

PROFESSIONALIZATION OF EVENT MANAGEMENT IN INDIAN RURAL AREAS

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Abstract

Event management is the art of planning and coordinating the events. It is the application of creation and execution of successful events. Event manager has to plan the budgeting, scheduling, site selection, transportation and parking facilities, arranging decorations etc. The success of the event management is depending upon the functions like event planning, execution, logistic and coordination, risk management, evaluation and post event analysis and maintaining client relationships. The objectives of the study are to understand the concept, role of creativity and various types of event management, to know about the roles and responsibilities of people involved in planning and delivering of events, to analyse the financial problems faced by the event managers. The data collected with the help of primary and secondary source were analysed by using Chi-square test and Garrett ranking techniques. This study finally concludes event management is a glamorous profession which demands a lot of hard work and dynamism. Event management is one among the fastest growing profession in rural area. The research concludes that planning, coordination and execution of various events, ensuring their success from inception to post-event analysis.

Keywords: Event Management, Decorations, budgeting, logistic and coordination.

INTRODUCTION

Event management is the art of planning and coordinating the events. It is the application of creation and execution of successful events. Event manager has to plan the budgeting, scheduling, site selection, transportation and parking facilities, arranging decorations etc. The success of the event management is depending upon the functions like event planning, execution, logistic and coordination, risk management, evaluation and post event analysis and maintaining client relationships.

REVIEW OF LITERATURE

- **Priya Singh** (2020), in her article entitled, “Sustainability in Event Management: A Case study of Indian Events”, it explored that, the concept of sustainability in event management, with a focus on how Indian events can adopt eco-friendly practices and contribute environmental conservation
- **Dr. Anukrati Sharma and Dr. Shruti Arora (Jan 2018)**, in their article entitled, “**Event Management and Marketing: Theory, Practical Approaches and Planning**”, it explained that, the basic principles of each topic covered in event management. The main purpose of this book is to help the reader understand the phenomenal growth of the Event Management industry.

RESEARCH METHODOLOGY

The study is both descriptive and analytical nature. The required data for the study were collected from both the primary and secondary data. The selection of sample was based on convenience sampling method. First-hand information pertaining to the event managers was collected from 50 respondents. Chi-square test and Garrett ranking technique have been used for the study.

OBJECTIVES OF THE STUDY

- ❖ To understand the concept, role of creativity and various types of eventmanagement.
- ❖ To know about the roles and responsibilities of people involved in planningand delivering of events.
- ❖ To analyse the financial problems faced by the event managers.

DEMOGRAPHIC BACKGROUND OF THE RESPONDENTS

Sl. No	Demographic Background	Category	No. of Respondents	Percentage %
1	Age	Below 25	30	60
		25-35	16	32
		35-45	2	4
		Above 45	2	4
		Total	50	100
2	Marital Status	Married	10	20
		Unmarried	40	80
		Total	50	100
3	Education	Below SSLC	2	4
		SSLC	2	4
		HSC	6	12
		Graduate	21	42
		Post graduate	6	12
		Diploma	13	26
		Total	50	100
5	Employment status	Employed full-time	28	56
		Employed part-time	22	44
		Total	50	100
6	Experience	Employed full-time	28	56
		Employed part-time	22	44
		Total	50	100
7	Annual Income	Less than 50000	9	18
		50000-100000	12	24
		100000-200000	20	40
		More than 200000	9	18
		Total	50	100

The table summarized that the demographic background of the respondents. It is identified from the analysis that majority 30(60%) of the respondents comes under the age group of below 25 yrs. It clears that majority of the respondents 40(80%) are Unmarried. It shows that 42% were Graduate. It explained that 28(56%) of the respondents are employed as Full-time. It reveals that 29(58%) of the respondents have an experience of 1-5 years working in the event management field. 40% of the respondents earn 100000-200000 as their annual income.

Process of event management

Event Mgt Process	SL	Attributes	Frequency	%
CONCEPT OF EVENT MANAGEMENT	1	Planning and coordinating to create a successful event	17	34
	2	Creating memorable experiences	23	46
	3	To meet specific objectives and audience needs	10	20
		Total	50	100
CREATIVITY INCORPORATION	1	Through unique themes, decor, entertainment choices	20	40
	2	By designing interactive experiences and activities	16	32
	3	By collaborating with artists, designers	7	14
	4	Personalization and customization	7	14
	Total	50	100	
MEASUREMENT OF SUCCESS	1	Attendee numbers	10	20
	2	Audience feedback	19	38
	3	Financial performance	14	28
	4	Satisfaction survey	7	14
	Total	50	100	
RESPONSIBILITIES OF THE EVENT MANAGER	1	Setting event goals and objectives	23	46
	2	Budgeting and financial management	16	32
	3	Coordinating logistics and setup	11	22
	Total	50	100	
SKILLS OF EVENT MANAGER	1	Organizational skills	14	28
	2	Communication skills	12	24
	3	Problem-solving skills	11	22
	4	Creativity	13	26
	Total	50	100	
SATISFACTION LEVEL	1	Very satisfied	1	32
	2	Satisfied	3	40
	3	Neutral	10	20
	4	Dissatisfied	3	6
	5	Very dissatisfied	1	2
	Total	50	100	

Source: Primary Data

From the table it is observed that the majority 46% of the respondents define “Creating memorable experiences” as the concept of event management and 20% of them define it as “To meet specific objectives and audience needs”. 40% of the respondents incorporate creativity in event planning “Through unique themes, décor, entertainment choices”, 14% of the respondents agree “By collaborating with artists, designers” and “Personalization and customization”. It is found that 38% & 28% of the respondents measure the success of an event through “Audience feedback”, and “Financial performance” respectively. The table indicates that the 46% of the respondents said that “Setting event goals and objectives” are their prime responsibilities in the field of Event management. Most of the respondents (28%) thinks, ”Organizational skills” is very essential to become the successful event manager. It is observed from the analysis that majority 20(40%) of the respondents are “Satisfied” with their present job.

RELATIONSHIP BETWEEN INCOME AND MEASUREMENT OF SUCCESS

Hypothesis: H₁: There is a significant relationship between annual income and measurement of success.

Annual Income	Measurement of success				Total
	Attendee numbers	Audience feedback	Financial performance	Satisfaction survey	
Less than 50000	2	3	3	1	9
50000-100000	3	5	2	2	12
100000-200000	4	8	5	3	20
More than 200000	1	3	4	1	9
Total	10	19	14	7	50

Calculated value	2.45
Degree of freedom	9
Table value	16.919

Since, the calculation value (2.45) is less than the table value (16.919). So, the alternative hypothesis (H₁) is accepted, this means there is a significant relationship between the variables.

RELATIONSHIP BETWEEN AGE AND CREATIVITY INCORPORATION

Hypothesis: H₁: There is a significant relationship between age and creativity incorporation.

Age	Creativity incorporation				Total
	unique themes, decor, entertainment	designing interactive experiences and activities	collaborating with artists, designers	Personalization and customization	
Below 25	14	10	4	2	30
25-35	5	5	2	4	16
35-45	1	0	1	0	2
Above 45	0	1	0	1	2
Total	20	16	7	7	50

Particulars	Value
Calculated value	18.732
Degree of freedom	9
Table value	16.919

Since, the calculation value (18.732) is higher than the table value (16.919). So, the alternative hypothesis (H_1) is accepted, there is a significant relationship between age and creativity incorporation.

TYPES OF EVENTS ORDERED BY THE SOCIETY

Sl. No	Events name	Mean Score	Garrett Rank
1	Marriage function	67.52	I
2	Birthday function	55.12	II
3	Baby shower	47.38	IV
4	Festivals	48.8	III
5	Conferences	29.18	V

Source: Primary Data

It is observed from the Garrett ranking table that “Marriage function” has been ranked as the First type of event mostly takes place in the society with the mean score of 67.52. and “Conferences” has been ranked as Fifth.

Biggest financial challenge when planning the events

Sl. No	financial challenge	Mean Score	Garrett Rank
1	Budgeting accurately	56.48	II
2	Managing unexpected costs	43.2	III
3	Securing sponsorships or funding	40.88	IV
4	Technology and equipment costs	59.44	I

Source: Primary Data

Garrett ranking table reveals that “Technology and equipment costs” has been ranked as the First financial challenge encounter when planning the events with the mean score of 59.44. “Budgeting accurately” ranked as Second with the mean score of 56.48. “Managing unexpected costs” ranked as Third with the mean score of 43.2. Securing sponsorships or funding” ranked as fourth variables.

Difficulties faced in event management profession

Sl. No	Difficulties	Mean Score	Garrett Rank
1	Funding	62.96	I
2	Entertainment cancellation	52.46	IV
3	Weather	36	VII
4	Not enough attendees	51.48	V
5	Technological challenges	56.46	III
6	Managing multiple events	32.44	VIII
7	Overspending or not having enough money	47.46	VI
8	Time management	59.74	II

Source: Primary Data

It is observed from the ranking table “Funding” has been ranked as the First difficulties faced in event management with the mean score of 62.96. “Managing multiple events” in a particular day has been ranked as Eight with the mean score of 32.44 as the kinds of difficulties faced by the Event

Management professionals.

CONCLUSION

Event management is a glamorous profession which demands a lot of hard work and dynamism. Event management is one among the fastest growing profession in rural area. The research concludes that planning, coordination and execution of various events, ensuring their success from inception to post-event analysis.

1. BIBLIOGRAPHY

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