

The Concept of Event Management

TOUR 2009 Foundations of Event Management

What is an event?



- In the dictionary: occurrence, happening, incident or experience
- In this course:

Planned events are temporary occurrences with a predetermined beginning and end. Every such event is unique, stemming from the blend of management, program, setting and people (Getz, 2005 p.16).

What is 'Event Management'?



The planning and production of all types of events



The applied field of study and area of professional practice that **draws upon knowledge and theory**.



A profession which is fast gaining global recognition



Knowledge and skills in event management is useful for careers not only in related fields such as tourism, hospitality, arts, culture, sports, recreation, and leisure, but also in *HR*, *PR*, marketing and general management.

EMBOK Knowledge Domains & Classes

Administration	Design	Marketing	Operations	Risk	
Financial	Catering	Marketing plan	Attendees	Compliance	
Human resources	Content	Materials	Communications	Emergency	
Information	Entertainment	Merchandize	Infrastructure	Health & safety	
Procurement	Environment	Promotion	Logistics	Insurance	
Stakeholders	Production	Public relations	Participants	Legal & ethics	
Systems	Program	Sales	Site	Decision analysis	
Time	Theme	Sponsorship	Technical	Security	Silvers et al, 2006



Why do we need to study 'Event Management'?

Exciting, fast growing

- Increased government regulation
- Rapid globalization of markets and communication

A complex and demanding operational environment

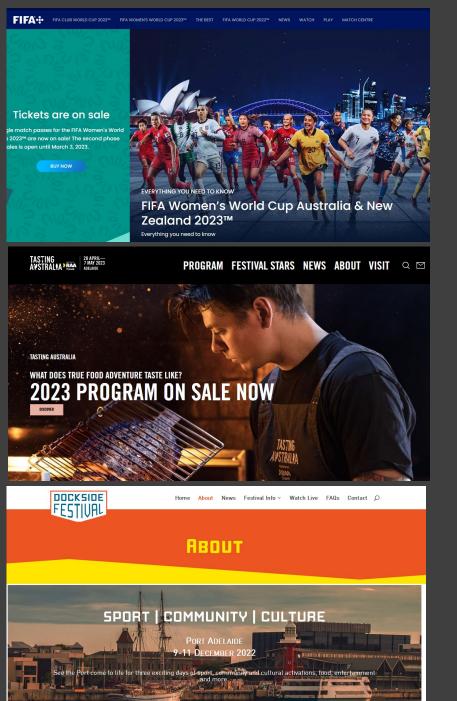
- The growth of use of events by government and industry
- Increased event budget
- A complex logistics

Need sophisticated skills

- Planning
- Management

Event Perspectives

- Government
- Corporate
- Community



Event Perspectives

Government

National

State

> Local



The use of events

Government

- To create quality of life for locals
- To create public recreation and celebration spaces
- For urban regeneration and renewal
- To gain tourism economic benefits

The use of events- Corporate

The corporate world is increasingly using events



Internally: aimed at business practices and staff

Motivate and educate staff

To improve company morale



Externally: aimed at customers and clients

To raise brand awareness To increase profitability and income Event-focused integrated marketing programs



The use of events -Community

Community events / Regional festivals are organised by local community, local business associations etc.

- To create social capital and community wellbeing
- To strengthen a sense of community, community pride and belonging
- For economic benefits

References

Getz, D. (2005). *Event management and event tourism*. 2nd ed ed. Elmsford, NY: Cognizant Communication Corporation.

Silvers, J. R., Bowdin, G. A. J., O'Toole, W. J., & Nelson, K. B. (2005). Towards an International Event Management Body of Knowledge (EMBOK). Event Management, 9(4), 185–198. https://doi.org/10.3727/152599506776771571



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