



Cooperative Education Report

ROLE OF EVENT MANAGER

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020

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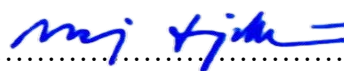


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Abstract

This cooperative report entitled the role of event manager at innovative nation events has the goals to investigate and analyze different types of event and role of event manager in Nepal. Objectives of the study include; to understand overall event company and process in Nepal. To learn and analyze the event company process and functions and to find out loops in current event process and interpret and suggest the possible improvements. With the company, the assigned job was to work as event manager in the company. Main responsibilities at internship was to interact with international and national clients, find their problems and direct them through proper proposal. Also, to assist the whole event team and maximize staff and physical resources. Upon the completion of the internship, it found that the problem was resolved by means of applying competitive strategy, providing customer and clients better services, managing everything that is required by the artist. In this matter, student is able to learn more about real-life event company process, their functions, client handling process etc. which are very important for future career development and profession.

Keywords: Role, Event, Manager

Acknowledgement

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I am also very much thankful to the innovation nation events, Maitidevi branch for accepting me as an intern and giving me opportunity to learn at the place about event company. I am grateful to Mr. Yashwant Agarawal, director and CEO of innovation nation events, Maitidevi Branch who always guided me and praised me for my work.

I want to give special thanks to Mr. Nimesh Agarawal, head of operation Service Department who taught me everything that I learned working in the field. He was very much motivating and always willing to share his knowledge with me. At the same time, I am also grateful to all those employees of the company who guided me and helped me in getting an insight into the functioning of different departments of event process.

At last but not the least, I full heartedly want to thank all people who have directly or indirectly guided me during my internship program and helped me in completion of this project.

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Abbreviation

EM- Event Management

CRM- Customer Relation Management



CHAPTER I: INTRODUCTION

1.1 Background

This report is a short description of around 14 weeks' internship carried out as a part of curriculum by the Siam University. This internship report contains my activities that was carried out during the period in which all my learnings and skills that became better with time are mentioned. Basically, it reflects how this work made me better in my field of work. Internship program helps the students to acquire practical knowledge from real industries. It helps the students to acquire skills to deal with the corporate world. The student also gets the job exposure which is very important for carrier development of them. Internship are structured educational experience which incorporate productive work experience as regular part of college student curriculum.

Internship also helps the students to apply theoretical knowledge gained during their academic classes and apply in their real world. This is one of the effective parts of learning. If the students do better in their internship the might as well get the job offer from the particular organization as well.

The internship program of Siam University is unique and helps the student prepare from every angle to face the real world. The internship done after first year helps the student to know about working environment. The internship done after second year in their respective finance or marketing department helps the student to apply all the theories and concept learnt in class in the real practical world.

1.2 Company profile

Innovative nation events is the growing event company of Nepal and it was registered in 2016 and it started its operation from the Kathmandu since year 2017.

The company facilitates its customer and clients needs by delivering the best services in combination with the latest state of the new idea and prudent international practices. Innovation nation event is the first event company to bring up with Bollywood Dj's and Bollywood night at different club in Kathmandu, Pokhara and Birgunj. Company also provide many services like it bring up with artist that is wanted by the customer to keep them entertained after there working hours. Company has also some permanent dj's who goes all over Nepal to perform whether it's a marriage ceremony or birthday party etc.

Innovative nation event recently have 2 branch as it is growing company and soon it is going to open a branch at Pokhara and Birgunj. Its main office is at Naxal, and branch offices at Maitidevi.

1.2.1 MBL's Vision:

To become the event company of the first choice of people and clubs of Nepal by providing best quality services.

1.2.2 MBL's Mission:

To become one of the most searched and performed event company of Nepal, which satisfies cares for its customers and clients through, quality services new innovative product, professionalism and wide network.

1.3 Organization Structure



1.4 Statement of Report

I, Mukul Shah student of BBA VIII semester as a part of this dissertation program have anticipated in 14 weeks internship program with innovative nation but due to covid-19 full 14 week was not utilized. Innovation nation is one of the growing event in Nepal with 2 branches in Kathmandu, Nepal.

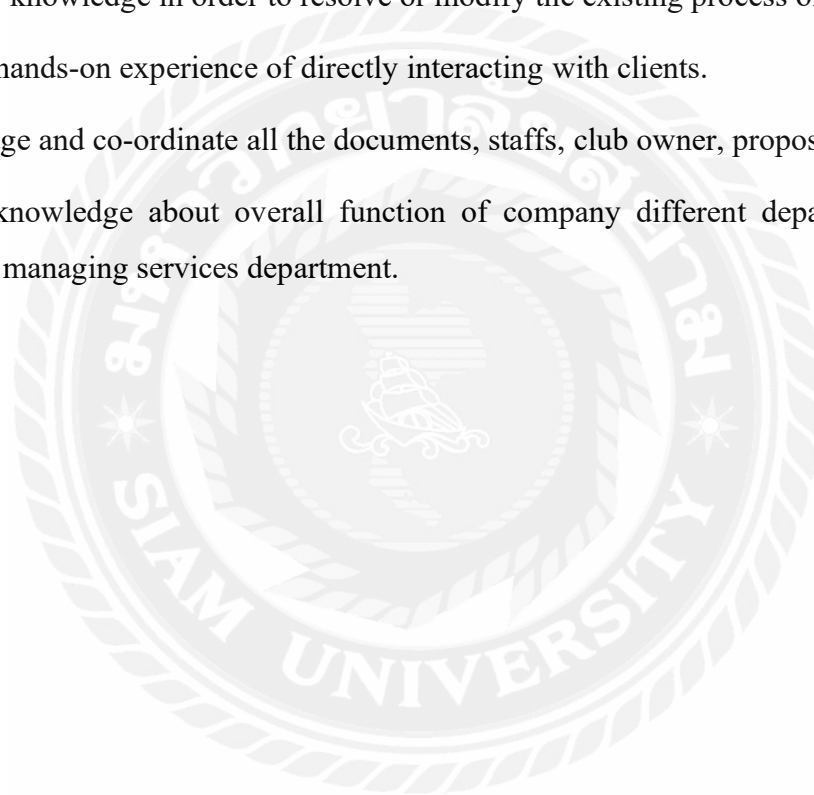
This report is titled as “**Role Of Event Manager**”. The primary purpose of preparing this report was to know how the event company of Nepal works and how they communicate to there clients. These are 2 major functions of event company and requires much effort in these 2 activities. Finding the artist and waiting to accept the proposal. With help of this report, I want to brief to the readers about the interim functions that are majorly considered in a event company. Also, it can be used as a reference to understand the core functions.

Through my tenure, my primary findings were related to planning and providing all logistics required by client. On the other hand, looking at customers demand and making a swot analysis to identify the vulnerable and promotional elements of events. Hence in the report below we have detailed description of various activities and roles played during internship.

1.5 Objectives of Study

As a part of this internship program, there were some primary objectives (both personal as well as academic) carried in order to arrive with quality report and in-depth analysis. Some of the key objectives are as listed below:

1. To have an idea about the event company and how they actually work in Nepal.
2. To learn the work process of various departments in company.
3. To apply knowledge in order to resolve or modify the existing process of company.
4. To gain hands-on experience of directly interacting with clients.
5. To manage and co-ordinate all the documents, staffs, club owner, proposal etc.
6. To get knowledge about overall function of company different departments mainly planning and managing services department.



1.6 Roles and Responsibilities of Student

The role and responsibility of student prior, during and post internship are as listed below.

1.61 Pre-Internship:

1. Done research and findings for the suitable organization that would add exposure to my anticipated career and could be possible good platform to learn.
2. Applied to selected organizations, took the needful formalities like interview, documentation etc.
3. Got appointment for the interview from couple of event organization and finally got through one, where they released offer letter.
4. I kept my college administration and my mentor informed about the progress of internship.

1.62 During Internship:

1. I started my internship with different responsibilities which was agreed and assigned by my supervisor.
2. As an intern, my core objective was to cover planning and logistics departments of the organization, hence I requested my supervisor to keep me on different departments as well to know more about event.
3. Later I selected some core functions on which I wanted to prepare my report and spent some good amount of time in those specific departments mainly in logistics and planning.
4. Also, request my supervisor allow me for some field work to understand and explore more on customer preference.
5. As per organization norms, I kept my supervisor informed about the progress I was making into the organization. Also, I priory informed him about the terms end of my internship, acknowledged and appreciated him for the opportunity given.
6. Collected the internship certificate and requested my senior colleagues to provide me feedback on my performance.
7. Discussed with my mentor time and again about the progress I was doing on my report.

1.6.3 Post-Internship:

1. Spent time to finalize and close my report.
2. Submission done to University post validation of my college mentor.



Chapter 2: Internship Activities

2.1 Assignment and Responsibility of Student

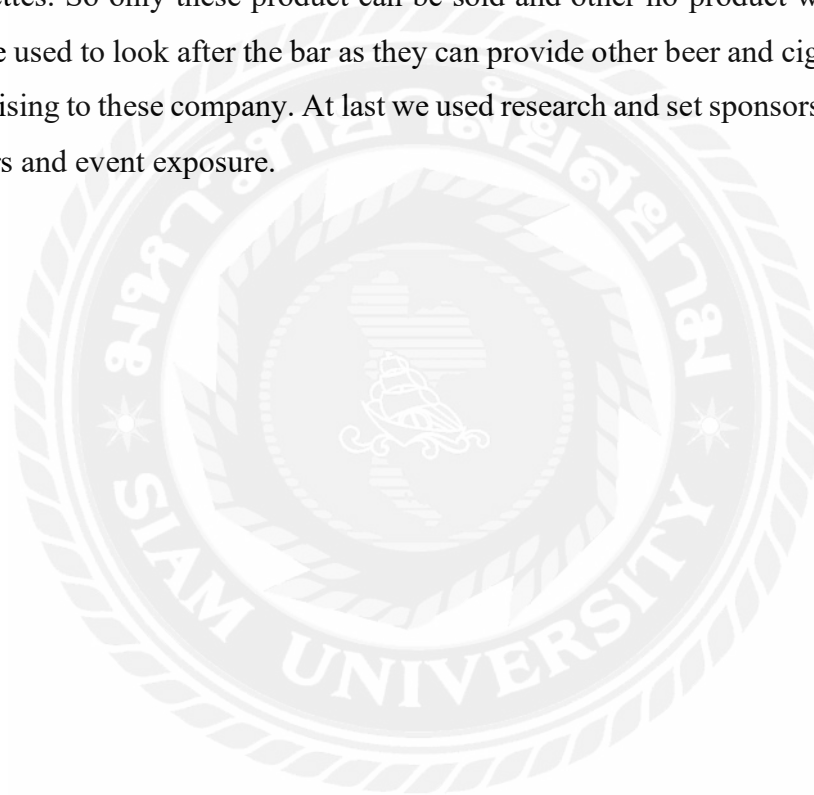
Initially during internship program, the roles followed are - understand each and every product of the company so the intern can explain them to the clients representing a proposal. Based on progress on intern, new roles are assigned to new challenges when one needs to put their theory knowledge in a practical while dealing with the client directly. Artist that visits Nepal looking for the performance. It's a responsibility of intern to explain the artist that were he/she has to perform and any logistics required by them can directly contact the intern. Also, they need to look at key elements of site planning and inspection, planning event protocol requirements for team and clients, sourcing Audio visual and technical support and creating activity timelines for running the event. Planning site was very difficult because the artist send his/her person for inspection and if artist didn't like the site he will reject it. We always used to source audio and visual and technical support 1 week before the artist arrive and use to check whether it's properly working or not before 1 day of performance. Timelines is very important as we need to take a proper time for running the live music, dj's and the artist play according to the crowd gathering.

In marketing the event we need to look at needs and motivation of event customers, effectively collect and analyse market data, reporting the finding to team and clients, elements of market mix(Product, Price, Promotion and Place), the pricing process and how to establish a pricing plan for the market, target all the marketing channel(Facebook, YouTube, etc.) and our team used to develop a website and we used to share that website as much as we can for direct marketing strategy.

In planning the event proposal strategy with your target market in mind that what the customers actually wants and what are they looking for. Sometime we need to visit the clients and while visiting , there were multiple notes that needs to be taken for recording their concerns, queries and expectations which can be followed afterwards to address each of them and get back to client with proper proposal (Team, 2019). We need to budget while buying advertisement because advertisement is the main content through while customers get attracted and we use to keep good portion of budget in it. Public relation strategy is important so we used to be as good as we can be to the customers.

Similarly, the event budget planning was also done by us in which advantages and constraints of using a budget was done, so to give customer and client best experience but with minimal expenditure, we also need to identify the key element of budgetary control and relationship between them, forecasting expenditure so that we can get a round amount that is going to be used in future, all suppliers fees and deposit was allocated so that at the day of event all these won't be burden for us and we need to understand the basic profit or loss from the event.

At last event sponsorship was done by us in which we need to determine potential sponsorship marker based on event type as my event was done at club so we took the sponsorship from tuborg and surya cigarettes. So only these product can be sold and other no product will be sold on the day of event. We used to look after the bar as they can provide other beer and cigarettes too which will not be promising to these company. At last we used research and set sponsorship pricing based on market factors and event exposure.



Chapter 3: Identification of Problems Encountering during the Internship

3.1 Problems identified & how it was solved

The event company which I joined, was recently opened company and we use to perform majority of work from home or doing marketing. Since it was a new company, there were many things and structures that were unorganized. On top of it, out of six employee in the company four of them were new and they were not very familiar with the company tools as well as process. This was new challenge all together for entire management to make a good setup and speed up the process of managing clients. During the internship, many issues were encountered and below are some major lists: The intern has to-encountered many issues however the following are the major ones:-

1. There were software configuration issues for first initial weeks, because of that the employee has to face many problem while dealing with clients.
2. The employees were new so some of the issues were escalated directly to senior staffs and they had overloads of work for first few days.
3. Due to new company and overload of work the company forget to obtain event insurance but at the day of event nothing had gone wrong.
4. There was no department for managing health and safety as at the day of event anything would had happened to customers or employees.

Firstly, this is a golden opportunity for an intern as they could be part of a new of the company. This gave an additional exposure to how to setup a firm, manage employees and manage clients. As the intern is a part of the firm during its struggling days, they will-get an opportunity to contribute up-most in all kind of problems. Some of the contributions are as listed below:

1. An intern was given multi-tasks and was treated as permanent employee. He/she has too taken over some core responsibilities like directly communicating with client, gathering the needful documentation, verifying them, getting needful approvals and fulfilling the request.
2. Because I had some good knowledge, I helped new employee preparing good proposal, marketing skills, talking to sponsors etc. This somehow reduced a bit of stress to our supervisor.

3. Sponsor were complaining that there product are not being used at the day of event. I contacted them and said no only the customers were asking for different product amd we refused to give them, these were only the rumors that our competitors has spread. I said them that we are sending photos of event and you will know whether other products are being used or not. At last they accepted that all those things were rumors and believed us.
4. According to the need of customer, the intern is given a work to maximize staff and physical resources and I made all the staff work by giving them instruction that what they have to do particularly and due to that all customers will fill satisfied by the company and no one carries a complain within him/her.

3.2 Some of the examples of my contribution to resolve the problems:

Example 1: Soon after the event, I asked my supervisor to open a event insurance for the upcoming program because that can mitigate all our risk that will go in the club.

Example 2 : Health and safety department was established in which one staff have to keep a eye that nothing goes wrong in event and the proper tools for available if anything went wrong.

Example 3: I asked my operation Service head to keep our bouncers at upcoming event because the club bouncer may not be truth worthy and may allow outside product which is strictly prohibited and if the customer bring product that are not sponsor product which may lead to loss our faith for sponsors.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

As an intern there was only little I could contribute to the organization. However, I made sure all the works assigned were completed properly. I thoroughly believe my work has contributed positively for the organization to meet its objective. Contributions I made to the organization were as follows:

1. Research a lot that what kind of artist the market need and after finding the artist I mailed him/her with a proper proposal that they would agree with and after approval of proposal made flight round tickets for artist and there assistant too.
2. For a short span, I was also a part for a wedding ceremony in which I have to make all the arrangement for decoration example(flowers, cards, foods etc.) I gave my best for this wedding ceremony and that wedding ceremony was the best ceremony till date.
3. I had managed all the technical requirement that were asked by artists such as(speakers, players, amp condition, what kind of sound will be required by this artist, what kind of wires will be used in his player, making logos, led connection so that the stage looks staging.)
4. I also enrolled for a Field work, went to approach the club directly. I convinced them my reducing the venue price for the day of event as I said them If they will help us with low price then we can be regular to there club and if the customers like the club we will do our next event at your club which will be good for you as well as us. I also made pamphlet and flyers and circulated to all my colleagues and friends so that they can circulate it all over there friends too.
5. I also performed the task of hospitality and tech rider. A tech rider is one-page documents that gives the venue/ soundman an understanding of what your technical requirement and how to set up the stage before artist arrive. It also give artist an opportunity to let you know if they can't accommodate any of your needs. The hospitality rider is a list of request for comfort of artist on the day of show. Common requests are: Specific foods and beverages(typically water, but sometimes alcoholic beverages) Fresh towels. Transportation and hotels.

4.2 Details of the related learning process and new knowledge students have received

It takes a plenty of creativity to design an event that is memorable and meaningful, effective delegating, and a lot of work. The process of planning the event is divided in 5 step which we can also call 5 Cs for event (Kemi, 2015). This 5 Cs will give a detail event related learning process and new knowledge that I have received:

1. **Event Concept:** This concept include WHY, WHO, WHEN, WHERE and WHAT. The WHY inform or educate the community about a cause of event. WHO of event are the major stakeholders of event to conduct and help with the necessary information to bring together the creative elements of the event. The WHEN, WHERE and WHAT of the event must match the needs, wants, desires and expectations of the audience.
2. **Event Coordination:** The activities in phase include developing a theme, budgeting, establishing timelines, selecting and reserving event venue, planning the food, selecting speakers, arranging for equipment and facilities, coordinating transportation, contingency planning and so on. It is taking note and giving attention to every detail that makes up the event.
3. **Event Control:** It is very important to keep control measures in place. It compares event progress to the actual plan, measures resources with scheduled work and adjusts what needs to be done to avoid scope creep and to ensure that event is delivered on time and within budget. It also deals with conflict resolution as well as supplier and vendor relationship management.
4. **Event Culmination:** This is highest point of every event, the day itself where the result of all the pervious planning is seen. This activity includes team management, supplier coordination, crowd control, security, frontline management, backend management and communication. All of these defines whether or not the event is a memorable one.
5. **Event Closeout:** After the completion of event and the clients has approved the outcomes, some post event activities are equally necessary to highlight the event process. These include evaluation, reporting, quality improvement, reward and recognition to team members, and formal termination of contractors where applicable.

Chapter 5: Conclusion

5.1 Self assessment

In overall the internship experience that I had in 14 weeks at Innovative Nation Events exceeded all my expectations. This was not a usual process of delivering learning as I got to experience more than usual interns get. This might not happen in near future and not everyone would get such opportunity. I find myself very lucky that I got this opportunity to enhance our theoretical knowledge with the help of professionals and expert at Innovative Nation Events. This program created an incredible stage to upgrade my capacity and further development of my skill and knowledge. The diverse and open culture in the organization made it easy to persuade my senior and experts. I was able to maintain professional relationships not only with seniors from my department but from other department as well.

Also, this 14-week program helped me expand my interpersonal skills like time management, analytical skill, communication skill, technical skill, presentation skill etc. Interacting with client directly, understanding their need and problem, working on them to get it sorted with event professionals etc. was life-long lessons that I could take from this internship. I feel extremely lucky to be provided with this platform and being guided throughout the end of my internship period. The knowledge and skills I acquired here would surely prove fruitful for my further career.

1. Annexure:







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