

ELE 226: Events Management

(elective-I)

Credits: 3
Lecture Hours: 48

Course Objective

This course aims to provide students and introduction to the principles and practices associated with planning managing and staging events.

Course Description

This course contains introduction, managing event projects, Events Design and Production, Event Operations and Managing Human Resources, Event Finance and Marketing, Event in Different Sectors, Role of Media and Event Impacts, Role of Media and Event Impacts.

Course Details

Unit 1: Introduction

LH 4

Concept, challenges, events in history and cultures, the events industry, the role of event manager.

Unit 2: Managing Event Projects

LH 8

Concept, events as projects, project management perspectives, event project definition, organization and framework, project parameters, stakeholder requirements and needs, the project objective statement, project planning, project optimization, the project evaluation and review techniques, project crashing, project risk management, project implementation, project breakdown and shutdown, competencies of an event project leader.

Unit 3: Events Design and Production

LH 6

Concept, current views of event design, events as a designed experiences, concept and theme, Understanding event experiences, event staging and logistics.

Unit 4: Event Operations and Managing Human Resources and logistics

LH 9

Concept, the legal environment, insurance, regulations, licenses and permits, events contracts, event logistics, the event human resource challenges, finding the right people, formulating and conducting event induction and acculturation, developing effective communication with event workers, event employee learning and development, motivating, maximizing performance and retaining employees, remunerating staff, logistics support to events.

Unit 5: Event Finance and Marketing

LH 9

Concept, financial planning and control, usage of event finance information; costing, pricing and capital in events industry, budgeting and events, budgeting as logically sequenced planning process, common method of budgeting, applying budgeting comparing actual and budgeted performance; introduction to event marketing, event marketing planning, event sponsorship, marketing process, communication and public relations.

Unit 6: Event in Different Sectors**LH 8**

Corporate events and festivals, categorization, key logical issues in corporate events, key logical issues in corporate events, the corporate event customers, Event in public and third sectors, cultural events, and festivals, types of cultural events and festivals, the public core cultural events and festivals, sport events. Mega-event, mega-event periods, Mega-event tourism, non-profit events, event management in Nepal: process and difficulties.

Unit 7: Role of Media and Event Impacts**LH 4**

The role and impact of media in events management and coverage, event inputs, measuring impacts and evaluating events, event sustainability.

References

Raj, R. , Walter, P. , Rashid, R. Events Management, SAGE Publication.

Quinn, B., Key Concepts in Event Management, SAGE Publication.

Bowdin, G., Allen, J., Harris, R., McDonell, I. Toole, W.O. Events Management, Routledge.

Yeoman, I., Robertson, M., Ali-Knight, J. , Drummond, S., Beattie, U.M. Festival and Event Management, Routledge.

Bladen, c., Kennell, J. Abson, e., Wide, N., Event Management an Introduction, Routledge.

Chaturvedi, A. Event Management: A Professional and Developmental Approach, global India Publication.

Tum, J. and Norton, P., Management of Event Operations, Routledge.