS:

1. Study the market and the requirements of the clients before conceptualizing an idea.
2. Ensure that the nature of event matches with the line of business the client is in.
3. Put forward creative, but cost-effective ideas.
4. Build a clear focus of approach.
5. New comers should try to prove themselves in the beginning instead of trying to make fast money.
6. Experienced people in the industry should try to compile their experiences and share them with the younger generation.
7. Event Management should be included as a course by educational institutions.
8. The existing event management companies should form a common union so that they can have access to resources and share the information.
9. The existing event management companies should come together and start a campaign towards educating people and companies about event management and its advantages.
10. Event management companies should try to adopt relationship cum retention strategies with their clients so that transactions become routine instead of being negotiated.
11. Since there exists a lot of creativity in this field event managers and organizers can hold a brain storming session to stimulate the staff and generate new ideas.

12. Put the right person for the right job at the right time.
13. Make communication more dynamic in order to keep pace with the tremendous human activity.
14. Avoid giving misinterpretations and gimmicks and try not to hoodwink the customers.
15. Making the events more cost effective can be a key to reap both short and long term profits.

CONCLUSION

It is evident that Event Management occupies an important place in present day marketing. With regular television channels inundated with commercials, brands looking to make a splash with a target market segment are turning to events. Event Management has redefined the concept of corporate messaging in India. For a common man, events provide the much-needed break from his hectic schedules through a gamut of Entertainment shows. Staging events is a lot of fun -fun earned by putting in a lot of hard work and brain stirring thought processes.

Event Management companies just sell the concept of a company though it may be a product or a service. It's a new concept altogether in India, but with the emergence of a very strong "Middle Income Group" community and ever rising incomes, event management has a very strong potential in a country like india with strong economic levels.

Hence it is the responsibility of the event management companies to take it to an all time high as the potentiality and success is already talked about.

