

STREAM: B.COM SEMESTER-1

SUBJECT: EVENT MANAGEMENT

UNIT-1

INTRODUCTION

Q: 1 Meaning of Event.

Event accessions are integral part of human's life event are happening ever wherever happening all over the world. We simply cannot by-pass them as they touch almost all except of our special and economy aspects and what is more all of us have been part of this event from time to time.

- We have all heard of planned event such as wedding, birthday party, anniversary etc. There are the much publish political events such as republic day, parried, speeches or likewise. We hear of religious event that attract big gathering such as kumbhmela which is regarded as largest masses in the spare of work annual general meeting, exhibition, marketing companies, conferences, fashion show, cultural program events that we come across in over daily lives.
- Conducting event is not an easy it involves the tireless efforts of an organized group. Who put in there efforts and creating talents to make this event memorable and successful. The person who included in managing and organizing event are termed as event manager or event organized.

E- Entertainment

[Event include entertainment, involving, fun, game and information.]

V- VENUE

[Place for conducting the event successfully.]

E-Equipment

[Technical and non-technical equipment use to run and event successfully.]

N-news

[News about new product, movies, activity and offer which are going to take a place]

T-Team

[News about new product and movie, activity for building team together]

S-Strategy

[Different strategy use like financial and making technical and human resource]

- The term event synonyms are occurrence happening occupation and experiences all this term signify that event are occasion that occurs on its own at time events can also be term and plan activity directed toward attachment of define goal or objective.
- According to Philip kottler events, are defined as “occurrences define to communicate particular message to target audiences”.

Q: 2 Functions of event management.

1) Planning

A closure look at the planning function that overall coordination the project manager and the team decided to warranted here, planning tries to optimize resources utilization occurs to board functional team is a necessary here given the complexity in decision making involve and requirement for research information. The planning function involved micro-level event co-ordination activity with the create team disc cuing facility and organizing for the technical specified via sound, light, stages and set short listing artist and in-tune with decided of creative give one of the most challenges task in the planning function.

2) Organizing

We had earlier mentioned that event typically have team based work environment and project type of organization structure and responsibility are assigned to relevant staff member in the team for the event. Co-ordination of required for the organizing part for an event. This involves bonding the publicity with include press meets release.

3) Staffing

Financial responsibility in a project type organization structure defined event management staffing requirement the importance of structure, experience, background and expertise to team member play an good role in event management.

4) Leading and co-ordination

Leaders are continuously required to motivate members, juniors, labors co-ordinate to work real, hard given the physical nature of job. The overall co-ordination also should be able to guide to marketing and project manager and these may even mean that experiences and expertise of post event need to be passed on to relative, new comers gives the shortage of professional event manager. Thus, great communication skills and patients without leading too many errors happen as well as knowing how to use correct and strict balanced manners.

5) Controlling

Evaluation and correction of error in the event plan insure conformity with original plans evaluation is an activity that seek to understand and measures the extent to which an event has successes in achieving its purpose of event will differ with respect to categories and variation on event. Steps in controlling events include establishing performance, comparing actual performance with standard taking corrective actions.

Q: 3 Scope of event management.

Today a number of companies hosting and or organizing events on a regular basis this range from the small time private event to the large scale international event a good number of young people are entering in this field because they realize the potential of the market and demand and supply situation. Infact the most profitable of this field is the need for creativity and that is how and where they earn.

The management of event called largely for co-ordination from stage one the first thing require to get order for the event usually whatever small time event or large. The international concert the event manager company is asked to submit a project report with the finance involve on the basis of assignment is given to them.

➤ Analytical/ critical thing and problem solving

Analytical thing, critical thing and problem solving are ability that are the must in this field you should be able to acknowledge a problem recognize that it has to be solved that and there always thing on how to situation could be awarded in further.

➤ Client/ customer oriented service

Client service orientation is the ability to be client focus he must attempt to know client needs to must be able to a forte them as a case will interaction with them build trust and respect with customer.

➤ **Negotiation**

It is a general opinion that negotiated means understanding the salary it is a skill in business which developed makes you absolute minded business men.

➤ **Team work facilitation and co-operation**

Needless to say one of the most important thing an event management is the able to work as a team. One should not only know how to lead but also work in co-ordination and co-operation with subordinate the event manager should be build efficient team of people.

➤ **Planning, organization and co-ordination**

This involve the able to effort co-ordinate and organize one self to others information and situation at a personal and organization level.

Networking skill and events need to build up his own network the more number of comeback he has more successful he will be.

➤ **Apply to work under pressure**

An event manager should be handle a pressure in spite of planning and arrogant a small error can weak and disturb the entire schedule.

Q: 4 Categories/ types of event.

❖ **Personal/informal event**

1) Religious event

Religious event are conducted to provoke religious sentiment of the people or e.g. kumbhmela has gained an international frame as the world most massive act of faith some arrives on trains carrying times than normal capacity some comes by bus; by car and other vehicles. The rich and famous charter private plane and helicopter while others are come on foot carrying their bed rules and camping equipment in heavy bundle and on to the banks of river the ganga at allahbad to celebrate the greatest spiritual festival.

2) Entertainment event

There are many forms of entertainment one could watch a movie or visit a mall however the entertainment industry conduct its event on large scale and invite world wide attention. The Cannes film festival paying homage to 100 years of Indian cinema is one such event. The live television event can comment from viewers on social media to drive a rating.

❖ Formal event

1) Political event

Political event include a function organized by political party or organization for the political purpose. A political rule is gathering at which people of similar political beliefs listen to speaker and musician political rules are often high energy event that are used to raise moral and support. It could be mean an ever that are used to raise moral and support. It could be mean an event hosted for political victory speech.

2) Social event

Man is a social being social gathering have been done from time to time in a world of texting, messaging and emailing the tradition of holiday gathering failed by wayside. A social gathering is generally organized to celebrate major life event and religious ceremony common social events like anniversary, wedding, birthday party are popular in Indian society receptions are also informal and attend will usually stand up and down socialized rather than sit down a table.

3) Networking event

Networking is the process of internally meeting people marking contact and forming relationship in the hope of gaining exist to such business related benefit as carrier advice, job, leads, business refer, useful information and ideas and emotional support for e.g. a small business owner network might be include clients, venders, follow members of trade and professional association, bankers, accountant professor at local business school, friends who are employed in similar industry and other small business owner ideally network server both social and business function are much beneficial for their member.

It aims at attempting to build one or more relationship for self accusation or establishing are connect business activities for example business networking event organized in a community b its camber of comers.

4) Awareness causing event

Secret event are organized for creating awareness among the general public they may be in the form of mass campaigns or drives for the common good of people one such event that was intention by the corporate in Bangalore there were many corporate group like Google, gold men, IVM who participate in this event is yet other way of fighting discrimination and for self association and acceptance in a globally diversity in Bangalore.

5) Craft and creativity event

A fair is trade show or expo organize for the prepares of exhibition arts and craft industries product and agriculture product but more local and smaller scale a time this event also use to sell product design and made by physical challenge India is a country with boost of its boundary craft industry for e.g. the Denver mart buy beautifully hand craft art it helps you to discover unique merchandise that can be market for social cause.

6) Sports and education event

An event conducted to promote the sport activity which include cricket, hockey. Badminton etc is called sports event. It improve relationship between nation as a countries participates in international sport meeting. Sport event cause high viewership and also hide improving political relationship among nation.

This is an event where students academics and representative from company meet and discuss topic and related to education seminar for career canceling, monitoring program have gain significant importance.

7) International event

International event improving relationship among nation our country has started more media courage and recognition abroad. Mega event are organized in collaboration with event manager of other countries where delegates from our country participate in culture festival, exchange program trade show, conferences, corporate event and so on.

8) Promotional event

Promotional event can help to grow up your business above competitors. Your promotional event creative them and the fact you are holding an event set your business apart from your competitors. Introduces new product in the market, advertising it would require promotional camping. Now days more company restart to conducting event for creating awareness and popularize their product and service.

Q: 5 Role and responsibility of an event manager.

The primary roles and responsibility of an event manager include the following:

Planning and design Event manager create good plan to cover every aspect of the event by discussing the objective, budget, timeline and target audience. They also collaborate with vendors to develop a theme, design, promotional material and set the over-all tone of the event.

1) Venue selection and management

Event manager research and select appropriate venue while insuring its meet the organizer requirements they also co-ordinate with the venue management them to arrange necessary facilities such parking, securities and catering.

2) Supplier and vendor management

Event manager negotiate with supplier and vendors to additional services for the event they manage contract, monitors performance and ensure that suppliers and vendor delivery quality product and services within the agreed budget and timeline.

3) Budget management

One of the primary responsibility of an event manager is to create and manage the event budget they allocate the funds to various aspect of the event, monitor expenses and ensure that event remains within its allocated budget.

4) Risk management

Event manager identify potential skill risk associated with the event and develop strategies to organize them. They implement safety measures and follow legal health and safety regulation.

5) Marketing and promotion

To attract the target audience event manager create and implement market strategy. They use various promotional channels such as a social media, e-mail marketing print advertising to raise awareness about the event.

6) Registration and ticketing

Event manager see the registration and ticketing process ensuring it is efficient and user friendly they manage online registration system, track ticket sales and regularly update organizer above registration number and revenue.

7) Event execution

On the event day event manager co-ordinate all aspect of the event ensuring that it run smoothly and according to plan. They manage the event team setting up the event trouble shop, any issue that arise and ensure that event meets its objectives.

8) Post event evaluation

Event manager collect feedback from attendance, organizer and team members after event. They analysis this feedback to evaluate the event success and identify areas for improvement in future event.

9) Documentation and reporting

Event manager maintain detail recorded of event activities, budget and performance matrix. They prepare deep report to share with organizer providing valuable insight into the event success and areas for future growth.

Q: 6 Meaning and example of special event.

A special event is gathering of human beings. Generally lasting from a few hours to a few days, design to celebrate honored discuss sale leach about encourage, observe or influence human.

A special event is an outdoor event helled on public or private property. There are many different types of special event some example include parried, festival concert etc.

Q: 7 Difference between event and special event.

A event is occurrence than has a time element, two or more parties is planned for unique opportunity that is called event.

A special event is time or in frequency occurring event outside normal programme or activity of the sponsoring or organizing body to the customer or guest. A special event is opportunity for social or cultural experience outside the normal the range of choose or behind everyday experience.

UNIT-2

Planning and Organizing for Event

Q: 1 Characteristics of good planner.

1) Social intelligence

The first quality shared by successful event planner is their ability to work with all kinds of people. Corporate managers, elected representatives, traders, colleagues, sponsors, customers, association suppliers, staff, participants, volunteers etc. Successful collaboration with such a wide range of people requires the ability to skillfully resolve, negotiate confidently but respectfully and adopt a sense of humor to that of others.

2) Flexibility

The days of an event planner are generally directed by the constraint of the event and not by traditional office hours. You may not even have an office at all. Event planners may have to travel often and work in unusual locations, temporary offices, trains, hotels etc.

3) Listening skill

The ability to understand what your contact expects from you. Your event is difficult; they may not have both felt in the event industry and probably have difficulty interpreting your understanding whether their demands are realistic; you need to identify their needs and ensure that everyone shares the same expectations. Pay attention to what is said and what is not said during key discussions. Event planning will help you stay one step ahead.

4) Organization skill

This quality is quite literally at the root of this profession's. It is therefore impossible to miss it but it is also important to remember while an organizer must remain organized to make your event successful. You have to know how to handle dozens of things at a time. This multi-tasking power is necessary both to plan in the medium-long term and to smoothly execute the plan during the event.

5) Passion

You must passionately really enjoy what you do to cope with the stress of this job. A senior passion will help overcome the hurdle standing in your way and stay calm when everything seems difficult under your feet. Passion increases your creativity and inspiration to achieve beautiful things. Skills that take time management can be learned but not passion and you will need to succeed.

6) Communication skill

Clear, firm and carrying communication define you as a team leader, guide everyone on the right path and ensure that objective of the event are clear for all party involve. It also help you to share your vision effectively and generate enthusiasm around you. Communication respectfully with everyone expect constructive respectfully with everyone expect constructive criticism and stay open to new idea. Each individual have a responsibility to ensure the success of an event. So be sure to communicate with them in a clear.

7) Clam

Constantly under some form of pressure you must keep your cool. No matter what your team needs a leader who knows how to make right decision and kept their composure. Successful event planner remains clam and continue to tree everyone can with respect regardless of the turn of event. If you are bundle of nervous take a time to let of steam outside of working hours. These will ensure a healthy life saving balance.

8) Resourcefulness

Creative problem solving is not for everyone weather it is a repairing peace of sundry with three peace of string or replacing a speaker at the last minutes. The event planner must be resourceful and imaginative to overcome this hurdle. No matter how prepared you are the unexpected happens faster than you think you will be better equip to solve.

9) Decision making ability

Event planner must be able to make a several decision at once and quickly the most important thing is actually to know when it is to lay to change your mind and have the determination to continue the project with positive energy.

10) Experiences

Your contact will trust you more if you so them that you have already carried out similar project. Actions are usually worth more then words and it is up to you to prove that you now want you are doing and doing it well. As a result the year go by you buildup a contact book full of people who trust you is you have little experiences and contact at the movement be passion and go set them yours self.

Q: 2 Swot analyses

Swot stands for strength, weakness opportunities, threats. A swot analysis is a technique for accessing this four aspects of your business.

A swot analysis is a tool that can help you to analyse what your company does best and to devise successful strategy for the future. Swot can also uncover areas for the business that are holding you back or that your competitor could exploit if you don't protect yourself.

A swot analysis examines internal and external factors that are going on inside and outside of the organization.

➤ **Strength**

Strengths are things that your organization does particularly well or in a way that differentiates you from your competitors. Think about the advantages your organization has. This might be the motivation of your staff, expertise in certain materials or a strong setup manufacturing process.

Your strengths are internal parts of your organization. So think about what makes it tick. What do you do better than anyone else.

Remember any aspect of your organization is only a strength if it brings you clear advantages, for e.g. if all of your competitors provide high quality products but your high quality production process is not a strength in your market. It is necessary.

➤ **Weakness**

Weakness like strengths are inherent features of your organization so focus on your people, resources, systems and procedures. Think about what you would improve and the short of practice you should avoid.

Once again imagine or find out how other people in your market see you. Do they notice weaknesses that you tend to blind up? Take a time to examine how and why your competitors are doing better than you. What are you lacking?

➤ **Opportunities**

Opportunities are openings or chances for something positive to happen but you will need to claim yourself.

They usually arise from situations outside your organization and require a response to what might happen in the future. They might arise as developments in the market you serve or in the technology you use. Being able to spot and exploit opportunities can make a big difference to your organization's ability to compete and take the time lead in your market.

You should also watch out for changes in government policy related to your field and changes in social-pattern population profile, lifestyle can also throw up interesting opportunity.

➤ **Threats**

Threats include anything that can negatively effect on your business from the outside such as supply chain problem, shift in market requirement or shortage of goods. It is vital and anticipate threats and to take action against them before you become a victim of them and your growth stole.

Think about the hurdles you face in getting your product to market and selling. You may notice the quality, standard and specification for your product are changing and that you will need to change those products if you have to stay in lead.

Always consider what your competitor is doing and weather you should be changing your organization to met challenges but remember that what they are doing might not be right thing for you to do. So avoid coping them without knowing how it will improve your position?

Q: 3 Understand the client needs.

Client needs refers to both the tangible and intangible requirements. They have for realization the success of a project and maintaining a successful relationship there need can be stated straight at the beginning of the project.

They may not even recognize by the client as a something they want it will be up to figure. What your client needs before they realize it themselves.

1) Transference

This is another way to saying clear consistence and open communication with the client that could been sending out regular updates, meeting with them frequently to receive feedback or developing up to date timelines so they no when to accept your work.

2) Availability

Client will this need want to be able to excess your team with whenever they need that may mean having a dedicated client service employee to interface with them or simplify staying on top of all e-mail and chats so that you never miss message.

3) Control

Some clients may want an extremely high level of involvement at all stages of the project. While others may only want to be involved with the essential. How much or how little control you want over a project can be important.

4) Trust

Closely related to control and transparency trust is ultimately about how much confidence the client has in your ability to meet their challenges. Every client would prefer to have complete confidence. This may not be possible it will be up to you to properly exist there level of trust. Then put process in place that help you manage the relationship while installing confidence.

5) Measurable result

This is when client on want to be able. The effect of solving their core problem whether qualitative or quantitative this will likely require your team to collect data throughout the lead to project that show the result of your efforts.

Q: 4 Event planning process.

1) Define objective

Always ask what are you hoping to achieve from this event? A set of strong objectives can help you to stick to plan and arrange fantastic event.

2) Choice location

Make sure that your location set with your objectives, make sure that room is adequately equipped for your needs and ask about all associated costs prior to booking remember to ask about additional details such as parking, transportation from the venue and food service.

3) Set a day / date

This is an important factor that many people often forget ensure that create a date that is suitable for all audience. Make sure that it is not conflict with any holidays or any calendar event. Both in your industry and outside it.

4) Create a plan

Set yourself a timeline include all activities you will need to complete the event. This plan can change but it is important that you can visualize everything that you need to do.

5) Issuing invitation

If you issue too early people may forget and if you issue too late people may not be able to attend. Make sure all the detail includes it is necessary in invitation. Including date, time, location and any additional information that your guest may need to know about the attending.

6) The day of the event

On the day of the event you should arrives early and make sure that everything is planned. Remember to welcome any special guest or speaker. Make them feel comfortable in there task for the day have your running order prepared in advance. It is good idea to bring any conference be created or placed where needed in good time.

7) Evaluate

Take the time to reflect after any event look at were you could manage your time or task better in the future to maximize the efficiency and your planning and preparation skill. With this event planning basics you should be able to host wonderful event that you guest will truly enjoy.

Q: 5 Conducting market research

Starting from the basic market research is the core of finding target market for event planner. Market research is one of the first aspect you include your guide to event marketing understand the market place, identify people interested in your event and see weather there is room to explore.

You can even gather statistic and conduct survive to understand your potential attends it would require extra work but target audiences identification for event is significant to success.

➤ Analyzing past event and competitors

Broadly a past and competitor provide excellent insight into the target audiences a great way to do this to analyze the data to make the first role and find which target audiences your competitor after.

➤ Creating audience personals

Researching your target audience without resorting to potential attendance person can be difficult it help you to understand their motivation and predicted their behavior to increase event tickets sells.

This makes your target audience strategy more efficient and effective. See through your potential attendance eyes tap into there emotions and understand.

➤ **Utilizing social media and online tools**

You can locate and discover target audience using social. Event marketing data because the audience want to reach out there using social media platform.

Brainstorm and set as specific as possible by identifying age, gender, education work, income level, where they live, interest and inspiration.

For example the Facebook audience inside tool provides data about profiles who interact and engage with your event and happiness.

Also you can use online tools and websites to find your target audience and get the most out of your marketing budget.

The key is utilizing social media insight to create well rounded event marketing strategy and gain comprehensive and understanding of your audience.

➤ **Engaging with industry influences**

Industry influencer can make your event stand out connect with the right target audience partnering with influencers individuals from your industry or increase engagement and creditability.

➤ **Refining and testing your message**

Your message strategy deliver a value proportion once you have crafted a compiling and consistent message that recommend. Your potential attends you must refine and test it is ensure effectively aligns with your goals.

➤ **Utilizing target marketing channels**

Discovering the target audience for the event and selecting the most effective marketing channel with help you to achieve your event goal.

You reach and increase revenue by utilizing the right channels to align all marketing activity strategically you must promote your event on the marketing channels where you can find your target audience.

Q: 6 Conceptualization of event.

Conceptualization of event is process of creating mental image or representation of something. In event planning conceptualization refers to the process of developing their ideas and concept for an event. This include everything for brain farming ideas to creating detail event planning the goal of conceptualization is to create a clear vision for an event. That can be easily communicate to others.

A conceptualization is the process by which a general concept or idea is formed will be guided by weekly coaching session and they work on conceptualization and planning before beginning their project.

➤ **Importance of conceptualization**

It is critical to identify and understand who is really involve with an event as well as associated. Process In order to plan it a planner can use this details to increase likely hood of success an event conceptualization a situation can be seen in the following in which speaker describe her difficulty in understanding. She describe her plan but unable to conceptualize them.

A programmer who is familiar with his detail will be able to better identify and solve the problem.

An event can be conceptualize in a number of ways, defending on the purpose and desire outcomes, for example a corporate event might be conceptualize as a networking opportunity while a private event might conceptualize as a way to celebrate a special occasion conceptualizing an event helps to determine the activities like décor, food, drinks and overall atmosphere.

An event concept is creative that involves brand interaction and experience in order to motivate consumer behavior in other words an event concept is an effective way to transport your audience from bored to interested, from concentration to laughter, from tears to happy to create memorable event that compel people to come back again and again we try to create activity based in all angels to create and manage unique event and activities throughout our ideal process. We create a narrative that will last lifetime finally we celebrate our event, planner, supplier and other member of our event manager team to implement the design.

Q: 7 5C's of event

A Economic for the first step would be 5c conceptualization, costing canvassing, customization, carrying out.

1) Conceptualization

First we have to develop the idea what would be the even on what we would market through the event. It means first choosing a sector than choosing a subject in that developing a flow through on the same for e.g. we could first choose the board domain as (BFSI) Banking and Financial Services Institute and then choose insurance and then develop the flow through the opening session is on the insurance policy where we discuss the current policy as developed by the IRDA [Insurance Regulatory and Development Board in India] from there could be a session on analysis of market trends in life insurance followed by analysis of market trends in general insurance and conclude with an interactive discussion between insurance agent and companies on general operational problems.

2) Costing

The event has cost food of the delegate and speaker attending the cost of the audio, visual equipment stage setup, chairs, travel cost of speaker and organization, hotel cost of organizer and labor cost of organizer. All this need to be estimated and raised thought through sponsorship support from corporate, In some special event management extents partial support to the event cost as it feels social obligation that ensure the event happens.

3) Canvassing

This is simply marketing the event to its customers. There are two types of customers delegates are those who would come to attend conference, today time is the most valuable things given the big target and work in fresher. Therefore if somebody takes time from work to attend the event he or she must be sure that some take away are there. The take-away are usually business connect the buyers hope to get sellers and the sellers hopes to get buyers getting two hundred people reduce the per unit cost of customers. The speaker is one who speaker on topic, he or she is the biggest seller of knowledge and skills, wishes together customer from the audiences. Usually the sponsor is the company of speaker and sometimes the others.

4) Customization

Everything is customize to suit the target audiences and discriminating the message effectively. Client's satisfaction is very important for marketing and event successful. It involves

bundle creativity and suitability to match the changing trends and taste of the customer. Practically this is done in simple way. The organizer draft a conferences plan and goes about the marketing it to sponsors company, for a conferences on mutual fund the sponsors and speaker are the a sets management companies as the sponsors and speaker see the draft plan they suggest changes according to market needs.

5) Carrying out

If this approach the event or conference is executed it includes a lot of activities and operations that led to accomplishment of the objective. The objective is to connect the speaker with the delegates which is in away the buyers with the seller it involves.

- Booking the venue [Usually a hotel on a day]
- Booking the vendor who would set the table, chairs, stage, mike and camera.
- Make sure the setup is done properly.
- Following up with speaker to ensure that they come.
- Following up with delegates to ensure that they come.
- Managing the venue so that people can connect to each other and network.

Q: 8 Introduction of risk management and types of risk management.

Risk management system have significant role in ensuring the success of the event. Nothing can be left on chance factor every professional event organizer essential requires the knowledge of process require and took off risk management to avoid possible future crises situation. One has to expert that risk is an internal part of the event which means that event is excellent. Plan the risk controlling measures for example:- No matter how much fire resistant material has been used in venue decoration. The event planner has to keep arrangement for fire safety measure.

Since, a potential risk is associated with the every aspect of an event being careful and prepare is not an easy task, but a series of demand from the event organizer. Definitely a degree of care expected from event professional is more than any ordinary person. If any failure or harm due to miss-management of event professor is not spread for their long standing past and they have to go through dish wasting emotional and financial resources. Therefore standard risk management process must be followed by professional event organizer.

1) Opportunity risk

This is very similar to opportunity cost but in this case it is the risk that we are referring to when an organization stands a chance either loosing better opportunity or failing to deliver or may not generate return as accepted during the option.

2) Uncertainty risk

Just as the word suggest this risk relate to the risk of uncertain event that can impact the smooth functioning of an organization. The risk of uncertainty arise from the lack of situation that may irrelevant in the typical day-to-day activity. However this risk cannot be controlled due to its uncertainty. However this can be control against so that the damage is compensated for natural calamities like fire, market, downfall, decrease of competitors in the market, legal action, political problems which include territory attack etc are best example of risk uncertainty.

3) Risk of hazards

Risk of hazards can refers to dangers that can arise out of improper handling or poor work place design, resulting in dangerous event that result to the people involve in the process. It may accrue to biological, psychological. Chemical hazards or improper allocation of duties depending on the skill.

4) Operational risk

Operational risk is the risk that involves a day-to-day business activity it may arise out of failed process, system or policies. It is one of most dangerous risk since it can accrue out of the activities of operations which are required for the functioning of the business.

Q: 9 Critical success factor.

1) Strategic focus

This refers to the role of sponsor ship planning and management and incorporates with this key element.

- A consumer driven company based on up to date survives from customers.
- The company's core values are seriously taken into consideration by all members.
- Focus on having a competitive and suitable advantage.
- Techniques responsibilities and clear strategic all goals.

2) People

Staff should be chosen based on personal strength, talent and attitude people should be given equal development opportunity and should be avoided for any desirable high performance.

3) Operation

Process should be find optimized and deliver the best to customer. Guest should also be explained clearly to all responsible staff. So they understand the responsibility to create and maintained their values.

4) Marketing

Marketing refers to sales, customer relation and over all responsiveness. A company should monitor customer values, needs, satisfaction and feedback. The company unique brand should be position based on the suitability.

5) Finance

Financial success factor include assets, equipment and facilities should control cash-flow and guarantee profit. Through efficient financial process management should understand the financial data. They track maintain competitive pricing for the best consumer value.

UNIT-3 **MANAGING TEAM**

Q: 1 Team building concept and characteristics.

The purpose of team building and team development is to assure that member of team, unit, division or sector is aligned with each other. A team oriented process will also help clarify roles and address inter-discipline the process will show the group how to work together for the achievement of the common goal both in terms of the business unit and the organization whole.

Leadership responsibility will ultimately by distribution across the team member based upon common and the formal leader will work more as facilitation then a boss. The ultimate goal of team building process is to create fail group dynamic in which there is some definition of roles but a flexibility that allows team member to compliment and support each other without fear to over-stepping boundaries.

Team building is one of the most widely used group development activities in organization. A common strategy is to “team building” or create “co-operate in love” were team member try to address underlying corner and will trust by engaging in activities that are not part of what they ordinarily do has a team.

All organizational activities one study found team development to have the strongest effect [version financial measures] for improving organizational performance. A 2008 Meta analysis found that team building activities including team building and team training improve both teams objectives, performance and that teams subjective supervisory rating. Team building can also be achieve by targeted personal self-disclosure activity.

➤ **Definition**

Team building is define has the ongoing process of using daily interaction activity, exercise and other formalized strategy to organize a group of employees into a co-operative and conscious group by a sense of mutual trust, community and co-operation. Team building aims to unity of employees under shared goals. Intern effective team building can driven productive, affectivity, efficiency and employee satisfaction.

❖ **Characteristics of team building**

➤ **Clarity**

Clarity of purpose focus a team what to accomplish and how it fits within an organization larger priorities clarify of roles and responsibilities help team members to understand agree on and except their individual roles with clarity team will find it easier to make discussion and work together.

➤ **Capability**

The core of team performance is developing a team that balance between members who already posses necessary skill those who still need skill-development. The team skill set determines how individual should apply their skill to the work. Work should be assigned based on the right person with the best capability to handle it.

➤ **Collaboration**

Before a team can achieve collective goal individual must able to work independent as well as team member. Research conform that the most effective team are collaborating it is what unable the strategy require for teams to achieve their goals and forms the bases of problem solving, decision making and change management.

➤ **Commitment**

Commitment is really two factors accountability and trust without these. Teams cannot succeed commitment motivate strength and prepare team to face tough challenges. When team is committed it is more likely to deliver the best result.

➤ **Communication**

Teams must employ all available technology to be connected, inform and co-ordinate. High performing teams have an open communication structure that enables all members to participate. Open, honest dialogue leads to better choice and decision.

➤ **Continuous improvement**

Teams oriented towards continuous improvement are better able to face new challenges with skill and confidence. High performing teams are not only committed to individual performance but are more likely to evaluate the performance.

➤ **Creativity**

When organizations encourage creativity, team members can solve problems more effectively. Organizations must create an environment that supports risk taking and encourages diversity of membership and tolerates creativeness that allows a team to solve a problem by thinking outside the box.

Q: 2 Team building approaches.

Since team building is important for organizational groups, it becomes important to know about effective approaches to team building. Here we have listed four approaches to team building that will help you to achieve your goals.

1) Setting goals

Setting goals is the first step in turning the invisible into the visible. It is important to have a clear objective in any team. A clear objective will help you to identify the specific test the probability of the success. Setting goals is to boost motivation, improve a sense of ownership and track team success.

❖ **Start with SMART [Specific Measurable Achievable Relevant Timely]**

- Have a clear goal in mind.
- Break the goal into actionable steps.
- Have a plan for obstacles.
- Track your progress for long term success.

2) Role clarification

Highly effective teams have clearly articulated roles and responsibilities. Every team member must know their respective roles and duties. Clarifying the roles will help you check

progress and report. It is not only promote members interdependence but also motivate each to focus on their own role. Without getting distracted or worrying about others task.

- Clearly defined the task.
- Explain reasons for the task.
- Check for understanding of the task.
- Provide necessary information about the task.
- Set specific deadlines.
- Promote transference.

3) Problem solving

Problem is the part of our lives. We cannot ignored or avoid them. The best we can do is solve them. It is vital skill that you need to survive in business world. You must have the ability to identify problems within the team and solve them clammily. You must also develop problems solving skill in your team member so that they can solve problem on their own without others help.

- Define the problem
- Brainstorm the ideas
- Deciding on a solution
- Implement the solution
- Review the results.

4) Interpersonal relations

Communication support, sharing and receiving support help you to gain the trust of your team this interpersonal skill help you gain and make you capable of bringing out the best in your team. Having background opinion and attitude various prospective and overall build the team.

- Have a positive outlook
- Control your emotions
- Acknowledge other expertise
- Show interest in your colleagues
- Be an active listener
- Practice empathy
- Maintain your relation

Q: 3 Team building activities.

In the fast place word of business for casting a productive work environment is more crucial then ever while individual skill and expertise are important the real magic happens when team comes together communicate effectively and collaborate seamlessly.

❖ Communication focus activity

Communication is life blood of any successful team. It enables team member to share ideas, exchanges information and collaborate effectively without effective communication, misunderstanding, conflict and missed opportunity can accrue leading to unproductive and inefficient can work. Communication focus team building activities aim to improve verbal and clarity of message among team members.

➤ Trust building activity

Trust is the foundation of strong team work. When team member trust each other they are more willing to take risk support one another and collaborate effectively building trust. Enhance moral strength, relationship and improve over-all team performance.

➤ Problem solving activity

Problem solving skill are important for performing challenges and achieving success in any team organization, effective problem solving involves analyzing situation, identifying potential solution and making inform decision collectively.

➤ Decision making activity

Effective decision making is vital for the success of any team that can make well informed decision together are more likely to achieve their goals adopts changes maintain.

Q: 4 7 Characteristics of high performing teams.

While innovative talent leaders have been investing in teams to increase wellbeing and performance challenges like the areat resignation and a looming resatition live organization with a lot of contained with.

If you want to build successful team models yours after this characteristics.

1) Shared goals and purpose

A high performing team is committed to achieving a common goal or purpose and to work as a group.

Its members have clearly defined roles and know they do a jobs and how to do them? With no confusion about there respective responsibilities everyone plays a part in the teams overall success. This maximizes productivity reduces conflict and boosts team moral.

2) Talent, skill and strong work ethic

Individuals in high performing teams are required for their exceptional talent and skill sets. They exhibit self drive and strong work ethic. Allowing them to consistently perform well at there jobs.

Members of high performing team also have mutual respects for each others. Strength and weakness and exercise can door at individual and group levels.

They complement each other and are apperciatiotive of what each member brings to the table. They are accountable and hold each other accountable to deliver on team commitments.

3) Effective leadership

Outstanding teams are lead by managers who maintain the group standards and goals and insure objectives are relevant and meaningful. The leader build deep trust between team members and faster commitment and confidence. While insuring everyone continuously improve in their roles.

Team leaders learn regularly reviews and invest in data collection and analytical to make effective decision. They leverage data to build on what they have done and improve all what they do?

Beside leading by example high performing team leaders actively resolve any issues that hinders team performance and celebrate members wines without seeking or taking credit themselves.

4) Open communication and conflict management

Open communication focus on coaching and addressing issue openly and candidly by keeping communication lines open high performing leaders can manage internal conflict and motivate its member to do more together. Member of high performing team are honest with each other without worrying about realization. This allows them to do open to constructive feedback without feeling attracted to feed comfortable taking risk and sharing any conflict and challenges.

5) Delegated power and empowerment

In high performing teams decision making powers are shared not entered around a few leaders this allows manager to delegate affectively and for team member to feel more recognized. This increase team moral and encourage member to play their strength.

For example At zappos leadership distribute authority across circle [self organized team] within the company instead of the traditional top down management. Hirachy were leader authorized each decision. The team closest to the work make call this make it faster to tecal a new opportunity and threats.

6) Clear operating rules

A high performance team follow a clear set of operating rules, norms and standard to measure and improve team performance for example group norms include open line soft communication, respect, peaceful conflict resolution and regular performance evolution.

7) Instric motivation

Monitoring and non-monitoring investment encourage high performance and can compliment organizational goal pay transference and other program employee care about provide the greatest impact on performance. Investing in this area can also positively impact employee engagement and retaintation.

Q: 5 Team leader responsibilities.

This position report to the team manager with recoupment selection performance management activities and training.

- Delegation task and responsibility.
- Planning and distribution employee concerns forwarding to team manager as a prop eat.
- Addressing any conflict within the team that mean arise.
- Increasing to team motivation and sharing positive feedback and price.
- Circulating company information and update within the team.
- Holding team meeting and communication their result to team member.
- Helping team manager in the development implementation of process.
- Improve efficiency and increase safety.
- Providing training feedback and co chining.
- Ensuring a set and tidy work place for employees.

❖ **Team leader skills**

- 1) Team work
- 2) Delegation
- 3) Problem solving
- 4) Deadlines
- 5) Motivation
- 6) Inter personal
- 7) Mentoring
- 8) Training
- 9) Safety
- 10) Scheduling

Q: 6 What is business communication, its importance and types.

Business communication is the process of sharing information between people within the work place and outside a company.

Effective business communication is how employees and management interact to reach organizational goal its purpose is to improve organizational practice and reduce errors. It is important to work on both your communication skill and communication process to achieve effective business communication.

Importance

- Presenting options/new business ideas.
- Making plans and proposals.
- Exclusive decision.
- Reaching agreement.
- Sending and fulfilling orders.
- Successful selling.
- Effective meeting.
- Providing feedback to employee & customer.

❖ **Types of business communication**

Internal communication

a) Upward communication

Any communication that comes from subordinates to manager or from another persons up the organizational hierarchy.

b) Downward communication

Anything comes from superior to subordinates that called downward communication.

c) Technical communication

Internal or cross department communication between co-workers.

1) External communication

External business communication is and messaging that leaves your offices and internal staff. It involves dealing with customer, vendors or anything that impact your brand. You can short all communication into business communication.

a) Maintaing good relationship with exiting customer

External communication help returned exiting customer it can help to update customers on new product and will brand loyalty.

b) Sharing news and development about the business

It is important to inform partner's shareholders and important clients of any changes to the business or news that may affect their relationship with the business.

c) Building brand identity

The way a company communicate the words it choose to use and even the images it chooses to share of help to build and rain force a chosen brand identity. This can help created and between the business and it's customers and attract new audiences.

d) Improving brand awareness

External communication including advertising camping and website and social media contact can all improve brand awareness and ensure the public knows about a business.

e) Communicating with supplier

Maintaing a strong working relationship with supplier is important to success of any business. Strong external communication with supplier can help to build long lasting business relationship that benefit both the parties.

UNIT-4

EVENT MARKETING, ADVERTISING&P.R. [PUBLIC RELATIONS]

Q: 1 Event marketing: Meaning, features and importance of event marketing.

Meaning:

The increasing competitive pressure brought on by globalization is forcing business professional to find new way to engaged with customers. There are many definitions of event marketing it is defined as the marketing discipline focus on face to face interaction via live event, trade shows and corporate meeting among other event types. Other define it as designing or developing a live theme activity occasion, display or exhibit [such as a sport event, music, festivals, fair or concert] to promote a product or organization.

An event is live multimedia package with pre-convince concept. Customized or modify to achieve the client objective of reaching out and suitability influencing the sharply define. Specially gathered target audience by providing a complete sensual experiences for two way interaction.

❖ **Features**

1) Wide range of event

Infect, there are vary few events that cannot be used for marketing purpose as all communicate something to the target audience. Event can be used to perform a number of marketing functions. For examples: communication, relationship, loyalty building, database completion targeting, brand enhancement and personal selling.

2) Goal oriented

If the event and advertising objective are not achieve through the event then no matter how much people enjoy the event and how much popularity the event got. It is complement failure on commercial level.

3) Effective promotion and communication

It is important to get the message across to the target audience and there for enough research about the profile of the attendance is important to be able to communicate effectively about the product.

4) Proper evaluation

Event evaluation is necessary to make the team more efficient and effective. The next time if organizers organize event it help in finding mistake and learning from them. Event evaluation should be done immediately after the event is over of the next day. A meeting should be conducted with team member to evaluate the event.

5) Feedback from the client

One good way to getting feedback is from the audiences, guest, make the feedback from a part of gift voucher. A guest can redeem the gift voucher only when he/she feel feedback from and give it back to organizer. This tactics are required to get feedback as people are generally regulated to give any feedback in writing form.

6) Location

The location chosen for an event is perhaps the most important aspect. The most ideal location is any exhibition areas are found at the entry-way to the event and near the food, station and rest rooms.

❖ Importance of event marketing

- 1) It helps in brand building, creating awareness about the launch of new product or brand.
- 2) To highlights the added features of the products or services.
- 3) It helps in re-generating brand during different stage of product life-cycle.
- 4) Helping in communication the re-positioning the brand and product.
- 5) Associating the brand personality of client with the personality of target audiences, market.
- 6) Creating and maintain brand identity.

Q: 2 Event marketing process.

1) Set goals and establish basis

Set goal for your event show you can build your marketing strategy from them if attendance is your e-matrix. A broad marketing approach that engaged with a wide audiences may be most successful if the goal of your event is rewards your existing customers. A more targeted approach with narrow scope would be best.

2) Plan out your content strategy

An event marketing strategy will keep your team organized about what content is being published on which platforms. Some forms of content you might consider include.

- Blog posts
- Pictures or videos from previous events
- Testimonials
- Press releases
- Interviews with featured speakers

3) Prepare promotions

Effective promotional will share the basic information about your event but will also tell people what they'll gain by attending. Inbound content will focus on practical details, but outbound promotions should hone in on why someone should attend the event.

Remember to tailor the benefits and value that you feature on promotional material to the audience segment you expect to reach on each channel. You engage with different persons.

4) E-mail marketing

Sending emails to potential attendees is easy and earns good results. Automated email campaigns don't cost your team a lot of time or effort, and your existing email lists represent an interested audience whether they subscribed to your newsletter, downloaded a demo, or shopped with you before, there's a higher chance they're interested in your event.

5) Social media and social proof

While email marketing is great for contacting existing leads, social media will broaden your reach. Whether you're using organic content or paid advertising, social media can help attract new attendees.

6) Cultivate attendee engagement

Increase engagement as the event approaches. Maintain your cadence of emails and social media posts, but shift the focus from creating awareness to building excitement. Include last minute promotions and consider using paid advertising on search engines and social media to catch any potential attendees you may have missed.

Focus on strategies that will get attendees interacting with one another or with your team before the event. Social media is a great channel for this, because the user engagement is natural, post a poll about which panel attendees are most excited about or which of the speakers people are looking forward to. Establish a hash tag that people can use before and during the event to share their pictures and videos.

7) Engage sponsors

Sponsors lend your event legitimacy and serve as an endorsement for your brand. They can also be valuable event marketing partners.

Create different packages for various levels of sponsorship and be flexible for example, a small investment might earn the sponsors a logo on some promotional material at the event while a larger investment would put the sponsor logo on the big screen.

8) Set KPIS to measure success

Whether you're target registrations attendees or leads establish KPIS before launching event marketing campaigns. Event don't need to make money to be considered successful. Marketing you brand nurturing leads or connecting with customers could be enough. Outline your goals early on and structure your event to target the goals you're hoping to accomplish.

Q: 3 What is branding in marketing.

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's, mind by combining such elements as logo, design, mission statement and a consistent theme throughout all marketing communication. Effective branding helps companies differentiate themselves from their competitors and build a loyal customers base.

Why is branding important?

A unique brand can have a huge impact on your bottom line by giving you a competitive advantage over your rivals and helping you acquire and retain customers at a much lower cost. In a commerce, where new companies [and therefore, new competitions] are springing up everyday an established brand can be an invaluable assets in bringing customers and generating profit.

Regardless of whether you're investing time and effort into crafting a compelling brand or paying no attention to it whatsoever, your business still has a brand. However, it may be completely different to how you intended to be seen.

What is advertising?

Advertising in the concept of communicating a message about products and service to a customer so that the customer can understand the offering along with its features, uniqueness, price, offer , benefits and value to get convinced about making a purchase. Advertising is done using various media like TV print, radio, online, digital, social media, outdoor and more where

advertisement are showcased showing the value to the customer. It is one of the most critical components of marketing.

Importance of advertising?

Several companies are producing goods and products which are critical for a customer to fulfill their needs. However, with treatments competition and limited span of attention for a customer, it becomes difficult for a customer to know about a product of a service company also have a limited and stagnated market share.

Hence, it plays an important role in communicating the value proposition of a company's offering to the customers.

An advertisement clearly highlights the product service, its utility and also builds a connect with the customer. Advertising and making a brand enables to reach out, teach about the product and ensure that the customer is aware about the company. All these things can influence the buying behavior of a customer and can be driven by having good marketing budget to cover the marketing costs.

Q: 4 Types of advertising.

1) Display advertising

Display advertising also known as banner advertising is a form of advertising that can be seen as a sort of online bill-board. Display ads can be static or moving but typically follow the pattern of being at the top of a website in the form of a horizontal banner. This form of advertising usually is intended to tell a quick conversation not in depth through pieces.

One will typically find display ads on websites and some social media websites.

2) Video advertising

Video ads are hugely popular forms of advertising because they are visually and audibly engaging. There are two main ways one can advertise with videos through in-stream video and throughout-stream video. A lot of the time brands will opt for both forms in order to get the most of their advertising campaign.

3) Mobile advertising

Mobile ads are exploding in popularity and it certainly makes sense potential customers are on their mobile device more than their standard desktop or laptop computer. So mobile ads are more of the best ways to get viewers.

Mobile ads can include display, search, video, app and social media also that are forested specifically for mobile consumption video are probably one of the best ads forms for mobile devices.

4) Native advertising

One of the most common form of disruptive advertising [ADS] meaning is pop-up ads. How often you have personally paid attention disruptive ads like these pop-up ads outplay video ads may seem like a quick way to get your product in front of eyes, but how effective are they.

Disruptive ads are not a recommended method for marketing. Its apposite, native advertising, is significantly better nation advertising also known as sponsor content are advertisement that match the style, flow and function of the platform or website where it appears big posts, videos or photos and are designed to look as it they really belong on the platform business must pay close attention to native and specs in order to create effective native advertising companies our team has compiled some native advertising examples to show how you can use native advertising.

5) Audio advertising

Popular programmatic audio advertising solutions include podcasts. Online radio, and music streaming services typically, audio ads involve fifteen to sixty second audio clips.

Audio advertising is useful because it can be used to reach music or podcasts listener who are already paying attention to their chosen listening channel. Programmatic advertising with audio aims to get that audio clip to relevant potential customers based on location and listening habits.

6) Social media advertising

Social media advertising is a very well-know form advertising that is popular due to its low cost.

Business can make accounts on websites like link edit, Facebook, twitter and Instagram. They can then post on those tools for free essentially using social media as free advertising most social media websites also offer paid advertising. Opportunities that are also fairly inexperienced but tend to be difficult to track efficiently with analysis.

7) Pay per click search advertising

Pay per click [PPC] reach advertising also know as paid reach advertising involves the process of bidding on different specific key words. So that related search advertisement are placed on different specific areas of the results page It you've likely seen advertisement for different business on the side of the page, tops of the page etc.

Advertisers pay a fee each time their ads is clicked. This made of advertising tends to be less authentic popular PPC. Companies include Google add and being ads.

Q: 5 Difference: Publicity and public relations?

Publicity	Public relations
1) Publicity refers to the process of gaining public attention & media coverage for a personal organization product or event. It involves generating news on media coverage through various channels such as press releases media interviews, events or social media.	Public relations reforms to the strategic communication efforts aimed at building and maintain relationship between an organization and its various stockholders include public media, employee's investor and govt. It involves managing overall reputation and image of organization catering positive relationship with key audiences.
2) Publicity is focused on generating media exposure and attention. It aims to create awareness interest or buzz about specific subject or entity often through an dissemination of news or information to the media or public platforms.	Public relations is focused on building and managing relationship between an organization and its stockholders. It aims to establish mutual understanding trust and good will by effectively communicating and engaging with various audiences.
3) Publicity is typically a one way communication process. Where the organization or individual all seeks to capture media attention or coverage it is often driven by a desire to promote a specific message product, event or an achievement.	Public relations involves a 2 way communication process where the organization seeks to build meaningful relationships and engaged in ongoing dialogue with its stockholders if emphasize listening understanding responding to needs and concerns of various audiences.
4) Publicity is other focused on generating immediate attention and impact aiming for short term visibility or publicity. It may involve creating a buzz or capturing media interest for a specific event, announcement or campaign.	Public relations task a more comprehensive and long term approach. It focuses on building a positive reputation and sustaining positive relationships over time with the goal of enhancing the overall image and credibility of the organization.

5) Publicity is often driven by specific objectives such as. Creating brand awareness promoting a product or service announcing or event or milestone or shopping public opinion about you specific issue or topic.	Public relation is driven by broader organizational goals & objectives. It aims to enhance the overall reputation creditability and relationship build capability of an organization. It may involve managing the organization response to challenge or crises addressing the interest & concern of various stockholders.
6) Publicity can be generated through various channel including traditional media [newspaper, magazine, TV, online media, social media platforms influence marketing and public events.	Public relation vitalizes a variety of communication channels & tactics such as media relations, investors, public affairs, community relation employee communications thought leadership & digital communication to engage with different audiences.
7) Publicity is other association with promotional activities and may involve advertising [sponsorship products placement of other paid media tactics to gain exposure and media coverage.]	Public relations focuses on building creditability, trust & positive relationship through leadership public speaking engagement, partnership & non-paid communication channels to influence perception & general positive visibility.

Q: 6 What is the meaning of merchandising give away competitions and text messaging marketing what do you mean by merchandising?

Merchandising is the practice of promoting a product or brand through the use of advertising, promotions and other marketing technique. It is a component of any retail business and is used to increase sales and create brand recognition. It includes activities such as product placement, store displays promotions, pricing strategies and more.

What is merchandising in media

Merchandising in media is the practice of creating, marketing and selling products or services related to a particular media property or brand. This includes producing and selling merchandise such as toys, clothing and collection based on a movie, serial, books. It also includes creating digital content & experience such as virtual reality experience & interactive websites.

What is the steps of merchandising?

- 1) **Planning:** Establishing the goals and objectives of the merchandising strategy and developing a plan to achieve them.

- 2) **Positioning:** Crafting a clear something compelling positioning statement that differences the product or service in the maid of the customer.
- 3) **Promotion:** Developing and executing marketing tactics that will drive awareness and demand.
- 4) **Pricing:** Setting the right price point to maximize profit and appeal to the target customer.
- 5) **Placement:** Ensuring the product in placed in the right location to maximize sales.

What is a give way

A give way is a type of contest on social media that brands or users organize to increase their engagement with followers. In a giveaway several user participate in a contest organized by a brand or on influencer and get chance to win a price.

During the giveaway business content creature or influencers might ask user to do certain take to be eligible for the give way. These would include subscribing to a channel following social media handles or instructing with the post. Once done winner are selected randomly or early bird cretin giving everyone a fair-chance win prize and coupons.

What is competition in marketing?

Competition in marketing is the rivalry between existing companies, services or products that exist within a specific market. In marketing professionals include in their marketing companies to help specific company's differentiate themselves from the ofer market competitors. This rivalry can have a positive effect in that if can influence positive industry changes, better products and services and increased innovation but it can also create unfavorable condition for business that can't remain competitive. It's important to understand competition in marketing to you can help your company be more competitive in its industry.

Meaning of promotion

"What is promotion?" Promotion is a marketing tool used as a strategy to communicate between the sellers and buyers through this, the sellers tries to influence and convince the buyers to buy their products or services. It assists in spreading, the word about the product or service or company to the people, the company uses this process to improve its public image this technique of marketing creates an interest in the mindset of customers and can also retain them as a loyal customer.

Text message marketing involves using short message service [SMS] message to deliver advertise and other content directly to mobile devices. It's considered once of the most cost effective ways for brands to engage their mobile consumer.

Brands use text message marketing for a wide variety of purpose including promotions account authentication, reminders and notifications about orders and more.

Virtually all modern mobile phones support SMS through their native message teats apps. However, before receiving marketing text customers must first opt in SMS message can contain up to 100 characters, including text, emoji's links and phone numbers.

Q: 7 Media tools

1) Media invitations

Thought the various social media we can provide invitations of any event free of lost.

2) Press releases

A press release help business reach audiences and create awareness around a topic or an organizations brand. Content marketing strategies often include press releases, which give business and brands a way to publish current news and other updates if you work a marketing, public relations, media relations or other communication role, press releases can help you share a brands message and influence audience. A press release is a written statement that business provides to the media of share an important announcement or other vital nformation with the public.

3) TV opportunities

Television marketing is another type of broadcast marketing the opportunity to promote their product during television broadcast. This might include commercial breaks during, television shows or films. Segments on news broadcast or product placement in television or film projects.

4) Radio interviews

The term radio day applies to a session to scheduled ration interviews over a morning afternoon or even a full day. The schedule is presold in meaning that when your speaker person at studio. They already know who they will be doing their interviews with we have a 30 minute briefing where are we will discuss the schedule any regionally relevant statistics and which of the interviews will be live or prerecorded. Interviews will provide feedback so that yours spokes people can make the most out of every question you will be offer tea, coffees, breakfast or lunch during the day.

Q: 8 Promotional tools

Flyers and posters

Flyers may be old fashioned but there is a reason we have been using this humble marketing tool for centuries because they work in this digital era, where we teach advertising is the norm, flyers remain relevant and important in marketing. They are an effective way to get your message across, whether you are a trip organizer a yoga instructor or an entrepreneur.

Posters are another common print material used in marketing by many businesses both large and small just like flyers. They include visual design, colors, images and copy however, posters are bigger in size and often printed in a glossy and more durable paper. They are also meant to be posted on walls. The content in posters can be motivational, instructional, educational or informational.

1) Invitations

Event invitations inform people of event they may be interested in attending event planners may send these invitations through the mail or email or they may promote the functions on social media platforms the targeted audience of the event.

2) Website

A website is a great marketing tool. It represents your business on the internet and is one of the most important digital marketing channels you can use to get more traffic or make more sales every business that wants to succeed online must have a clearly defined website marketing strategy.

3) Newsletters

A newsletter is an email you can send to customers to update them about your brand's latest products and services. You can also share valuable industry news or blog posts or inform them about your discounts and offers as a part of your email marketing strategy newsletter can help you nurture your relationship with customers and bring value to them so that they return it to you. Overall, newsletter can serve different marketing purposes.

4) Blogs and tweets

A blog is a website or webpage containing regularly updated content while twitter is a micro-blogging platform where users put short messages and updates.

Blogging allows users to share their thoughts more clearly whereas twitter is useful for quick updates and real time conversations with followers.

Blogging can help users establish their expertise on a topic while twitter is more suitable for building a following and engaging with other users in real time.

UNIT-5

SPONSORSHIP

Q: 1 Event partners, event associates and event sponsors?

1) Event partners

Event partnership means sharing your brand name, reputation and event with another part. So the right choice need to be made. They can be powerful, create a unique way to collaborate and bring the best of both brands and business to improve the event experience.

Few things which helpful to partners

- a) Knowing and trusting each other
- b) Making the event unique
- c) Offering valuable resources
- d) Aligning message and values
- e) Using extra advertising

2) Event associates

An event associate is a member of the communications team responsibilities for providing logistical. Support to promotional events. You will assist in the planning organization and implementation of event undertaking various responsibilities.

As events associate is responsible for assisting and organizing events and according to clients, specification, and requirement and budget limitations. Event associates must have excellent communication skills to budget limitation event a must have excellent skills to co-ordinate with suppliers and events. Place owners to provide the highest quality service for the

clients. They also reach out to the clients for progress updates and inform them of necessary adjustments as needed. An events associate creates financial reports and budget forecasting and ensuring that all complications and discrepancies are addressed, as soon as they rise.

3) Event sponsor

For an organization, good events are good culture and good business. This is a statement of truth. Sponsorship are the most effective and mutually, beneficial way to provide events with a powerful return to investment and positive culture. At their best, sponsorship raise the brand value of both parties and reinforce their heritage and visions for the future.

Event sponsorship is when an organization provides financial association to an event to achieve promotional advantages. Sponsorships can come in the form of a cash exchange for assets or a barter exchange involving products or services.

This guide will focus on the importance of building a solid partnership between the event organizer and sponsors. It starts with building relationship, showing value, giving them on unbelievable offer and teaching them how to engage with attendees.

Q: 2 Importance of sponsorship for event organization?

❖ Benefits of sponsoring events

Becoming a sponsor has a number of advantages for example your company can.

1) Increase return on investment

Though they usually require same financial commitment, sponsorships provide business with excellent exposure, which typically results roles are usually negotiable, meaning you can work out on agreement gives your company the level of exposure you're hoping for.

2) Build business relationships

Sponsoring an event or trade show can help your company make connections with non-competing business, giving you opportunities for collaboration in the future. A side from having a strategy for engaging new customers you should also prepare a plan to introduce yourself and your company to other sponsors and professionals in attendance.

3) Gain valuable insight

You can learn a lot from sponsoring an event, including the:

- Newest industry trends or business ideas.

- Unique selling trends or business ideas.
- Strategies other business use to attract new customers.

4) Expand its content strategy

Sponsorships can provide a great source of new material for a company's content strategy. By promoting your involvement in an event or activity you can drive traffic from the event and increase your engagement. A great way to do this is by creating content themes and hash tags. Additionally you can connect with the host on social media and find new target audiences.

5) Generate leads

Brand loyalty is largely dependent on emotional connections. By sponsoring events, you can gain exposure to prospective customers and highlight the human side of your company. Additionally, when a representative of your company attends the events you can learn valuable information about your customers, develop a mailing list and promote your service to products.

6) Reach sales goals

Aside from gathering leads, you can also generate immediate sales at a consumer event. Look for events that have high attendance rates and a limited amount of direct competitors. In some cases, you can ensure that you've the only vendor in your particular market category by paying an additional fee.

7) Benefit from association

You can often grow your company's positive reputation through branded event marketing. When a company sponsors events or organization, people often assume that it is reputable and reliable. As a result consumers have a higher likelihood of purchasing services or products associated with the brands sponsoring high profile events.

8) Boost brand visibility

Sponsorships can increase brand recognition before during and after the actual event by giving your company exposure to new audiences. This often happens through mentions in the press or social media and event advertising like radio spots, signs and featured ads. You can take advantage of this exposure by offering attendees free branded materials through promotion giveaways.

Q: 3 Types of sponsorship?

1) Financial sponsor

Sponsors who provide direct financial support to an event are referred to as financial or cash sponsor. This type of event sponsorship agreement involves company or individual offering money in exchange for promotional or other benefits.

In the case of large scale events, you can offer individual offering packages to those who agree to contribute.

For an event to reach its full potential defining the sponsorship level is the first step.

Establish realistic but ambitious goals, following this, you can determine which business and organization to tap and what levels of sponsorship to offer.

1) In kind sponsors

In kind sponsors provide goods and services to an event rather than investing money.

➤ Venue partners

For an event to be successful choosing the right venue partner is crucial. In a survey report by ungerboek, 82% of event attendees said the location plays a significant role in their decision to attend an event. In addition to planning, you also need to make sure the venue matches your organization's brand & caters to the right audience.

➤ Price sponsors

Prize sponsors often distribute items branded with their logos to participate for the event. These are a great way to boost brand visibility during an prizes can be awarded based on attendees level of participation. Be sure to customize them to fit your company's needs.

➤ Food sponsors

An event isn't complete without food. It is true that delicious meals can enhance the experience of attendees. Offering free food is yet another way to motivate attendees.

➤ Digital sponsors

During tech-related events, you will usually find digital sponsors. The company offers an app for the event poll questions, media walls or live tweets with the recent change in technology, digital sponsor are becoming more popular in the event planning industry.

2) Media sponsors

Media sponsors secure advertising for an event. Event organizers benefit by expanding the media coverage of the event and saving money on marketing. While media sponsors get an extra promotion, improve brand recognition and create an association with the event.

Often when media companies sponsor an event they publish articles about the event and share them on social media. They may also post any other type of content according to the agreement.

3) Promotional sponsors

Media sponsors are very similar to promotional partners. So what is the difference between them? In the majority of cases, promotional sponsors are individuals. In the media sponsors are companies and organizations. In most cases, these individuals are well-known social media influencers with a devoted online audience who follow them and trust their opinion.

4) Merchandise sponsors

It's no secret that everyone likes merchandise especially when it's useful or unexpected. Providing branded merchandise in the form of tools that attendees may need at the event like lanyards, pens or water bottles is a classic sponsorship opportunity with virtual events attendees can receive merchandise delivered directly to their door, giving sponsors the chance to reach their customers in their own homes.

Q: 4 Describe making sponsorship proposal?

How to create a sponsorship proposal

Sponsorship is critical in making a good event run smoothly, but all of that will be for naught if you don't have a good proposal in your hands. Therefore, learning how to craft a proposal that will persuade event sponsors and help you achieve your goals is essential.

Capture their interest with an engaging cover

Your cover is the first thing potential sponsors will look at when they receive your sponsorship proposal. In other words, the first page can create a lasting impression.

If you give something unprofessional they will see that from your cover. Those negative impressions will remain throughout your proposal after all." Who would want to invest in an event they can't even be bothered to make a good cover?"

On the contrary, a beautifully designed cover will immediately capture that attention and their imagination. Plus, this shows professionalism. Which will reflect positively on your proposal.

Create rapport by explaining what you do

Within the following pages of your sponsorship proposal, you should write a story then highlights what your event is all about. You need to artfully divulge every detail of your event in a way that is relevant the people you are spending them to.

This meant talking about what the event will entitled. These are information such as the following.

- What the event is all about
- How it will be fun
- What the end goal is
- What impact it will have
- Who will benefit

Its also often a good idea to give potential sponsors an outline of where they fit in although the details of this will come later.

Show them how they can get on board

Now that you've highlighted the opportunities present. You will to define the right ways sponsors can avail of these potential benefits.

This part will detail precisely how you can utilize sponsors in the event. What they can contribute and what they can get in return? In short, this part will detail the sponsorship packages that your event you will have.

Explain how they can get in touch

Lastly, your sponsorship proposal include the specific steps to follow if they want to avail of opportunities you present this means adding contact information, point persons, where to send questions, office location and more.

Q: 5 Way to seek sponsorship, 8 keys tactics before you get it?

1) Research potential sponsors

Look at your existing supporters. Evaluate such one to see it their goal and interest align with your values and audience or if they could help you find other new sponsors.

2) Tell your organization story

What makes your organization special? Define your key pitch elements and weave them together to tell a story that will appeal to potential, sponsors.

3) Provide sponsor incentives

Sweeten the deal by communicating what a sponsor will get out of the partnership and how it will boost their visibility. Include examples of how their organization will be referred to like

- Marketing and promotional collateral
- Branded videos
- Social media content
- Event swag and goodies

4) Reach out to established companies

Partners with established companies that have a positive reputation have built trust and can boost your organization's profile.

5) Use data to legitimize your pitch

Data is everything. Don't forget to take those important insights from your audience and feature them in the pitch.

6) Find the right contact

Make sure you know who the right contact is often, this can be someone in the marketing department.

7) Build a connection time

A good relationship always starts with a long foundation, take time to get to know your potential sponsor and build a connection over shared values and concerns.

8) Follow up

Whether it's a problem of timing or funding some times a no is just a no for right now. It's worth while keeping these contacts to hand to follow with in the future.

Q: 6 How to close sponsorship?

Tell them early

If you know you are not going to renew. You need to tell the right holder as soon as you know even if you are still a long way from the end of the contract. Don't waffle tell them the

decision has been made but you wanted to give them as much as possible. So they can work on getting a new sponsor to replace the revenue.

Unless there are mitigating circumstance let the right holder know that you will continue to leverage the sponsorship until the end of the contract and hope you can continue to have a fruitful relationship until its time to to say goodbye.

Don't give them hope if there is not any

It there is no way if will be renewed don't tell them its unlikely. They will get their hopes up that they can beat the ads, rather than getting on with replacing the money you can't be providing next year.

Tell them why?

If you are not renewing because of some falling on their part, you need to tell them put if as nicely as you, but do tell them as this gives them a chance to fix the issue before they loss more sponsors. You might say something like.

You need to know that a big part of the reason were not renewing is that we never hear from you between one sales cycle and another we don't feel like you are about your brand and our needs, aside, from the revenue we provide. It's too late to savage the relationship, but you should consider revisiting your approach before you lose anymore sponsor.

After a reference

If the right holder was a good partner it just didn't work for your brand, offer to go reference for them write a letter and give permission for the right holder to provide your contact details to prospective sponsors. It's a little thing for you to do that could make a big difference to them.

Joint press release

If the right holder was a good partner I would also strongly suggest that you issue a joint press release, to be located on both websites. If doesn't need to be war & peace. Just state the facts and the strategic reasons for giving your separate way ensure you have a quote or two. From bath slides and say plenty of nice things about each other.

Optional

Here are a few things you could also do depending on the type of relationship you have had for instance, if you have been a major sponsor for ages, and you know separate is going to be divesting went to so above and beyond what is required same. If your investment has made

up the lion's share of their sponsorship revenue and frankly you may event to look of these option when existing charitable and community organization.

Educate

If you think your partner may struggle to replace the funds. You have been prodding due at least in part to their outdated skills, one option is that you could provide a small stipend to cover the cost of a workshop conference or some online training.

Consulting/coaching

Along the same lines, you could provide a stipend to cover a limited consulting or coaching package. So they have some expert help getting their offer together this would be most appropriate if you exist a larger sponsorship or one that makes up a lot of their sponsorship income.

Step-down year

The last option I am going to give you is to sign on for one additional year at a much reduced level and price. Generally I don't recommend this option, but there are times and relationship where it will feel like the right thing to do.

Q: 7 converting sponsorship into partnership?

Sponsorship seems to return its position as one of the most effective marketing tactics this is clearly seen by looking at growing global sponsorship expenditure.

Now a day, the value of the brand is determined by the loyalty of its customer. The focus has shifted from unidirectional advertising to building meaningful relationship. Event sponsorship gives companies and opportunity to achieve their objectives by connecting their target audience.

The solution might be shifting the priorities and seeing sponsorship as a strategy partnership is other words as an event manager you should see yourself as a mediator between two parties the audience and the brand.

1) Understand the goals

Make sure that you have a clear about your sponsor's objective and your attendee's goals. It is important to have in depth knowledge of your audience find its preference as event attendees are the greatest source of value, for your sponsor, event teach and particularly. The data it provides can help you greater understand your audience. Using a centralized

communication too will make it possible to match the attendee's goals with the sponsors objective.

2) Educate your sponsorship

Very often event manager forget about how important it is explain to sponsors what are the benefit of investing into the event and educate them on how to create a meaningful connection with the target audience it is essential not just do offer a passive sponsorship packages but to provide them with the information on previous event.

Technology can be useful tool when gathering, information on previous events using event management software or an event app with features such as data analysis and polls will give exist to valuable insights on attendees interest and popular division topics as well as gather target feedback.

3) Facilitated communication and networking

Facilitated event are all about sharing knowledge and building connections and it's your responsibilities as an event organization to make sure that your event sponsor will have the opportunities to interact with the audience during and after the event. While in person interaction at the event is a great opportunity to sponsorship to get to know their customers creating an online community around the brand through a sponsor event app is great way for the sponsor to stay is touch with their customers.

4) Justify investment

This helps the sponsors gets a clear understanding the benefits receive for the money they spent depending on their goals provide your sponsor with data on the event performance and analyze the main indicator on their success. The written on investment and the written on engagement should be consider when evaluating the results. Remer the evaluating success will help you to justify the investments.