



B.Com Honours

Semester II

Calicut University

Event Management

Course Code: COM2FM106 • Module 1 Notes

1. Introduction to Events: Characteristics, Classifications, and Manager Roles

An event is a unique, scheduled occurrence that gathers people for a specific purpose, such as celebration, education, marketing, or entertainment. Event management is the coordination of all components of an event, from conceptualization to execution and review. This module covers event characteristics, classifications, the essential qualities of an event manager, their roles, the five critical elements (5 C's) of event management, and career opportunities.

Key Characteristics of Events

- **Uniqueness:** Each event is a one-off experience; even recurring events have different participants, weather, or dynamics.
- **Perishability:** Events cannot be stored or saved; if a ticket is unsold or a slot is missed, that revenue and experience are lost forever.
- **Intangibility:** The primary product of an event is an experience and a set of memories rather than a physical good.
- **Personal Interaction:** Events rely heavily on the active participation and emotional engagement of the attendees.

Classifications & The 5 C's of Event Management

Broad Classifications of Events

- **Mega-Events:** Global scale events (e.g., Olympics, FIFA World Cup).
- **Corporate Events:** Conferences, trade shows, product launches, and seminars.
- **Social Events:** Personal celebrations like weddings, anniversaries, and reunions.

The 5 C's Framework

1. **Conceptualization:** Defining the theme, objectives, and target audience.
2. **Costing:** Establishing the event budget and pricing.
3. **Canvassing:** Marketing, sales, and securing sponsorships.
4. **Customization:** Tailoring the event features to client needs.
5. **Carrying-out:** Staging and executing the event on-site.

Role and Qualities of an Event Manager

An event manager is responsible for planning, organizing, and executing events. Key qualities and skills required include:

- **Organizational & Planning Skills:** Ability to manage timelines, cue sheets, and vendor contracts.
- **Crisis Management:** Staying calm and finding immediate solutions when problems arise on-site.
- **Interpersonal Skills:** Effectively negotiating with clients, sponsors, caterers, and local authorities.

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