

**FUNDAMENTAL OF
EVENT MANAGEMENT**

**TOURISM & HOSPITALITY
DEPARTMENT**

**MASITAH BINTI ZULKAPLI
MOHAMAD REDZUAN BIN ABU HASSAN**

FUNDAMENTALS OF EVENT MANAGEMENT

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A very special thanks also to our family and friends who directly or indirectly be supported us in completing this e-book. May this effort be beneficial for future usage in the related field.

PREFACE

Fundamentals of Event Management e-book is focused on the basic knowledge on the event industry. This e-book introduces the overview of the event such as size of event, types of event and the event management process.

The contents of this book also explain the elements in developing event concept, comprehensive event characteristics and financial management in events. This e-book also captures the impacts of event industry towards the host communities. Example of related documents also are attached for future references.

Event management is still evolving as an industry and as a profession. Hopefully this e-book contributes towards a better understanding of the Event Management Field.

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1.0 OVERVIEW OF THE EVENT

DEFINITION

Special event

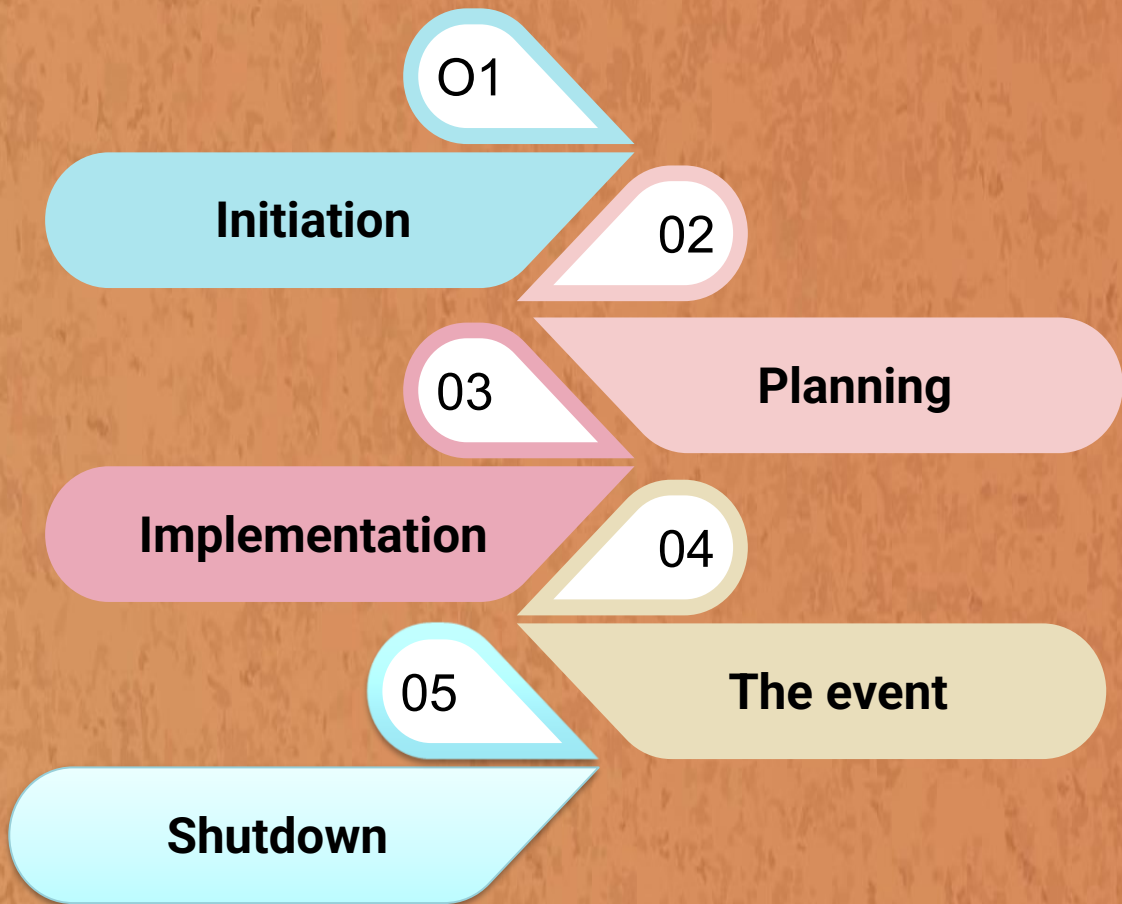
Phenomenon arising from those non routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to educate, celebrate, entertain or challenge the experience of a group of people

Event Management

Process by which an event is planned, prepared, and produced. As with any other form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, personnel, products, services, and other resources to achieve objectives.



Event Management Process





- # Initiation



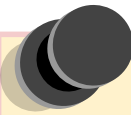


Event Management Process

- Working out what is needed and how it will fit together
- Rather than a complete plan, a starting point
- Plans must be carried out once they have been developed.
- SWOT analysis of an event

Planning





SWOT ANALYSIS

Strengths

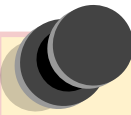
S

- Internal event organizational strengths
- Example: the zeal and dedication of the volunteers, their expert lighting knowledge, and the variety of products available

Weaknesses

W

- Event organizational weaknesses inside though
- Example: lack of skills and abilities



SWOT ANALYSIS

Opportunities



O

- Externally beneficial events that could take place
- Example: new sponsorships, unexpected positive publicity

Threats



T

- External factors that may have an impact on the event
- Example: competitors, poor publicity, poor crowd behavior



Event Management Process

- Application of all plans, including employing personnel, approving contractors, and executing promotion schedule
- Monitoring, regulating, testing the plans, and determining their applicability
- Decision-making based on a comparison between plans and realities.
- Reporting on ongoing work to stakeholders
- Planning for active risk management



Implementation



Event Management Process

- The day of the event that is under observation and control
- The event will be managed by the management, who will monitor it for mistakes and make quick decisions.



The Event



Event Management Process

- Includes the onsite shutdown and the management closure
- Requires separate series of task and responsibilities



Shutdown

1.1 SIZE OF EVENT



Mega Events

- The biggest events, which are typically aimed at the global market, are so big that they affect the entire economy and make headlines worldwide.
- Example, Olympic game



Hallmark Events

- Refer to those events that become so identified with the spirit or ethos of town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness.
- Designed to increase the appeal of a specific tourism destination or region
- Example, Sarawak Rainforest Music Festival



Major Events

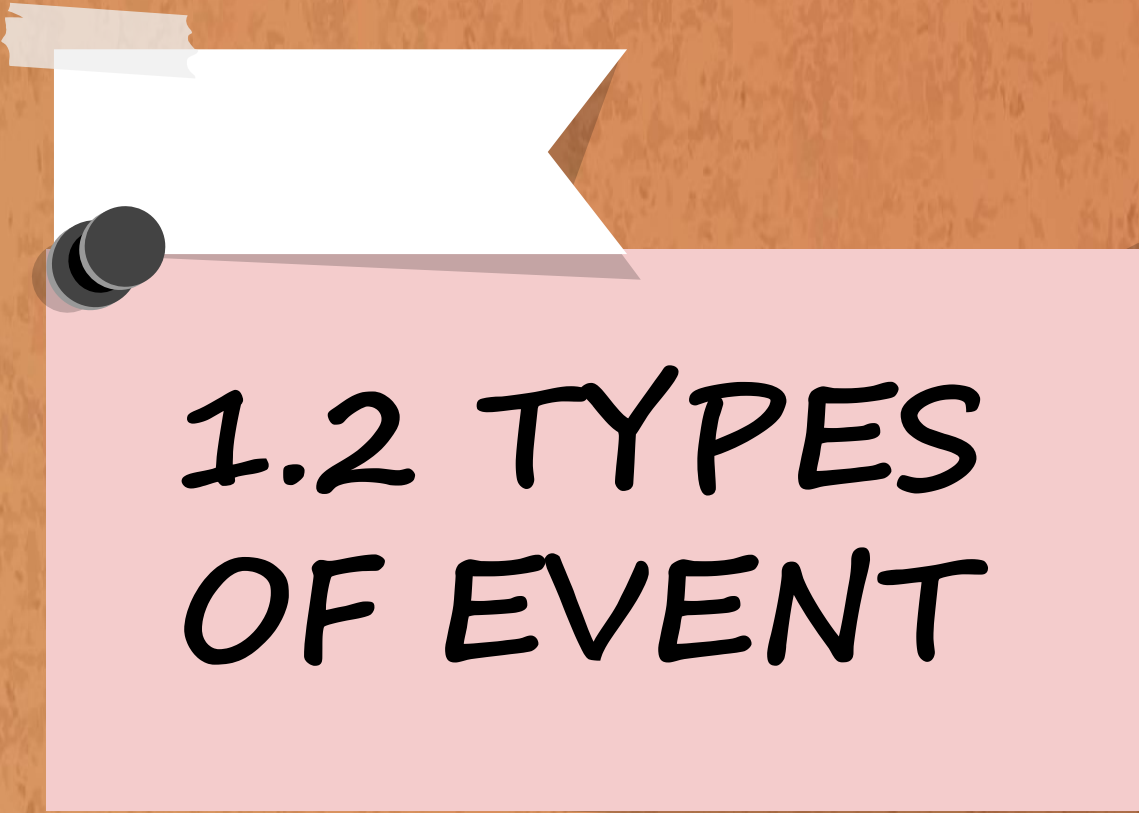
- **Attract significant local interest and large number of participants, as well as generating significant tourism revenue.**
- **Citrawarna Malaysia.**



Local & Community events

- Targeted mainly at local audiences and staged primarily for their social, fun and entertainment value
- Produce a range of benefits such as creating pride in the community, strengthening a feeling of belonging and creating a sense of place
- Birthday party celebration





1.2 TYPES OF EVENT



Type of Events

MEETING

- A gathering of 2 or more people for business , education, or social purposes
- No exhibition component
- Types of meeting are:
 - Seminar
 - Workshop
 - Forum
 - Symposium
 - Retreat





Type of Events

INCENTIVE OR INCENTIVE TRAVEL

- This is a reward programmed
- A way for both company & employee to acknowledge achievement levels
- It can be sponsored entirely or in part by an organization as a motivating tool to reward excellent employees who perform and achieve results.





Type of Events

CONFERENCE

- This is a meeting for business, technology, education, and science.
- From a small meeting of associations to a large international conference of multiple organizations
- Its size and frequency can vary.
- There is more discussion about changes in the specific industry.





Type of Events

EXHIBITION

- Held for a short length of time
- Exhibition are where a number of exhibitors display samples or services within a booth or stand setup
- These range from grand production setting to an off the shelf booth by the booth supplier
- The major objective is selling to other members of the trade or consumers.



BENEFIT OF MICE EVENTS

- **Regional & international exposure through an enhanced tourist destination image**
- **Exchange of ideas & knowledge sharing networking for business**
- **Potential for pleasure travel**
- **Access to new technology & upgrading of local travel services**
- **Employment among competent locals**





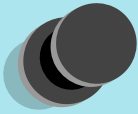
2.0 EVENT CONCEPT

Purpose of the event

- **the purpose of organizing the event and should drive all the planning**
- **Example, help the local community, or educate the community about an activity or to obtain media coverage of an activity.**

Theme of the event

- **Should be related to the event's goal.**
- **Completely compatible with the guest needs**



- **Must take into account the planning considerations of selecting an unusual site rather than a regular venue that mainly needs to be decorated to fit the theme.**
- **Considering factors of choosing the venue:**
 - a) Potential to fulfill the purpose of the event
 - b) Ambience
 - c) Location
 - d) Access by public transport
 - e) Parking
 - f) Seating capacity
 - g) Built features (such as stage)
 - h) Cost of decoration
 - i) Setting up logistics
 - j) Facilities for food and beverage
 - k) Safety

ELEMENT IN DEVELOPING EVENT CONCEPT



Event audience

- Before putting the idea into reality, all participants must be taken into account.



Financial consideration

- Important consideration at this early stage of event concept and design



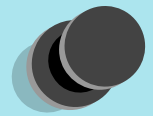
Timing of the event

- **Evaluation of an event concept following the factors:**
 - i. Season
 - ii. Day of the week
 - iii. Time of day
 - iv. Duration



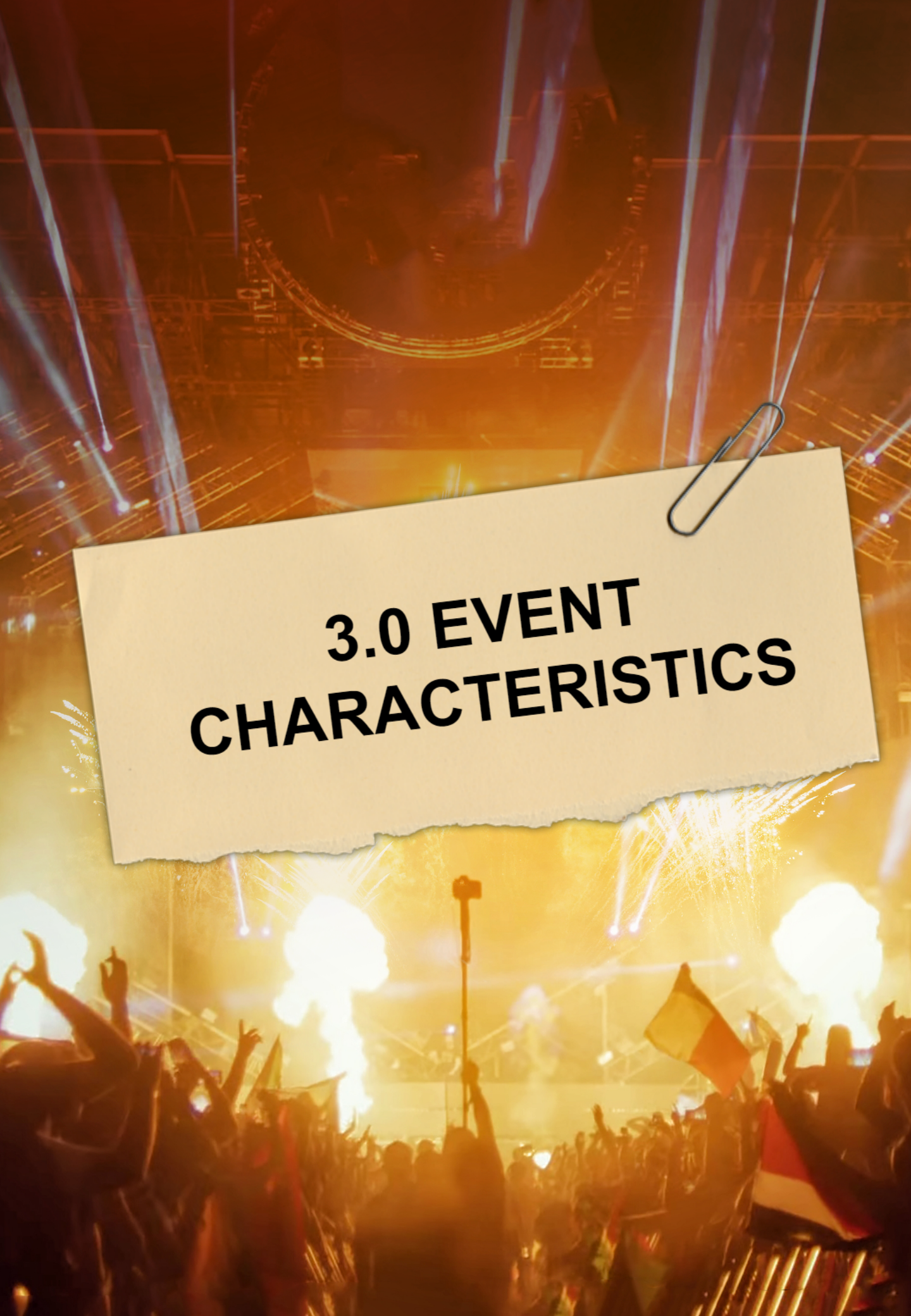
Event Team, Contractors & Other Stakeholders

- Event team must have variety of skill such as lighting technicians, venue and logistic management.
- stakeholders, who are involve in staging an event
example, local & government authorities, local community, performer/talent manager, contractors, customers, local community and so on.



KEYS TO SUCCESS IN EVENT

- i. Is the event a good ideas?**
- ii. Do we have the skills required to plan and run the event?**
- iii. Is the host community supportive?**
- iv. Do we have the infrastructure in the community?**
- v. Can we get a venue at a price we can afford?**
- vi. Will the event attract an audience?**
- vii. Will it attract media support?**
- viii. Is it financially viable?**
- ix. Are the success criteria reasonable?**



3.0 EVENT CHARACTERISTICS

EVENT CHARACTERISTICS



PERISHABILITY

- A characteristic of services, describing how service products cannot be stored because they are produced and offered at particular moments in time.
- Services are created and consumed when and as they are required
- There is no mechanism to recover or store those services for use at a later time if the chance to use them is missed.
- Example is football tournament ticket.

INTANGIBILITY

- refers to services, as purchasing them does not result in the actual ownership of something physical.
- Service intangibility means that the consumer often has to pay for something before the quality of that thing has been determined
- Products which are intangible include travel, insurance, consulting, education, and accounting
- This is very important as once a consumer's trust has been lost, then most times, the provider has lost the customer.



PERSONAL CONTACT AND INTERACTION

- Event managers must be aware of the notion that attendees' actions and reactions are what create a positive mood at an event.
- Example, connection between crew and audience, audience and audience, manager and crew



- 

PROJECT TITLE:

Date:

Organized:

GANTT CHART OF _____ BUREAU

No.	Task	Duration	Start	End	week													
					1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Create policies and procedures for all team members	2 WEEKS	14.3.2022	21.3.2022														
2	Create budget for the human resource department																	
3	Record the job description																	
4	Create personnel particular form for each members																	
5	Create volunteer form and agreement																	
6	Create interview's checklist																	
7	Find volunteer for the event																	

STEP CREATING GANTT CHART



1

TASKS

Breakdown the work involved in the area of event

2

TIMELINES

Set the time scale for each task

3

PRIORITY

Completing this priority list will create a hierarchy if task

4

GRID

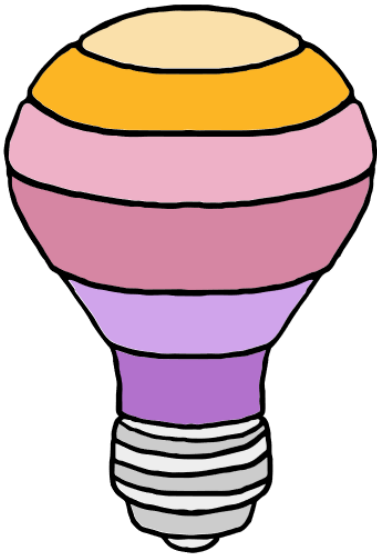
Draw a grid with related task, days and duration.

5

MILESTONES

Used for monitoring the progress of the event.

ADVANTAGES OF GANTT CHART



Visually summarises the project or event schedule



Effective communication and control tool



Able to point out problem areas or clashes of scheduling



Readily to adaptable to all event areas



Provides a summary of the history of the event

BUDGET

- Quantified statement of plans (in other words, the plan is expressed in numerical terms).
- Includes costing and estimating income and allocating financial resources
- Used to compare actual costs and revenues with projected cost and revenues.





4.0 FINANCIAL MANAGEMENT

BUDGETING PROSESS

BUDGETING PROCESS



Establish what is the economic environment

Establish budget guidelines to fit objectives, including sub-budgets



Identify and estimate cost areas and revenue sources

Prepare a draft budget for committee and sponsor approval



Evaluate draft budget and prepare final budgets and control ratios

EVENT COST

MAIN CATEGORIES COST OF EVENT

1. Operational or production cost, including hiring of event staff, construction, insurance and administration

2. Venue or site rental

3. Promotion such as advertising, public relations and sales promotion

4. Talent such as cost associated with the entertainment

EVENT REVENUE

SOURCES OF REVENUE



1. **Ticket sales**
2. **Sponsorship**
3. **Merchandising**
4. **Advertising**



5. **Broadcast rights - sources in sport events**
6. **grants - federal, state and local government**

7. **Fundraising - common in community events**

8. **The client - the major source for corporate events**



5.0 EVENTS IMPACT

IMPACT OF THE EVENTS

- Events have a range of both positive and negative impacts on the host communities
- Event manager need to identify and predict these impacts to achieve best outcomes for all parties.
- Event manager must develop and maximize all positive impacts and counter potential negative impacts.



IMPACT OF THE EVENTS

SOCIAL AND CULTURAL

POSITIVE IMPACTS

- Shared experience
- Building of community pride
- Increased community participation
- Introduction of new and challenging ideas
- Expansion of cultural perspectives

NEGATIVE IMPACTS

- Community alienation
- Manipulation of community
- Negative community image
- Bad behavior
- Social dislocation

IMPACT OF THE EVENTS

POLITICAL IMPACTS

Positive impacts

- International prestige
- Improved profile
- Promotion of investment
- Social cohesion
- Development of administrative skills

Negative impacts

- Risk of event failure
- Misallocation of funds
- lack of accountability
- Propaganda
- Loss of community ownership and control

IMPACT OF THE EVENTS

ENVIRONMENTAL IMPACTS

POSITIVE IMPACTS

Increased
environmental
awareness

Improved
transport and
communications

Urban
transformation
and renewal

Showcasing of
the environment

NEGATIVE IMPACTS

Environmental
damage

Poluttion

Noise
disturbance

Traffic
congestion

IMPACT OF THE EVENTS



Positive Economic Impacts

Destination promotion and increased tourist visits	1
Increased tax revenue	2
Business opportunities	3
Commercial activity	4
Job creation	5



Negative Economic Impacts

Damage to reputation	1
Exploitation	2
Inflated prices	3
Opportunity costs	4
Finacial mismanagement	5



**EXAMPLE:
DOCUMENTS RELATED TO
EVENT MANAGEMENT**

TENTATIVE EXAMPLE

Workout Warriors Festival 2018 (WoW Fest18)

6.0 TENTATIF PROGRAM

TARIKH/HARI	MASA	AKTIVITI
29/09/2018 (Sabtu)	07:30-08:30 am	Pendaftaran <i>Street Workout</i> kategori: • <i>Freestyle</i> • <i>Push up</i> • <i>Pull up</i>
	08:30-9:30 am	Majlis Perasmian • Ketibaan VVIP • Ucapan • Gimik • Cenderahati kepada Kolaborator dan Penaja • Jamuan VVIP
	9:30 – 10:00 am	Sesi Taklimat
	10:00 – 12:00 pm	<i>Freestyle</i> (Pusingan 1) • 40 peserta
	12:00 – 01:00 pm	<i>Pull up / push up</i> • Penyampaian Hadiah
	01:00 – 02:00 pm	Rehat/ Solat Zohor
	02:00 - 4:00 pm	<i>Freestyle</i> (Pusingan 2) • Individu : 40 Peserta
	04:00- 05:00 pm	Rehat & Solat Asar
	05:00 – 07:00 pm	<i>Freestyle</i> (Separuh Akhir) • Individu: 30 Peserta
	07:00 – 08:00 pm	Solat Maghrib
	08:00 – 09:00 pm	<i>Freestyle</i> (Akhir) • <i>Battle 1 vs 1</i> : 16 Peserta
	09:00 – 09:30 pm	Persembahan Istimewa • Juri jemputan
	09:30 – 09:45 pm	Penyampaian Hadiah • <i>Freestyle</i>

EMCEE TEXT EXAMPLE

SKRIP PENGACARA MAJLIS PERASMIAN PENUTUP PROGRAM LENTERA WANGSA "KASIH DIJULANG ANTA PERMANA" 06 SEPTEMBER 2019 | JUMAAT | 9.00 PAGI

Masa	Aktiviti	Skrif	Catatan
	<u>Pengumuman Awal</u>	Para hadirin diminta untuk menetapkan mod senyap pada telefon bimbit anda kerana majlis akan bermula sebentar lagi Hadirin juga diminta untuk berdiri apabila majlis mengumumkan ketibaan tetamu sebentar sahaja lagi	
9.00 am - 9.10 am	<u>Perarakan tetamu kehormat (VVIP/VIP)</u>	Para hadirin sekalian Mengumumkan ketibaan <u>Yang Berbahagia,</u> <u>Encik Zairi Bin Suboh</u> <u>Penyelaras Dun Taboh Naning</u> <u>Yang Berbahagia,</u> <u>Tuan Haji Rosli Bin Hamid</u> <u>Pengarah Politeknik Merlimau Melaka</u> <u>Yang Berusaha,</u> <u>Tuan Haji Abu Safri Bin Mohd Ali</u> <u>Pengerusi Majlis Pengurusan Komuniti Kampung</u> <u>Yang Berusaha,</u> <u>Puan Rosita Binti Zainal</u> <u>Timbalan Pengarah Akademik</u> <u>Politeknik Merlimau</u> <u>Yang Berusaha,</u> <u>Encik Mohamad Nazri Bin Ismail</u> <u>Timbalan Pengarah (Sokongan Akademik)</u> <u>Politeknik Merlimau</u> <u>Yang Berusaha,</u> <u>Encik Khairulazam Bin Anuar</u> <u>Ketua Jabatan</u> <u>Jabatan Pelancongan & Hospitaliti</u> <u>Politeknik Merlimau</u> -MASUK KE DALAM DEWAN- Para hadirin diminta untuk terus kekal berdiri bagi menyanyikan lagu <u>-Negaraku</u> <u>-Melaka Maju Jaya</u>	

INVITATION LETTER



POLITEKNIK MERLIMAU
KEMENTERIAN PENDIDIKAN MALAYSIA
KB 1031, Pejabat Pos Merlimau
77300 Merlimau
MELAKA, MALAYSIA



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Faks: 06 – 263 6678
Laman Web : www.pmm.edu.my
Facebook : politeknik.edu

Ruj Kami : PMM.JPH.DEV5.LW (6)
Tarikh : 23 Ogos 2019

Kepada Lampiran 2,

Yg Bhg Dato'/Datin/Tuan/Puan/Cik,

JEMPUTAN KE MAJLIS PERASMIAN PENUTUP PROGRAM LENTERA WANGSA

Dengan segala hormatnya saya merujuk kepada perkara di atas.

2. Sukacita dimaklumkan bahawa Politeknik Merlimau akan mengadakan Program Lentera Wangsa pada 4 hingga 6 September 2019 (Rabu hingga Jumaat) bertempat di Simpang Ampat, Alor Gajah, Melaka.

3. Untuk makluman tuan, program ini merupakan anjuran pelajar semester 5, Diploma Pengurusan Acara Politeknik Merlimau, Melaka bagi memenuhi keperluan penganjuran projek akhir pelajar sebelum menamatkan pengajian. Program ini juga diadakan bagi memupuk semangat sukarelawan kebajikan dalam diri pelajar politeknik untuk membantu komuniti yang memerlukan.

4. Sehubungan itu, pihak Politeknik Merlimau amat berbesar hati menjemput tuan ke Majlis Perasmian Penutup Program Lentera Wangsa seperti ketetapan berikut:

Tarikh : 6 September 2019 (Jumaat)

Masa : 9:00 pagi – 11:30 pagi

Tempat : Dewan Serbaguna, Kampung Simpang Ampat

5. Sekiranya terdapat sebarang pertanyaan, pegawai kami Puan Masitah Binti Zulkapli di talian 013-212 5384 atau Nur Syafiqah Binti Mohd Alrashidin di talian 019-339 5010 bersedia untuk dihubungi. Bersama-sama ini juga dilampirkan aturcara perasmian yang tertera pada **Lampiran 1** sebagai rujukan tuan. Kesudian tuan untuk menerima jemputan ini didahului dengan ucapan jutaan terima kasih.

Sekian.

"MELAKA BERWIBAWA"

"PINTAR, HIJAU, BERSIH"

"BERKHIDMAT UNTUK NEGARA"

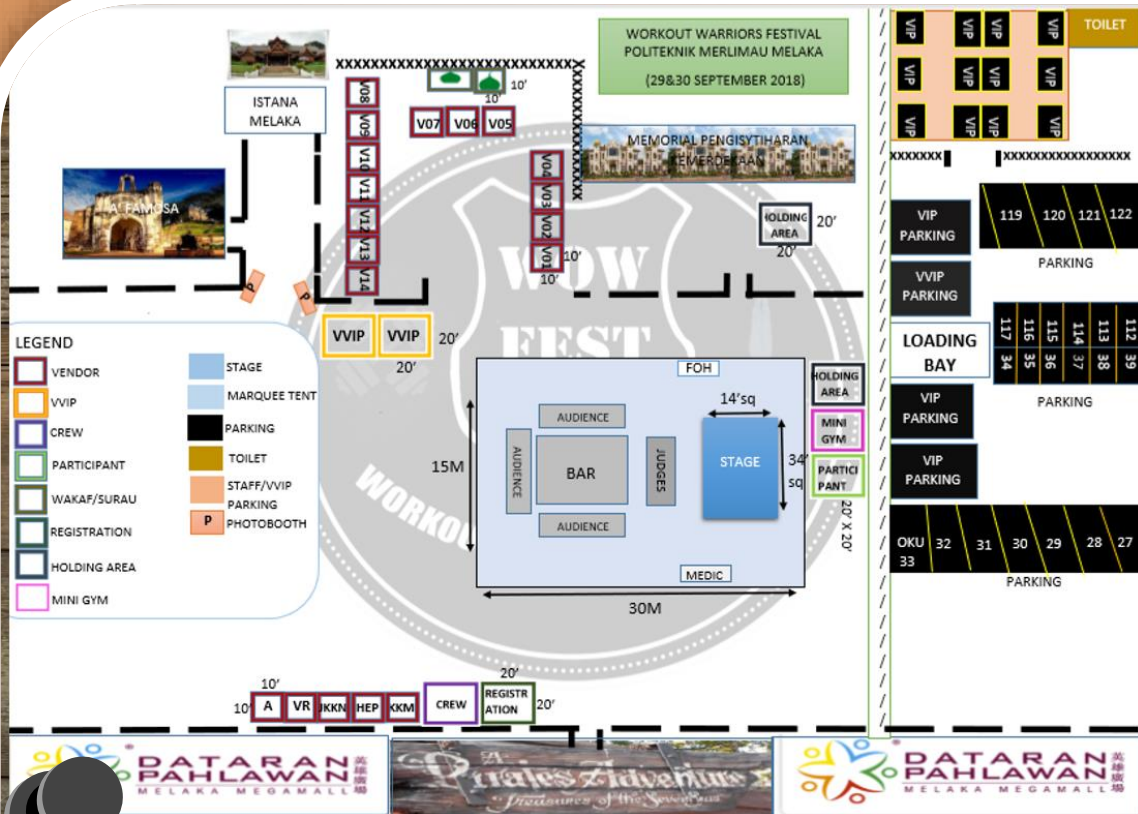
Saya yang menjalankan amanah,

(HJ. ROSLI BIN HAMID)

Pengarah
Politeknik Merlimau,
Melaka.



VENUE LAYOUT EXAMPLE



LAYOUT KESELURUHAN TAPAK
ACARA



EXERCISE

01

Explain five event management process that need to be done by an event manager.

02

Explain event SWOT analysis.

03

Brainstorm in a team and state the factors that need to consider before choosing an event venue.

04

Explain size of event.

EXERCISE ANSWER

01

Explain five event management process that need to be done by an event manager.

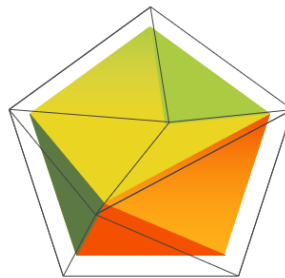
EVENT MANAGEMENT PROCESS

1. Initiation

Idea of the event being developed and setting the objectives

2. Planning

Working out what is needed and how it will fit together



3. Implementation

Monitoring and controlling, testing the plans and confirming how relevant they are

4. The Event

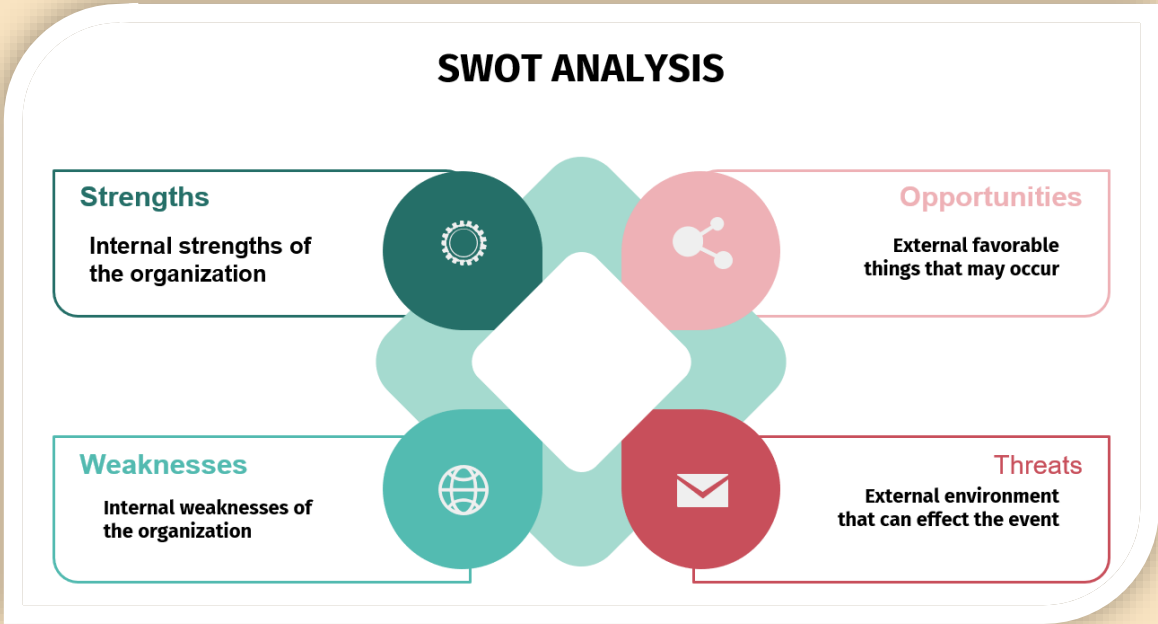
The monitoring and controlling day of the event

5. Shutdown

Includes the onsite shutdown and the management closure

EXERCISE ANSWER

02 Explain event SWOT analysis.



EXERCISE ANSWER

03

Brainstorm in a team and state the factors that need to consider before choosing an event venue.

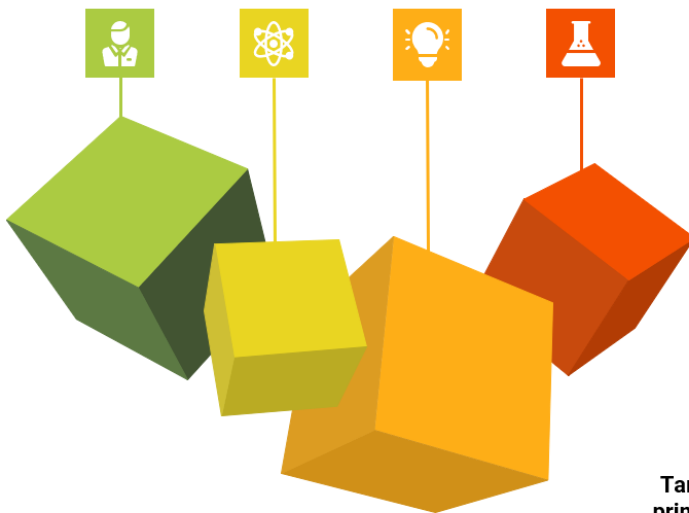
- a) Potential to fulfill the purpose of the event
- b) Ambience
- c) Location
- d) Access by public transport
- e) Parking
- f) Seating capacity
- g) Built features (such as stage)
- h) Cost of decoration
- i) Logistic of setting up
- j) Food and beverage facilities
- k) Safety

EXERCISE ANSWER

04

Explain size of event

SIZE OF EVENT



Mega Event

The largest events and generally targeted at international market

Hallmark Event

Refer to those events that become so identified with the spirit or ethos of town

Major Event

Attract significant local interest and large number of participants, as well as generating significant tourism revenue

Local & Community Event

Targeted mainly at local audiences and staged primarily for their social, fun and entertainment value

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