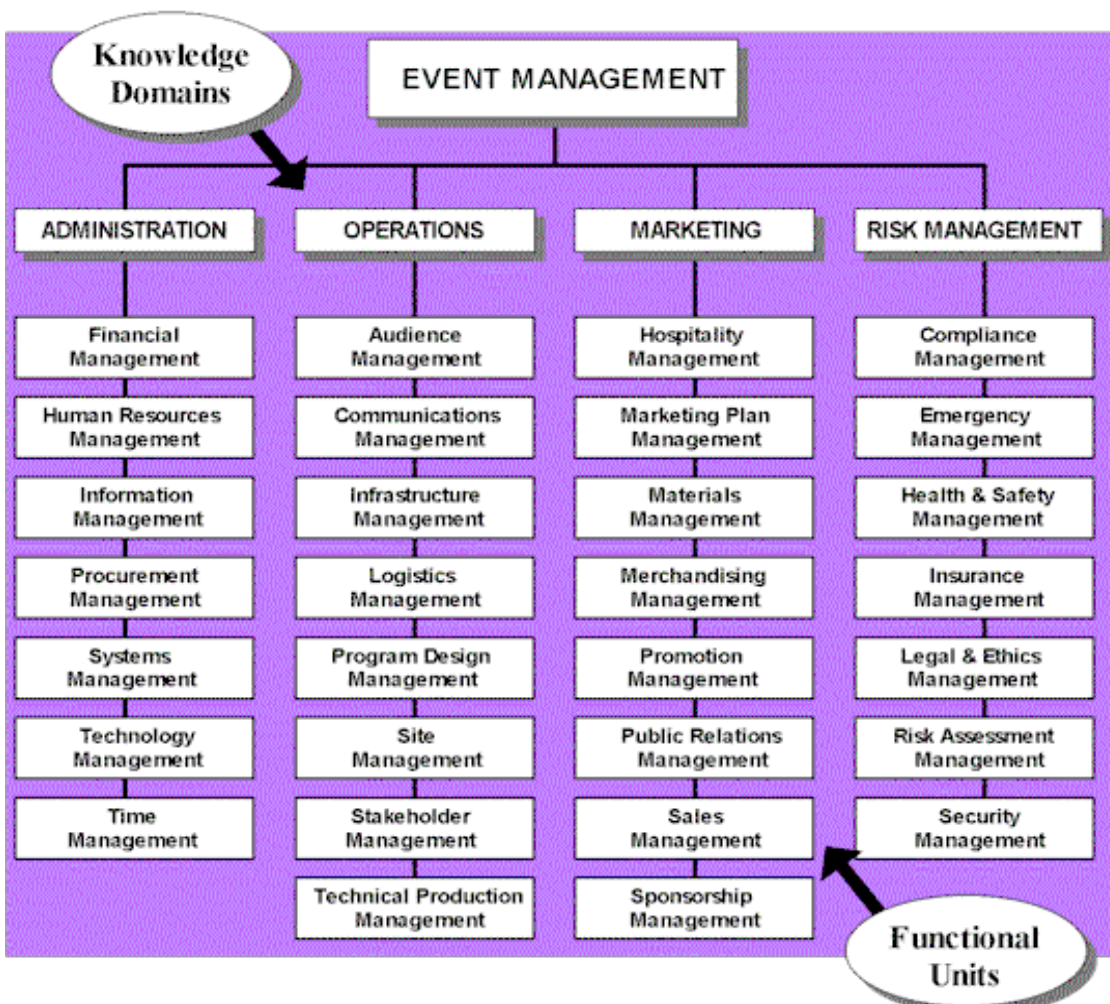


## What Is an Events Management?

Event management is the procedure or method by which an event is carefully planned, organised, and also produced. Event management will usually cover the assessment, acquirement, distribution, direction, control, and analysis of time, finances, people, products, services, and other means in order to achieve the purpose of the event. An event manager's or organiser's job is to supervise and coordinate every aspect of an event, which comprises of researching, planning, organizing, implementing, controlling, and evaluating an event's design, activities, and production.

As an event organiser, they may be responsible for the production of events from beginning through to completion. Events that an events organiser can manage are:

- exhibitions and fairs;
- festivals;
- conferences;
- promotions and product launches;
- Fundraising and social events.



## **Role of Events Organiser**

An event's organiser has many important roles and duties that need to be accomplished. In a events environment, the typical duties will usually include:-

- To research the current market in order to identify if there are any prospect for that type of events;
- To communicate with clients to determine their specific requirement for that particular event.
- You would also need to create a thorough and comprehensive proposal for the events. This would include: - timelines, venues, suppliers, legal obligations, staffing and budgets.
- You would need to set, agree and control a budget;
- You would also need to book a suitable venue for the events to be held.
- An events organiser would also need to guarantee that the insurance, legal, health and safety requirements are adhere to;
- coordinating venue management, caterers, stand designers, contractors and equipment hire;
- organising facilities for car parking, traffic control, security, first aid, hospitality and the media;
- Some events may need special guest to be at the events, so it is the events organiser's role to recognize and also secure the speakers.
- They would also need to plan the room layouts and also schedule the workshops.
- Manage staffing requirement and staff update;
- The final straw of the role of an events organiser is that they would need to supervise the disassemble and removal of the event and also making sure of clearing the venue competently

An events organiser will need to possess the following skills in order to be successful:-

### **1. Excellent time management-**

As an events organizer, you will need to have the capability to organize and manage your timing. You should also be able to be able to time manage the whole groups. but the scheduling of the entire team helping with the event. It's all about planning, and re-planning and scheduling.

### **2. Resourcefulness-**

**In my opinion, this is the most important. With years of experience in events, there is always something that requires a creative fix. Whether it be a piece of tape, or re-working a display because the display across the aisle looks too much like yours. You have to be very resourceful and use what you have. Ability to pool together the individuals you need.**

### **3. Communication-**

**As an events organiser, you will need to be able to share your thoughts and vision with the entire group. Share your ideas and your vision openly with your team. Communicate on a level that is respectful to everyone. Do not talk down to anyone, regardless of their role. Everyone has their part and it ultimately leads to your**

**success, make sure you communicate clearly and respectfully. Accept criticism and be open to new ideas.**

**Organised and able to liaise with others to organise club events and competitions**

**Able to do basic administration**

**Good communication and enthusiastic**

The types of communication skills are:

- + Verbal
- + Non verbal

**Verbal** consist of the following:

- **Tone /Pitch** – One of the most important aspects of verbal communication is not what we utter but how we say it. Therefore, an example of this would be if I am talking loud and very speedily with a permanent tone, people may wonder that I am shouting to be heard. Hence, not many people would be contented to talk to me. Therefore, as a events organizer, it would be appropriately when delegating a task to someone to speak in a loud voice but at a slow speed so that they can understand and hear me.
- **Slang**- As an events organizer, you must be very professional and therefore learn not to use slang when making a speech. This is mostly because slang is mostly connected with teenagers as a events organizer you will sound unprofessional and it be sound like you are disrespecting your job.
- **Pace** – The pace of the talk should be coherent and understandable to the people that you are directing it to.

**Non verbal**

- **Gestures**- This is a non verbal communication given with a part of the body. As an events organizer it would be good if you use this type of communication. For example, if the organizer wants to refer to the person that they are happy with what they have done so far during the event, instead of going all the way up to them the gesture would be thumbs up. This would help the recipient know what the organizer is saying.
- **Body language** – This is the term used to describe the many forms of movements within the body that people use to communicate with another person. As an events organizer, you might use a body language movement with a verbal language (talking). As an events organizer, you might constantly move your arms forward in order to tell the other person to offer more. Many events organizer might try and use Egan theory of “**soler**” where the person listening is constantly leaning forward in order to show the other person that they are interested in what they are saying.
- **Listening**- As an events organizer one of the main non-verbal communication skill is listening to others. It is a necessity to hear what others in the group are saying and for them to give you feedback. To show that you are listening, you

- **Expression-** facial expression is the motion used by parts of the face which will express a feeling to another person. Facial expression can convey very useful messages that can be read easily. As an events organiser you may look happy as a sign of welcoming the people to the event.
- **Eye contact** – This is when two people are looking at each other at the same time with their eyes to express a message to one another.