



B.Com Honours

Semester II

Calicut University

Event Management

Course Code: COM2FM106 • Module 2 Notes

1. Concept and Design of Events: Feasibility and Logistics

An event concept is the blueprint that guides all planning decisions. Designing a successful event requires a balance between creative vision, budget constraints, safety regulations, and operational logistics. This module covers developing event concepts, analyzing feasibility, visual environment design, and event logistics.

Developing and Analyzing the Event Concept

Developing a concept involves translating the client's goals into a workable theme. The concept is then evaluated using three feasibility filters:

- **Financial Feasibility:** Estimating total costs against expected revenues (ticket sales, sponsorships) to establish a break-even point.
- **Operational Feasibility:** Ensuring that the venue, equipment, and staff are available and capable of executing the concept.
- **Regulatory Feasibility:** Obtaining necessary permits (licenses for music, liquor, crowd size, safety) from local government authorities.

Event Design and Logistics Management

Visual & Environment Design

Designing the physical layout of the event, including stage layout, seating charts, thematic decorations, lighting arrangements, and audio-visual setups. The design must match the event's theme and coordinate crowd movements.

Event Logistics Planning

- **Access Management:** Clear signage, parking spaces, and separate entry/exit points for VIPs, general public, and staff.
- **Flow Coordination:** Monitoring crowd flow to prevent bottlenecks at registration desks or food stalls.

Risk and Safety Management in Logistics

Logistics planning must prioritize safety:

1. Establishing emergency evacuation routes and keeping exits clear.
2. Providing on-site medical assistance or first aid stations.
3. Ensuring reliable electrical backup (silent generators) and professional fire-fighting equipment.

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