

Event Management



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Description

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ABOUT THE BOOK

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Event Management

UNIT-I

Events – Nature, definition and scope, C’s of events, designing, interaction and importance; Event marketing tools – various needs addressed by events, focusing and implementing events, advantages and disadvantages of events

UNIT-II

Elements of Events – Event, infrastructure, target audience, organizers, venue, media activities to be carried

out; concept of market in events, segmentation and targeting of the market events

UNIT-III

Positioning in events and the concept of event property; events as a product, methods of pricing events, events and promotion, various functions of management in events

UNIT-IV

Strategic alternatives arising from environment, competition and defined objectives; pricing objectives; evaluation of event performance – measuring performance and correcting deviations