

MANAGEMENT OUTLOOK



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THE 5C'S OF EVENTS

The activities required for marketing and managing events require certain steps to be followed that can be called the five C's of events. The First is conceptualization of the creative idea and ambience followed by the costing i.e. calculation of cost of production and margin on the event. Canvassing, for clients and sponsors, customers, audience and networking is the next step. Based upon the preferences of the customer's and the marketing objectives of the organization, customization of the concept is required. Finally, the most important part of event management is the execution of the event as planned. We term this activity as carrying – out the event.

Event Designing

In practices, each of the C's may not strictly adhere to the sequence in which they have been presented above. There is a complex interaction between the various C's before the carryout stage, depending on the requirement of the client, constraints forced by budgets, etc. The final concepts is arrived at after accommodating change required for a perfect fit among all other C's during the conceptualization process . This process can be termed as event designing.

– Conceptualization of the creative

idea and ambience

– Costing involves calculation of the cost of production and safety margins

– Canvassing for sponsors, customers and networking components

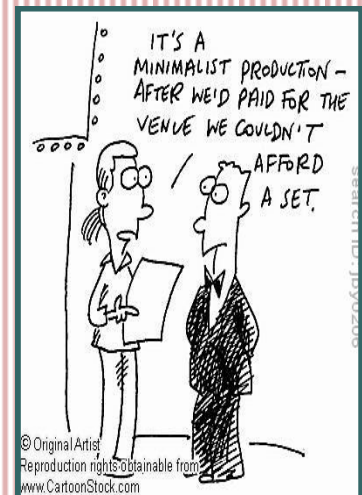
– Customization of the event according to brand personality, budgets etc.

– Carrying – out involves execution of the events according to the final concepts.

Conceptualization involves a complex churning in which as many permutations and combinations are worked out a possible. The original concept undergoes modifications on the basis of the inputs obtained from the other C's. The final concepts get defined once the constraints posed by budget, client's requirements, target audience profile, etc. are objectively stated.

External Reach from Event Networking

External reach through events is obtained from the networking mix designed for the event. This is reach in terms of the exposure of an event to the target audience population. For a sponsor to get enough mileage out of an event, adequate targeted pre – publicity and advertising are essential: thus making event networking critical for the success of an event. Creation of a network and making it a success is the main objective of publicity for the event.



Networking of the events, in relation to the media involved is the most important point of concentration and is very important that anything else. Without an adequately planned publicity campaign, the benefit of reach would be lost. The event organizer has to network with other media for successful conduct of an event. When it comes to the concept of promotion in events, the different types of components in networking and their important features and characteristics are discussed in detail.

Actual Event Reach

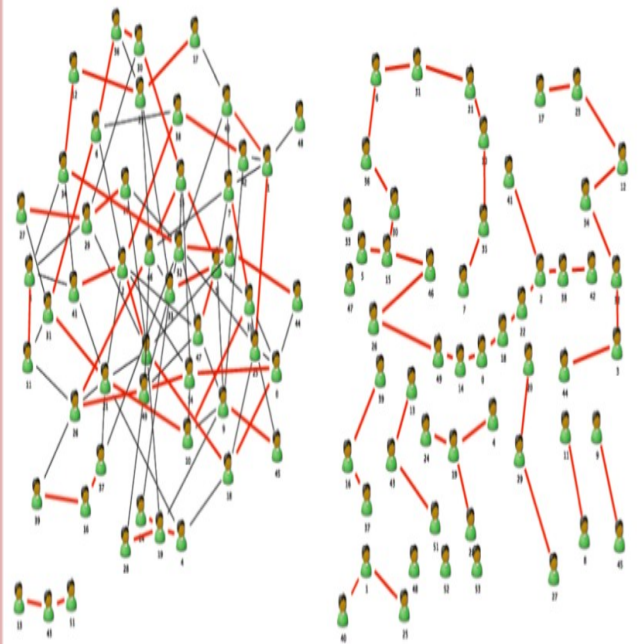
The number of people from the target audience population who actually respond to the publicity campaign and attend an event is the external reach campaign is focused

Interaction

Interaction is a process in which there is an exchange of various types of information between the clients and their target audience. As the audience is directly involved in the proceedings of an event, it strengthens the recall factor. From the view point of the general audience interaction enables in clearing doubts and apprehensions that may exist in their minds since it provides an avenue for airing these (event grievances). Interaction also creates and builds rapport between the interacting parties by providing an opportunity for live, physical, face to face interaction. Depending on the event objectives, events can also be enabled for live telecommunication or video conferencing between remote audiences and clients via powerful interactive media such as the Internet.

Interaction Points

In all events provide opportunities for interaction. Therefore, these need to be designed to suits the interaction objectives. Interaction points are those designated areas of the venue along with particular time slots, where the interaction is to take place. The place which is often used as interaction points in an event are the stalls. . The magnitude of interaction allowed differs widely due to the restrictions imposed by characteristics of each event category Depending on the location or place of the interaction point the event categories may also differ when it comes to the interaction style or methods.



ROLE OF CHANGE MANAGEMENT IN AN ORGANIZATION

Change management plays an important role in any organization since the task of managing change is not an easy one. When we say managing change we mean to say that making changes in a planned and systemic fashion. With reference to the IT projects we can say the change in the versions of a project and managing these versions properly. Changes in the organization or a project can be initiated from within the organization or externally. For example a product that is popular among the customers may undergo a change in design based on the triggering factor like a competitive product from some other manufacturer. This is an example of external factor that

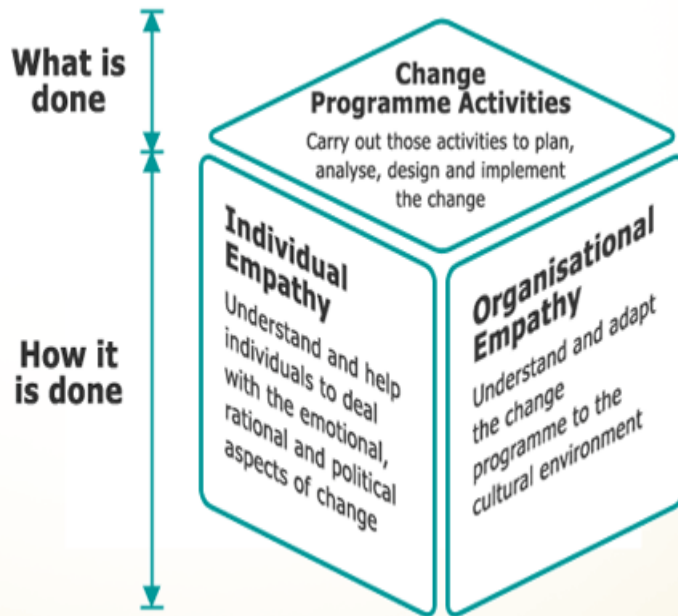
triggers a change within the organization. How the organization responds to these changes is what that is more concerned. Managing these changes come under change management. Reactive and proactive responses to these changes are possible from an organization.

Change management is done by many independent consultants who claim to be experts in these areas. These consultants manage the changes for their clients. They manage changes or help the client make the changes or take up the task themselves to make

the changes that must be made. An area of change that needs attention is selected and certain models, methods, techniques and tools are used for making these changes that are necessary for the organization.

When there is a process in an organization it is not an easy task to make changes to this process immediately. Sometimes a single organization may have varied business entities and changes in an entity may be reflected in another entity. In such organizations changes are not so easy. There are different types of organizations which have many branches across the world with varied cultures. Implementing a change in such organizations is a task by itself.

The change process can be thought of a process which stops the current process, makes the necessary



changes to the current process and the run the new process. It is easy said than implemented. Stopping a current process in some industry is fatal for that organization. Hence it has to be done in steps which have the minimal effect in the process. These changes cannot take place for a longer time in the organization since that may also be a disaster for the organization. The involvement of the staff concerned is also very important for the change process to be smooth.

The change process could also be considered as a problem solving situation. The change that is taking place could be the result of a problem that has occurred. You should know that a problem is a situation that requires some action to be taken positively to handle that situation.

This positive action is known as problem solving. The change process could be problem solving for a particular situation. In this process there is a move from one to state to another so that the problem gets solved. The change process is leaving the current state and moving to the final state through some structured organized process.

Managing the changes in an organization requires a broad set of skills like political skills, analytical skills, people skills, system skills, and business skills. Having good analytical skills will make you a good change agent. You should evaluate the financial and political impacts of the changes that can take place. You should know that following a particular process at that instant would fetch you immediate financial effects and start that process so that the change process is noted by the management. The workflow has to be changed in such a manner to reflect the financial changes that are taking place. Operations and systems in the organization should be reconfigured in such a manner that you get the desired financial impact.

Hence change management plays an important role in an organization. This allows the organization to give a reactive or a proactive response to the changes that happen internally or externally. Knowing the change management and its process would help an organization and its processes to be stable.