



## 5

# EVENT MANAGEMENT

We often see various kinds of events in our family and society. These may be social or religious festivals or events organized in family. It also said that Indian society is full of festivals, customs and their celebrations. We often see, that these events are conducted in organised way and lead by someone. On the basis of leadership quality any events can be successful or failed. So it becomes important to develop and nurish some leadership qualities in us to conduct and lead such events.



## OBJECTIVES

After studying this lesson, you will be able to:

- plan an event suitable for different occasions ;
- appreciate organizing skills in others and
- execute an event according to plan.



## 5.1 WHO IS LEADER?

Who do you consider a leader? Is it the strong person in a community or a society? Bravest candidate? Smart person? Intellectual? Knowledgeable?

Every component is very important to be a leader. From Vedic perspective a leader should be a Daksha, capable person. The one who is capable in managing things in adversary situations is a leader. For example, the mother. In spite of all the physical pain and difficulty she manages to look after the child. In spite of all the work load, she never forgets to feed the child timely. In spite of all the other responsibilities, she never forgets to prepare food for all the members of house. For Indians, the mothers are the finest leaders and most skillful organizers of the home management. Therefore, we name them home makers.

The home is a small unit or miniature of an organization. It needs proper management. Similarly, there are innumerable events, organizations, working set up, programs, management etc can be considered bigger and wider events in a social structure. Unlike mother manages an even of the house, other bigger events too need the organizational skills such as, regional and religious festivals, educational annual day, house warming



ceremony, book releasing program, Independence Day celebration, new year rituals etc. Even eating is an event, going to the school is an event, arranging books is an event, cleaning is an event. For each one of the events uniform arrangements will not be very helpful. Each event is new, fresh and contextual. Accordingly, the organizer should arrange things. It's a skill to be learnt.

## **5.2 THE COMPONENT OF EVENT MANAGEMENT**

When you keep all those events at background and think of common factors across those events, you may find the following to be most crucial components;

- i. Purpose
- ii. People
- iii. Venue set up
- iv. Actual program

**i. Purpose** - any sensible person knows why one is doing even very simple action. Prayojanamanuddishya na mandopi pravartate - even the fool doesn't act without a purpose. Therefore, before even thinking an even the organizer should keep the purpose thoughtful. If the purpose is not clear in the mind



of organizer the event may fail in delivering the intended outcome.

**ii. People** - this is the most important factor. The following aspects needs to be clearly specified with their roles and involvements

- Invitees
- Invited Speaker
- Chief guest
- Audience
- Organizers
- Volunteers
- Sponsors
- Master of ceremony
- Time keeper of the event

**iii. Venue set up** - any event needs to be conducted in some selected area. That is called venue of the event. It needs the following attention

- Location of the venue
- Cleanliness of the entire area of the program
  - o Inside



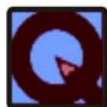
- o Outside
- o Foot ware stand
- Accommodative of all the invited people and other human resource
- Mic-Speaker, amplifier, chairs, photo,
- Stage decoration and arrangement
  - o Table and Chairs
  - o Water Jug and Glasses
  - o Program schedule and other relevant information
  - o Name boards of the speakers and guests
  - o Gift and felicitation items
- Lighting arrangement
- Seating locations and angle of the chair arrangements
- Mats for those to sit on the ground
- Doors and windows accordingly
- LED screen, Projector
- Podium, mic and speaker, amplifier
- Green room for decoration and fresh up
- Toilets and fresh-rooms



**iv. Actual program** - after arranging everything above, the real picture starts showing up one after the other. The master of ceremony takes the charge of running the show smoothly. Volunteers guide the audience and others. Time sense and presence of mind of the master of ceremony and other organizers play a major role in case of some unintended or unplanned things happen.

All the above said things are to be kept in the mind while organizing an event.

A successful event is a memorable thing in life. If you can organize a small event successfully, you can organize the big without any hustle.



### INTEXT QUESTIONS 5.1

Fill in the blanks

1. From Vedic perspective a leader should be a \_\_\_\_\_.
2. For Indians, the \_\_\_\_\_ are the finest leaders.
3. The home is a small unit or \_\_\_\_\_ of an organization.
4. \_\_\_\_\_ guide the audience and others.
5. A successful event is a \_\_\_\_\_ thing in life.



## WHAT HAVE YOU LEARNT

- We see many social and religious festivals and events in our life.
- These events are lead by someone.
- The conduct of event may be successful or unsuccessful due to the leadership.
- The most crucial components for the conduct of event are:
  - Purpose
  - People
  - Venue set up
  - Actual program
- If you can organize a small event successfully, you can organize the big without any hustle.



Notes



## TERMINAL QUESTIONS

1. What is leadership quality as per vedic perspective?
2. Give the definition of a leader.
3. Why a home is called a miniature of an organization?



Notes

4. 'Mother is a finest leader.' Explain.
5. Explain four component of Event Management.



## ANSWERS TO INTEXT QUESTIONS

### 5.1

1. Daksha
2. Mothers
3. Miniature
4. Volunteers
5. Memorable