



Cooperative Education Report
Understanding Project Management through Event
Management

Written by

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Abstract

This internship is conducted at Emazing.Pvt.Ltd, which is an event management company in Nepal as a university requirement. During my internship, I was placed as event coordinator position for a period of 14 weeks. The main objective of this internship is to learn event management services equipped with business management and organizational skills. The functioning of an event management and the life of event managers has helped me on building a professional identity and clear career path. As an event coordinator, the job performed during the internship was to understand the new upcoming events and contribution from its plan to execution for providing an event experience worthwhile to remember.

Learning process during the phase of internship has been explorative as well as fruitful for me.

Keywords: Event Management, Project Management, Plan and execution

Acknowledgement

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude to Siam University faculty for organizing a co-op program as a part of course for the entire batch of the year 2015-2019 through which we were able to get an opportunity to apply knowledge and skills acquired in the classroom to the activities of the corporation. This internship experience has enhanced our total university experience by forging a link between conceptual and applied knowledge of the major field of study.

Furthermore, I would also like to acknowledge with much appreciation to Emazing.Pvt.Ltd and their team for providing me an opportunity to work with the organization. I would also like to thank the organization for helping and guiding in every task that was assigned to me. This experience will give me a competitive advantage when searching for a permanent position and clarify my career objectives.

Yours Sincerely,

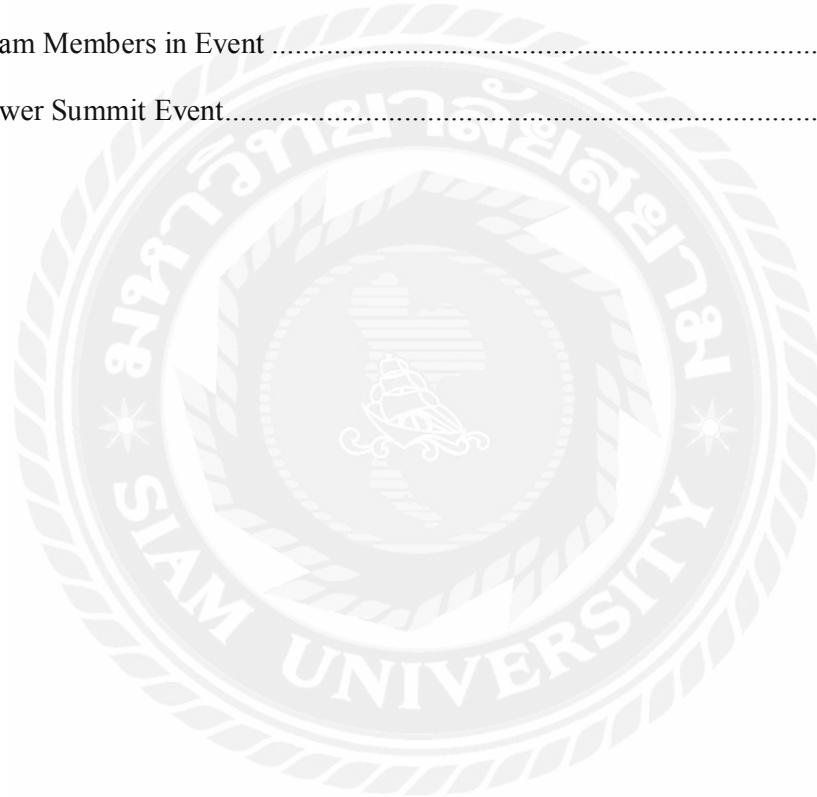
Neha Baniya

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Chapter 1: Introduction

1.1 Company profile



Figure 1: Company Logo

Emazing is a premier event management company that brings together over 20 years of experience in design, multimedia, animation and events into one package. It brings together an event like no one else by blending all the aspects of it into an experience that is unmatched, innovative, and extremely customized to the theme of the event. It has over 100 events in its portfolio comprising of conferences, product launches, AGMs, award shows and so on. In the course of these events, it has worked with NGOs, INGOs, national and international corporations, government agencies and charitable organizations. What differentiates Emazing.Pvt.Ltd is their ability to understand client's requirements, and tailor every aspect of the event to that, instead of delivering off the shelf solutions based on what is available. Emazing main motto is "We do not just plan events, we design experiences." (Emazing, n.d.)

Some of glimpse of events handled by Emazing.Pvt.Ltd.

- 1. APRICOT 2018:** Asia Pacific Regional Internet Conference on Operational Technologies (APRICOT) concluded a regional conference at Yak and Yeti premises with over 1500 National and International participants. It drew in many of the world's best internet engineers, operators, researchers, service providers, users and policy communities from over 50 countries to teach, present, and do their own human networking.
- 2. Nepal Investment Summit 2017 & 2019:** The Government of Nepal organized Nepal Investment Summit (NIS) 2017 & 2019. The main objective of the event was to project Nepal as a favorable investment destination by unveiling potential opportunities for investment in sectors such as Energy, Tourism, Industry, Transport Infrastructure,

Information and Communication Technology, and Agriculture. In addition, the Government used this unique forum to unfold a range of policy reforms and incentives to attract investors. Moreover, the Summit provided a platform for global investors to deepen their understanding of the investment environment and opportunities in Nepal. Emazing.Pvt.Ltd. was also a partner in the event being chiefly organized by the Investment Board Nepal (IBN). We were involved in managing major areas of this major events showcasing Nepal to investors from different countries around the world.

- 3. South Asia Economic Summit:** SAWTEE and National Planning Commission hosted the 10th edition of the South Asian Economic Summit (SAES X) at Hyatt Regency in November. The event was a landmark in discussing and putting forth issues and ideas regarding integration and collaboration in the SAARC region.

Some of the other major events handled by Emazing.Pvt.Ltd. are International Commission on Irrigation and Drainage (ICID), Power Summit 2016, 14th SAARC Finance Governor's Symposium and 36th SAARC Finance group meeting and many more.

1.2 Organizational Structure

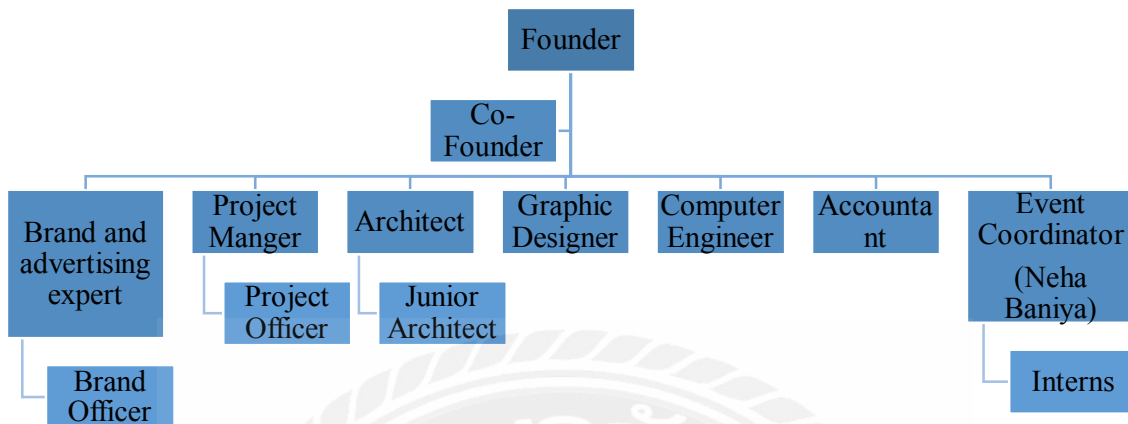


Figure 2: Organizational Structure

1.3 Statement of Report

This Internship has been performed as a requirement of the course for the completion of the Undergraduate degree at SIAM University. This is a part of curriculum to complete a three and half month's internship for the better understanding of corporate industry and gain experience of working in an actual market before the completion of the undergraduate degree. This internship also provides an opportunity to seek, identify and further develop an appropriate level of professionalism among the students. I being the part of this project have gained knowledge and experience by involving myself with Emazing.Pvt.Ltd. I started my tenure from 15th January, 2019- 30th April, 2019. During this 3.5 months duration of my internship I got to understand and learn project management through event management. Thus, my project title will be based on "Understanding Project Management through Event Management".

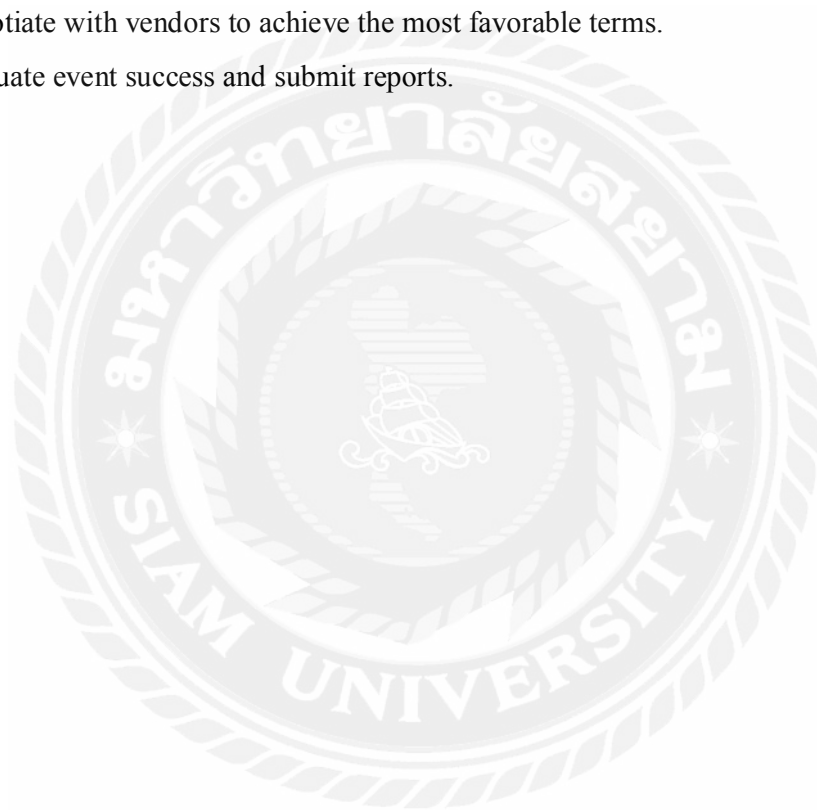
1.4 Objective of the Study

There are three main objectives of doing this internship or study. They are:

- 1. To develop professional identity and clear career path:** Working in a corporate field, we will meet a lot of people and give a chance to build our professional identity. We can have a good relation and network with professionals of the industry. To be able to find potential mentors who can guide and provide support later at work. This is a chance to clear our mind about what we want to do. We can explore the job opportunities available in this field. Become familiar with occupational literature and professional organizations.
- 2. To develop business acumen and enhance decision making skills:** It will help me to promote self-determination on myself on how to make good decisions and choices. With the development of good decision making skills it will help me from matter of planning to controlling or settling and successfully conduct projects on hand.
- 3. To gain in depth knowledge about project management:** Running project with good project management skills is very important. Working with event management will help me to get involved with various projects during my short tenure where I will get chance to enhance my leadership skills, strategic alignment, realistic project planning and risk management skills.

1.5 Roles and Responsibilities of the Student

- Monitor the entire event proceedings.
- Attend the meetings with clients to understand the requirement for proper plan and execution.
- Plan and execute the event based on the budget and financial ability of the host of the event.
- Oversee event happenings and act quickly to resolve problems.
- Research vendors and choose the best combination of quality and cost.
- Negotiate with vendors to achieve the most favorable terms.
- Evaluate event success and submit reports.



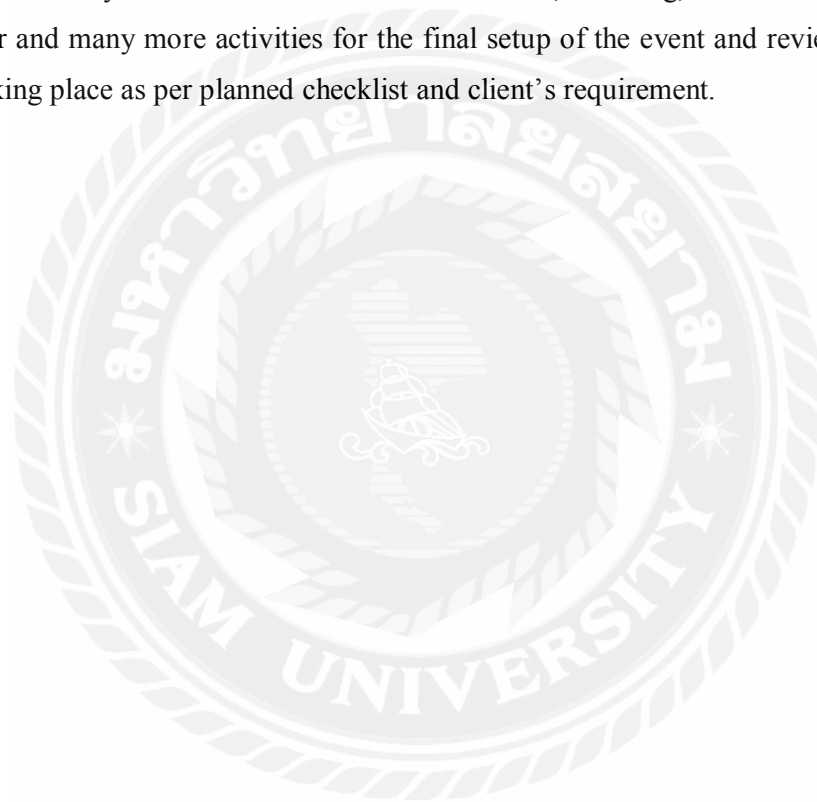
Chapter 2: Internship Activities

2.1 Assignments and Responsibilities of Student

Emazing.Pvt.Ltd. provided the perfect platform to learn about the emerging prospect of event management in the Nepalese market. I was assigned with greater responsibilities and was treated like an employee rather than just intern. Later on I was designated as event coordinator with much roles and responsibilities to be fulfilled. My task were more inclined towards the planning and implementation side. Designated task and responsibilities are explained further below.

- 1. Attend meetings and understand client requirements:** The most important part of my job was to work with the client sponsoring the event, to understand the project, their requirements and financial budget for the event. I was assigned to assist my supervisors on meetings with clients to understand the requirement for proper plan and execution. During the meeting I had to make sure the sharp presence of my mind to record every discussion made and conclusion of the meetings on my note. We used to have further internal discussion for any changes required to meet the client's requirement and provide the final event proposal according to the term of reference.
- 2. Monitor the entire event proceedings:** A single project involves multiple team members handling various aspects of the project. A team formed of Graphic artist, computer engineer, brand and advertisement specialist, architect and so on. To bring all part of an event together I was assigned as an event coordinator. My main roles and responsibilities were to prepare event plan including (Event Proposal, Budget, Timeline, Checklist, Schedule, Resources and scope to be covered). Not only this, I had to make sure all team members are on track of timeline by assigning their prospective areas of tasks and taking daily updates. This helped my organization to keep track of their work to bring out event experience as promised to our clients. Not only this, it also helped me to stick to timeline and identify and solve problems early in the process to ensure our project is a success. Thus, I had to look after event from start to finish, leading a dedicated in-house team and external vendors.(HARD, 2019)

- 3. Research vendors:** Another important responsibility was to work as a link to vendors on issues relating to the event. I had to review the bids of vendors for the event and set up contracts with the most appropriate with the combination of quality and cost for the event. Likewise, I used to make record of order placement and promised delivery date. To keep myself updated I used make my team members take timely follow ups from vendor and pressurize them for on time delivery of quality work.
- 4. Manage Logistics:** On every event I had to work behind the scene to ensure the event goes smoothly. I had to look after the fabrication, branding, technical requirements, décor and many more activities for the final setup of the event and review whether it is taking place as per planned checklist and client's requirement.



Chapter 3: Identification of Problems Encountering during the Internship

Being an undergraduate and not familiar with work life, professional life was quite difficult to me. But taking as a learning procedure I tried to take each problems and challenges as an opportunity to groom myself. The problems I had to face during internship are;

1. Overwhelmed with work: Sometimes I used to get overwhelmed with work. I used to feel scared, less confidence on myself to be trusted by my mentors/supervisors with so much of work while I was not even familiar to working in a professional setting. Due to incomplete guidance on the assigned work I used to take longer time to complete a single assigned task and used to find difficult to ask question for the fear of being judged.

2. Last moment work pressure/ Change in plan/Time management: Time management during event days and deadline used to be very hectic. Last moment changes in major parts of plan from the client created a huge challenge for us to be accepted and delivered with changes on the event day. Working late night with deadline works and last moment work used to be very tough to handle. Those sleepless time taught me self-management through habit forming and by adopting a more organized living.

3. Prepare financial plan: Being a marketing candidate to play with numbers and prepare a financial plan was very difficult for me. Assigned to prepare a financial plan for 4.1 million Bhatt project (Nepal Investment Summit, 2019) was a huge challenge for me.

4. Working in the new market: Introducing our service and adjusting ourselves with the new environment and new people was very challenging. While organizing the event out of capital city the decision of client to use the local semi-skilled vendors created a huge problem for us. Lack of human resources, materials and experience affected badly on our coordination, on time delivery, quality of work and reputation as the participant attending the event were not satisfied.

3.1 Indicate how you successfully solved the problem

Foremost thing I learnt during my internship is to be calm, patience and to be able to handle the situation with care. With time I tried to adapt the working environment, got familiar with work and most importantly felt comfortable with the team members.

- I tried to be open up with my team members and asked question with no due time loss for the timely completion of work.
- I reviewed files and reports of previous events organized by Emazing.Pvt.Ltd. to understand the working procedure and structure.
- I did a small research on project handling and event management.
- Foremost thing is to have patience and calmly handle the situation.
- To research and understand about the new vendors before collaborating with them to conduct any event.
- To have a strong proposal about the ideas and plan of doing event with internal team and external vendor support to convince the client.
- To be prepared with backup plans to avoid the uncertainty that might happen on the event.
- The last but the most importantly, to have team coordination, communication at workplace.

3.2 Provide some examples

1. Nepal Investment Summit, 2019 one of the biggest event handled by Emazing.Pvt.Ltd. was a huge challenge for us. Nepal being a politically unstable country where there is internal conflict itself within the organization. To work such unstable and internally conflicted team was a big problem for us. With every new meetings there comes a new change in plan. Even 2 days before event day, increase in the participation of delegates from 1000-1800 was a huge problem for us because we had to change entire floor plan, layout, seating arrangements, make order placement for new souvenirs and conference docket. So such inconsistency in the clients plan led us to a huge trouble but somehow we managed to organize the event as per their changed plan and requirements. Thus, this helped me realize how lack of coordination among the team members arises a huge problem and how a strong coordination among team members can solve such huge problems.

Chapter 4: Contribution and learning Process

4.1 Contribution of students made during the internship

The contributions made during the internship was focused on “Project management”. Along this, contributions in other departments were also made. As an event coordinator and working on a project management to achieve a project success was my main role and responsibility. For the achievement of event success I have been contributing Emazing.Pvt.Ltd with major focus on following activities;

- 1.** Attending project meetings with the proper preparation including relevant information, agendas, documents, reports, and presentations and take minutes for the further discussion with team members. As an important member of the project team, I used to maintain good relationship with my colleagues, checking that everyone understands task and is able to complete them on time. I used to organize team meetings to discuss on the registered plans and risk at project board meetings. I used to be alert to any professional problems arising on the team, helping to solve them where possible and alerting the project manager if they endanger the project. Thus, watching for issues in the work area that may cause costs to rise and alerting the team for new ideas to overcome it helped to keep projects costs under control.

- 2.** Proper documentation of project to track a project’s progress. Project progress has to be tracked at every state, from start-up through every activity until the final day of the event. Previously, there was not systematic documentation of projects task flow in Emazing.Pvt.Ltd due to which team members used to forget or miss out some of the requirements to be fulfilled during event and had to rush on the event day. To overcome such drawbacks, as every project runs on an individual basis and motive I used to design budget, timeline and checklist for individual projects (Internal checklist, client checklist and venue checklist) to ensure from the basics to major part of work has been done under budget on time as per planned schedule. The project schedule helped the organization to set out the details of the project, including deadlines for each project task. It helped to make sure team members complete any task assigned to them within the agreed upon time. Check regularly that every deadline is still possible, and report any delays as soon as possible. This helped the organization to track, evaluate their daily performance and take necessary actions if any problem has raised. For the consistency on the internal performance it has to be made sure that your external vendors are also on track to provide deliverables on time. I also used to

coordinate with vendors and make legal agreements to avoid conflicts in future regarding quality and timely delivery of work. Thus, this helped my organization to maintain the coordination with team members and vendors and provide as required deliverables to our clients as promised on time. (Potter, 2018)

3. Efficient inventory management is very important for the success of every business. As an event coordinator with a major focus on project management I was alert on inventory management as well. I used to record the inflow and outflow of inventories such as conference dockets, souvenir, projectors, technical devices, branding and fabrication materials and many more required to conduct a single event.



4.2 Details of related learning process and new knowledge student has received

1. Challenge: Nothing ever stays the same. With every event on hand re-inventing the wheel is the part of event organizers. The main learning from working with Emazing.Pvt.Ltd. has helped me to upgrade the capabilities to do the same thing in different manner. I believe on challenging the limitation and growing by facing challenges.

2. Develop some skills a course cannot teach: Not many courses can teach patience, common sense, the ability to stay calm and collected when chaos swarms around you. While working in events I've developed this skill which is very important in any profession all around the world. Working with event planners has helped me develop a cool, calm and collected front for the clients, the ability to think quick on our feet to fix whatever curve ball has been thrown your way.

3. Networking: I believe raising self-awareness, creating connections through networking is crucial to build relationships and grow influence. A single event helps you to get connected with various professionals. During my internship in Emazing.Pvt.Ltd. and the events organized I've got many opportunities to get connected with international professionals to government agencies and many more. As the event industry is heavily people driven and relationship based I got great opportunities to network diverse of event professionals, such as caterers, photographers, entertainers, lighting and A/V, décor, video, and beyond. I also got that same network building chances by attending industry networking events that helped me increase my resources and leads.

4. Inflow of Creative Ideas: Clients always look for cutting edges ideas. To be prepared with brainstorming cool ideas and stay versed on the latest event design trends is very important. Event organizers come up with new and existing ideas for holding event. Depending on the requirements of the clients, working with Emazing.Pvt.Ltd. has helped me do a lot of things with idea generation to implementation with any event to bring it alive.

5. Financial Budget Management: Preparing budget and recording finances has helped to know how essential is the finances and budget management for events to run effectively. As I worked on various projects during my internship tenure I got chance to understand, prepare

and learn about the budget monitoring, financial record keeping and major others skills which helps keep any event on budget and cost-effective.

6. Public Relation/ People Management: The biggest and most valuable resources any event management has is the human element which contributes to making any event success. It helped me to create a vision regarding strong public relation and people management skills for creating a network of contacts, managing and motivating teams, working with suppliers and contractors for the smooth event flow and success.

7. Administration: Event planning involves logistics, which in itself means performing numerous administrative tasks to make sure that everything's booked, paid for, created or sourced and in place in time for the smooth running of an event. I got to know how to manage the administrative aspects of logistics. While working in events I gained a working knowledge of the regular tasks involved in event planning and the tools which can support with the admin and logistics of setting up events and the site prior to the event, as well as the taking down of the event afterwards.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

I could encounter an ample amount of challenge with the high held responsibilities within this 3.5 month of internship period. During this period, I have emerged as business professional ready to compete in global market. Within this period, I have realized how to deal with customers and it boosts my confidence from within to work in any field of marketing. The changes and consideration made during the last minute were a realization to me that we should be able to handle the pressures, adjust according to the circumstances and be ready for all the situation. Throughout my period in Emazing, I have learnt the importance of team work in the corporate environment and how individual performance plays a key role in pulling a successful event. Working in such a big successful national event of a country, I also have realized the importance of planning process for drawing out a successful event. (Boss, 2013)

Building a business is not just having a great idea rather it also involves tying up and maintaining professional's relationship among stakeholders. Throughout this internship, I have evolved myself as calm and composed for every decision making. This internship was a refreshment for me after more than 3 years of theoretical learning where I could put all my classroom learnings into the business field. I think this refreshment has brought inside me a creativity to create a new way of creating the event. Thus, involving with events like Nepal Investment Summit, Entrepreneurship summit, various brand launches, organizations AGM and many more ongoing projects on hand has helped me to understand the project management through event management.

Annex



Figure 3: Advertisement Campaign

Source: Emazing Facebook page



Figure 4: World Refugee Day Advertisement Campaign

Source: Emazing Facebook page



Figure 5: Carlsberg Advertisement

Source: Emazing Facebook page



Figure 6: Team Members in Investment Summit Program



Figure 7: Team Members in Event



Figure 8: Power Summit Event

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