

# EVENT PLANNING & BUSINESS MANAGEMENT

Diploma – Level 3



**Module: 7**  
**Identifying Event Types**



- 7.1. Introduction
- 7.2. Conferences
- 7.3. Meetings
- 7.4. Launch Events
- 7.5. Fashion Shows
- 7.6. Fundraisers
- 7.7. Weddings
- 7.8. Religious Events
- 7.9. Photocalls
- 7.10. Exhibitions
- 7.11. Sport Events
- 7.12. Concerts
- 7.13. Political Events
- 7.14. Anniverseries

## **7.1. Introduction**

On successful completion of this unit you will be able to identify the four different categories that events fit into. You will have an understanding of the different types of challenges that can be expected and overcome in all kinds of events.

You will also be given a brief history of events and how some of them have evolved into the extravaganzas that are broadcast internationally on our TVs. This unit will also look into a number of everyday events, while exploring the history of some and tips on how to plan them successfully.

On completion of this unit you should now have a clearer understanding of Festivals and Events. They are unique leisure and cultural experiences as powerful motivators of community pride and development. Festivals and events can provide a sense of authenticity and uniqueness especially when based on inherent and indigenous values. They can provide a sense of community; a sense of focused celebration all in an affordable and democratic social context.

### **Defining Events**

An event can have a specific purpose and a focused outcome, for example to mark an occasion – birthdays/ anniversaries; to market a product launch – product launch; to entertain - concert. Events are often now categorized by their size. The four main categories are:

- Mega Events
- Hallmark Events
- Major Events
- Special Events.

### **Mega Events**

Mega events are so large they can affect whole countries. These types of events usually get so much media coverage they are impossible to ignore; World Fairs, Olympics and World Cups are examples of Mega Events.

Officially, events must surpass the 500,000 attendee mark to qualify for "Mega" status. Many Mega Events are held annually, offer plenty of planned activities and attract people from all over the world, and are international in their nature. It is rare for an event to be classified as a Mega Event if the event is held for the first time. Many events achieve Mega status after two or more subsequent iterations. Once an event has achieved Mega status, organizers may find it easier to attain Mega Event status for subsequent events.

### **Hallmark Events**

These events are identified by the spirit of a town or city. A Hallmark Event is where there is a strong sense of pride. Hallmark events are major fairs, expositions, cultural and sporting events of international status which are held in either a once off basis or a regular basis.

A primary function of a hallmark event is to provide the host community with an opportunity to secure high prominence in the tourism market place, they are in essence a vehicle that generate tourist revenue.

Examples of Hallmark events are:

- Tour De France
- Oktoberfest
- Carnival in Rio
- Edinburgh Festival
- La Tomatina

### **Major Events**

Major Events are capable of attracting significant visitor numbers. They can also attract a substantial volume of media coverage and have an extraordinary amount of economic benefits.

- Opera Festival
- Tall Ships Races
- The Commonwealth Games

### **Special Events**

Special events are more local and on a smaller scale than the mega events. These events can also be categorised by purpose. Examples of which include:

- public events
- sporting events
- cultural events
- tourism events
- corporate events

The term 'Special Event' is sometimes used to describe themed events which are one- off or occur infrequently outside of normal programme of activities. Special events are often used to recognise a unique moment in time with ceremony and ritual to satisfy specific needs.

## **TYPES OF EVENTS**

There are many types of events.

They all have certain things in common but also elements that differentiate them clearly, like location, theme or legal requirements.

For example, for a travelling exhibition, be it an art, business or themed event, you'll have to comply with the laws of several countries. One thing which is perfectly legal in one may have serious consequences with local authorities in another.

Apart from the activities of the event itself, it's imperative to address security and medical care. The greater the number of attendees, the more attentive you'll need to be to these issues.

This will be particularly important at a massive rock concert, where both the consumption of alcohol and the potential for altercations are a distinct possibility.

Also characteristic of concerts is the large number of technical and professional equipment necessary to set up stages which can be very sophisticated.

Medical care is of particular importance at sporting events, where physical activity increases the chances of needing healthcare professionals. Plan the location of emergency services, easy access and suitable facilities.

Many events enlist the help of volunteers. Assign them roles according to their abilities.

At conventions, music festivals and trade shows, issues to focus on are accommodation, ease of access and means of transport.

Many agents can be especially picky about these issues. A business man, celebrity or elite athlete may spend long periods away from home and need to feel comfortable wherever he or she goes.

In events which aim to raise funds for charitable purposes, the budget will be as tight as possible. Efforts will be made to have them fully or mostly funded by sponsors or donors.

An auction is a typical of this kind of event, with public recognition of donors and sponsors.

Presentations and product launches are different. You may be dealing with very high figures as marketing function is crucial – you must make the product, company or host stand out.

With these events, uniqueness and premium media coverage are the most important elements.

The same applies to photo calls, which are often part of such events.

Remember to call the press during a time slot where you attract maximum media attention.

You'll put a similar focus on fashion shows, where designers tend to turn the catwalk into a performance.

A big advantage in these shows is that they tend to occur at certain, predictable times, like the presentation of the spring/summer or autumn/winter collections.

## **T TYPOLOGY OF PLANNED EVENTS**



### **BUSINESS & TRADE**

- Fairs, Markets, Sales
- Consumer/ Trade Shows
- Expositions
- Meetings and Conventions
- Publicity Events
- Fund-raising Events



### **CULTURAL CELEBRATIONS**

- Festivals
- Carnivals
- Religious Events
- Parades
- Heritage
- Commemorations



### **ART & ENTERTAINMENT**

- Concerts
- Other Performances
- Exhibits
- Award Ceremonies



### **PRIVATE EVENTS**

#### **a) Personal Celebrations**

- Anniversaries
- Family Holidays
- Rites de Passage

#### **b) Social Events**

- Parties, Galas
- Reunions





### **POLITICAL & STATE**

- Inaugurations
- Investitures
- VIP Visits
- Rallies



### **EDUCATIONAL & SCIENTIFIC**

- Seminars, Workshops, Clinics
- Congresses
- Interpretive Events





### **SPORT COMPETITIONS**

- Professional
- Amateur



### **RECREATIONAL**

- Games and Sports for Fun
- Amusement Events

## 7.2. Conferences

A conference is primarily an educational seminar. They can sometimes last for up to 3 or 4+days and they also usually provide networking opportunities for its attendees. Conferences are generally understood as a meeting of several people to discuss a particular topic. Many people often confuse them with conventions. While a conference differs from the others in terms of size and purpose, the term can be used to cover the general concept. A convention is larger than a conference; it is a gathering of delegates representing several groups.

Examples of different types of conferences:

1. **An academic conference** is a gathering of scientists or academics, where research findings are presented or a workshop is conducted.
2. **A business conference** is held for people working in the same company or industry. They come together to discuss new trends and opportunities relating to their industry.
3. **A trade conference** takes place on a larger scale. There are members of the public that go to conferences to network with vendors and to make new connections. These types of conferences consist of workshops and presentations.
4. **A un-conference** is a participant – viewer meeting. It is different to the usual format of conferences as it avoids high costs, top-down organisational hierarchy and sponsored presentations. All attendees are equally knowledgeable about the topic and the discussion follows an open floor.

In most cases a conference will have more than one key speaker. These are common at academic and business conferences. Speakers are normally well known personalities/professionals established PR in the related industry. Their presence is meant to attract people to the conference as they are highly thought on in their individual fields and would normally have high expertise.



Different conference can require many different types of configuration. Here are examples of a few different types of conference configurations;

- **A symposium** is a casual gathering of people and it includes refreshments and entertainment.
- **A seminar** is organised to discuss a particular topic. These are usually educational and attendees are expected to gain knowledge or new skills by the end.
- **A workshop** is more of a hands-on experience for the participants. There are often demonstrations and activities to engage the participants.
- **A round table conference** is a get-together of peers. Here they exchange thoughts and opinions on a certain topic. These are usually political or commercial. There are a limited number of participants that sit at the table so that everyone faces each other.

Main Challenges	Preparation Time	Third Party Stakeholders
Coordinating Accommodation for delegates	Depending on the size of conference 6 months +	Sponsors
Finding a venue large enough		Venue management
Proximity to main transportation hubs		Speakers
Local amenities		Entertainment Providers
Transport & Logistics		Equipment Suppliers
Fringe Activities		

### 7.3. Meetings

Meetings are gatherings of people to present or exchange information, plan joint activities, make decisions, or carry out actions already agreed upon. Almost every group activity or project requires a meeting of some sort.

Knowing how to hold efficient and effective meetings can help make projects successful. In a good meeting, participants' ideas are heard, decisions are made through group discussion and with reasonable speed, and activities are focused on desired results. Good meetings help generate enthusiasm for a project, build skills for future projects, and provide participants with techniques that may benefit them in their future careers.

Main Challenges	Preparation Time	Third Party Stakeholders
Obtain objective of the meeting	Sometimes can be as little as days in advance	Companies involved
Communication		Venue management
Timing		
Atmosphere & Light ambiances		

## 7.4. Launch Events

A launch event is a marketing tool. It is an event that celebrates the introduction of something new. A product launch is the debut of a product into the market. The launch signifies the point at which consumers first have access to a new product. A product launch is a critical time for an early stage company/ product/ service.



Many larger events/festivals would have a launch, usually in the run up before the actual event. Most launches are invitation only and they are a great way to generate excitement around your event/product. They can also help generate ticket sales and generate PR. At many launches bloggers, industry experts, media and the occasionally celebrities are in attendance. This is because they would have more of a draw and would generate more of an interest in the product/ event as they would have their own fan base.

Millions of dollars are spent all around the world on launches annually. The organisation and presentation of the product launch event may be one of the most important steps in the overall marketing effort. Whether it is introducing a new perfume or the biggest event your country has ever hosted, a lot of thought must be given to the goals, objectives and desired outcomes to create a successful launch.

A launch can be anything from an event held in one room with a few members of the media, industry professionals and potential clients to lavish extravaganzas with hundreds of guests. Sometimes lavish plans for launch events can be spoiled by circumstances outside of the event managers' control. Examples of this would be client budgets being insufficient/ venue regulations or unforeseeable circumstances.

Despite this most circumstances can be controlled easily through communication with the other parties involved. It is vital to keep communication with all parties involved in the planning as the activities will directly affect their efforts.

Main Challenges	Preparation Time	Third Party Stakeholders
Meeting the client expectations	3 months +	Customers
Reaching the target audience		Press
Being unique & Interesting enough to gain interest		Brand Manager
Other product launches the same time as your one		PR Manager
		Press/ Media
		Venue Management
		Suppliers

## 7.5. Fashion Shows

The purpose of a fashion show is to showcase upcoming lines of clothing. Fashion shows typically take place at the beginning of every season, particularly the Spring/Summer and Autumn/Winter seasons. Fashion shows are typically where the latest fashion trends are born from.





The two most influential international fashion events are Paris Fashion Week and New York Fashion week. Fashion Shows are also sometimes used as fundraisers for charities or for generating awareness about causes.

At fashion shows the main form of entertainment are models walking down a catwalk modelling the season's latest fashions. A catwalk is a piece of narrow staging or an aisle that runs through the audience. There are many other components of a fashion shows such as lighting, drapes, seating, hair & make up and changing areas. While some components may vary from fashion show to fashion show, it is the event manager's responsibility to ensure that all components are provided for the event.

Some contemporary designers produce their shows as theatrical productions with elaborate sets and added elements such as live music or a variety of technological components like holograms or pyrotechnics.

Fashion shows are believed to have originated from Paris in the 1800's where they were known as 'Fashion Parades'. These took place in couture salons. Some fashion industry experts say that the first fashion shows arrived in America in 1903 in a New York City Store. It wasn't until a few years later that they reached the large department stores, such as Wanamakers in New York City. By the 1920's they had spread through retailers across America. Often these shows were theatrical with



narratives and organised around a theme. These shows gained huge popularity and often attracted thousands of customers. It wasn't until the 1970's and 1980's fashion designers began to hold their own fashion shows in private venues. Nowadays high end fashion shows are usually filmed and appear on fashion channels on TV.

Main Challenges	Preparation Time	Third Party Stakeholders
Coordinating Accommodation for delegates	Depending on the size of conference 6 months +	Sponsors
Finding a venue large enough		Venue management
Proximity to main transportation hubs		Speakers
Local amenities		Entertainment Providers
Transport & Logistics		Equipment Suppliers
Fringe Activities		

## 7.6. Fundraisers

A fundraiser is an event whose primary purpose is to raise money and awareness for a cause, charity or non-profit organisation. Fundraisers often benefit charitable, non-profit, religious, or non-governmental organisations. However, there are also fundraisers that benefit for-profit companies and individuals.



Popular fundraising events include lavish black-tie gala benefit dinners that honour celebrities, philanthropists and business leaders who help to fundraise for the event's goals through solicitations of their social and business connections.

There are many different type of fundraising events, they range from formal dinners to benefit concerts to marathons and other sporting events. Events are used to increase visibility and support for an organisation as well as raising funds.

One particular type of event is the “**ad book**” fundraiser. This is where those who wish to give donations to a fundraising group do so through the sponsorship or a statement within a book of advertisements.

Fundraising events can feature activities such as speakers, a dance, an outing or entertainment, to encourage group participation and charitable behaviour. To add content to a fundraiser you can hold raffles and auctions. These are all fundraising methods and cost effective ways to raise money. Fundraising often involves recognition to the donor, such as naming rights.

At some fundraisers popular models or celebrities are often invited. This can generate more awareness about the cause. Often at fundraisers there will be an MC to host the night. That can be someone from the board of the charity or a popular TV personality or celebrity.

Main Challenges	Preparation Time	Third Party Stakeholders
Meeting targets	From as little as one month in advance	Charity
Keeping to minimal costs		Participants
Fundraising		Venue Mangement (if applicable)
Attendees		Suppliers
Ticket Sales		Models / TV personalities
Sponsor support		

## 7.7. Weddings

Weddings are ceremonies where a couple is united in marriage. As an event manager weddings can be very challenging, they can vary greatly from one wedding to the next. Wedding traditions and customs vary greatly between cultures, religions and countries and in some cases even by social classes.



Most wedding ceremonies involve the exchange of wedding vows by the couple, presentation of a gift (in most cases these are the rings) and a public proclamation of marriage by an authority figure or leader.

Wedding ceremonies are often followed by a wedding reception. Music, poetry, prayers or readings are often commonly incorporated into the ceremony. A number of cultures have adopted the traditional Western custom of a white wedding; this is where the bride wears a white wedding dress and veil.

In the case of a wedding it is the role of the event manager to engage fully with their client. It is imperative that the event manager envisions how the day should go exactly like their clients do.



A successful event manager and client relationship can be measured by how well the manager managed and met their client expectations. Sometimes couples expectations can exceed what is realistic and it is the event manager's role to keep the couple's expectations as reasonable and affordable as possible.

Main Challenges	Preparation Time	Third Party Stakeholders
Understanding what the client wants	9 months +	Registry Office/ Church
Timing		Entertainment Providers
Managing Expectations		Celebrant
"Bridezillas!"		Venue
		Photographers
		Videographers
		Florist
		Cake Provider

## 7.8. Religious Events

All around the world there are all different kinds of religious events. They range from small scale gatherings to mega events. The 50th International Eucharistic congress was held in Dublin in 2012. It saw 80,000 people gather for the religious event. The event aim was to:

- promote awareness of the central place of the Eucharist in the life and mission of the catholic church
- draw attention to the social dimension of the Eucharist

The congress takes place every four years, each time it is held in a different country.



World Youth Day is another Major religious event. It takes place annually in a different city around the world each year. It is organised by the Catholic Church and although they say it's for 16- 35 year olds all are welcome. It is said to be one of the largest events with the most amount of people attending with the final mass each year hosting millions of people.

A Christening is a Christian ceremony in which an infant or child is welcomed into the Church.

Some priests are quite relaxed about the families attendance to mass where as some expect to see the family before and after the christening.

The first step of organising a christening is to talk to the local priest/vicar. In some cases christenings can be part of the normal Sunday mass. However sometimes there is a special mass that must be arranged. Godparents are an important part of a christening.

After some christenings it is a common practice to continue celebrating after the ceremony. Some families decide to host a small gathering in their own homes while others rent out function rooms in hotel or bars. Due to the presence of small children there is often some form of entertainment such as bouncy castles.

Main Challenges	Preparation Time	Third Party Stakeholders
Understanding what the client wants	Weeks in advance	Priest/ Vicar
In some cases being allowed to have a christening if the family aren't religious		Church
		Venue

## 7.9. Photocalls

A photocall is when you invite freelance photographers & the picture desk staff to cover a particular event in a campaign. It is an excellent way to give advance notice of your event to the picture desk/editor of your local paper(s). Photocalls are often used to launch big events in the lead up to them.





The content of the photocall can play a big role in how much coverage you receive. At any given week there are numerous photocalls taking place for many different reasons. It is ideal to use novelty items, such as giant teddy bears and props, celebrities and models are also often used in photocalls to generate interest. Politicians often take part in photocalls to launch community events etc.

The best way to inform your local picture desks of the photocall is by sending them, what is called a **photocall notice**. It is one sheet which includes the information they need to know about where it is going to be held, what it will be for and who is going to partake in it. It is important to remember that a photocall notice is not the same as a press release and it shouldn't be loaded with details.

The photocall notice should contain clear and concise information to give the picture editor a good idea of the type of photo s/he can expect from your event.

A good tip is to always have your photocall between 11am and noon as this time best suits the media schedule.

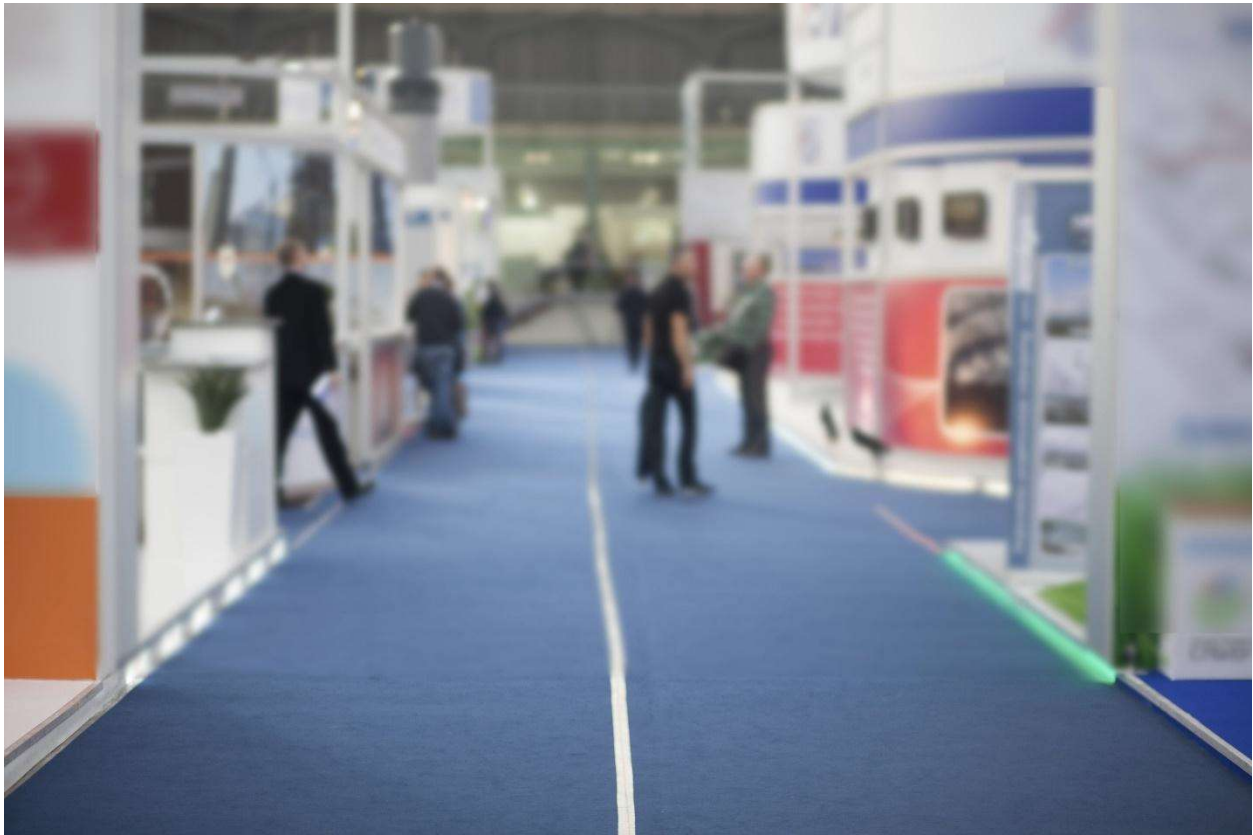
To set up a photocall follow these steps:

1. Ring your local paper and ask for the contact number and email of their picture desk/editor.
2. Email the photocall notice to the email address 5-7 days in advance of the event.
3. If your budget allows, book your own professional photographer and ask him/her to release the pictures to the paper immediately after the event.
4. Phone the picture desk 2-3 days in advance of your event and ask if the event is in the diary and if they are sending a photographer.
5. It is worth ringing the picture desk on the morning of your event to confirm if a photographer is coming.

Main Challenges	Preparation Time	Third Party Stakeholders
Obtaining column inches	1 week+	Models
Meeting client expectations		Client company
Location		Local Authorities - if permission is needed to film in some public areas.
Props		Press
Participants		

## 7.10. Exhibitions

An exhibition is an organised presentation and a display of a selection of trade stalls. Exhibitions usually occur within museums, galleries and exhibition halls and also at World Fairs.



Exhibitions can be both permanent displays and temporary. More commonly however exhibitions are known to be temporary and they usually have scheduled open and close dates. Exhibitions can be set up in one venue or they can travel around countries and continents. These are known as **travelling exhibitions** or **road shows**.

Exhibitions are common events and perhaps one of the oldest in the modern world. They range from massive scales such as World Fairs to small one artist shows. Some exhibitions are just to exhibit one item of work.

Organising and holding exhibitions requires effective event planning, event management and logistics.

There are three main types of exhibitions:

- Art exhibitions
- Commercial Exhibitions
- Interpretive Exhibitions

**Art Exhibitions** can include artifacts from around the world, paintings, drawings, crafts, sculpture, video installations, sound installations, performances and interactive art. Art exhibitions can focus on one artist, one group, one theme or one collection. They may also be organized by curators or selected by juries. Fine arts exhibitions typically showcase highlight works of art with generous space and lighting in the venues. They will also typically have information about the items displaying on plaques or through audio-guides.

**A curator** is someone who may sometimes select the items displayed in an exhibition. You may sometimes need to get writers and editors to write text about the items displayed in the exhibition. These sometimes appear in catalogs and on plaques in museums.

**Commercial Exhibitions** are generally called **trade fairs** or **expos**. These are usually organised so that organizations in a specific industry can showcase and demonstrate their latest products, service or studies. Some trade fairs are open to the public but not all. Others can only be attended by the company representatives and members of the media.

**Interpretive Exhibitions** are exhibitions that require more context to explain the items in it. This is usually the case for exhibitions of a scientific nature and/or historical themes. As well as text as per the other types of exhibitions, there may also be diagrams and charts or maps. Interpretive exhibitions can cover topics of a wide range including archaeology, anthropology, history, science, technology etc.

Main Challenges	Preparation Time	Third Party Stakeholders
Finding a space/ venue that complements the exhibit	9 + months	Venue Management
Logistics		Artist
Selling stands		Target audience
Finalising artists		Businesses
Selling tickets		

### 7.11. Sport Events

While sport is a physical activity and exercise it also provides entertainment in all countries to spectators and participants. Sport is generally recognized as activities which are based in physical athleticism or dexterity, with the largest major completions such as the Olympic Games and the World Cup, admitting only sporting events meeting this definition and other organizations such as the Council of Europe using definitions precluding activities without a physical element from classification as sports. However a number of competitive, but non-physical, activities claim recognition as mind sports. The international Olympic Committee recognizes both chess and bridge as bona fide sports.



Sport is a major source of entertainment for non-participants, with spectator sports drawing large crowds to venues and reaching wider audiences through sports broadcasting. Sporting events come in many different forms. Some are mega events such as the Olympics, hosting many different sports, all at a world class standard of competition. The Olympics have hundreds of thousands of visitors with worldwide media coverage and are hosted over a long period of time.

As an event manager you may be asked to coordinate all types of sporting events from a local 5-a-side football tournament to a national sporting competition. Whatever the scale of the event the same principles of event management apply.



As in most events it is important to have a medic on site. However where you have a number of people physically exerting themselves it is that bit more important to have medics on site.

The medic team & facilities must have a good all round knowledge of general medicine as well as sports medicine, as participants will display both sports injuries as well as general medical conditions.

Some of the facilities a medical team might need are: private rooms to treat patients in; golf buggies to get around the event site in quickly; ambulances etc.

Fan Zones are a vital part of large sporting events. They allow the management team of an event manage the crowds more easily. It confines the attendees to one large area thus making it easier to manage and minimising interference with surrounding neighbourhoods or towns. They are usually large spaces with large screens where the fans can watch the sports among fellow fans. In most cases there are a number of bars selling alcohol.

Main Challenges	Preparation Time	Third Party Stakeholders
Coordinating a number of sports at once	18- 4 years +	Sponsors
Sponsors –confirming brands		Participants
Finding a venue to hold the sport & spectators		Sports Councils
		Fans

## 7.12. Concerts

A concert is a live performance, typically of music, before an audience of people. The performance may be by a single musician or by a musical ensemble or band. Concerts are held in a wide variety and size of settings, from private houses and small nightclubs, dedicated concert halls, parks and even sports stadiums. Indoor concerts held in the largest venues are also known as **arena concerts**. Regardless of the venue musicians usually perform on a stage. Concerts often require live event support and professional equipment. The musical genre of a concert will dictate the nature of the concert and the attendees. As does the individual performers and the venue in which the concert is being played.



There are many different types of concerts. Some performers or groups put on very elaborate and expensive shows. Additional entertainment devices are frequently used to create a memorable and exciting atmosphere and increase spectacle. These tend to include elaborate stage lighting, inflatables, artwork, smoke and pyrotechnics.

Some concerts such as dance/rock bands are known to be high risk. This is due to the fans that the type of music attracts. Low risk concerts would be a choral performance. The planning of a concert can have several objectives. For musicians it can be a way of raising the profile of the group or of promoting an album. A concert can also be put on to raise money for a humanitarian cause.

Due to their nature concerts often require quite a substantial technical and logistical framework. Apart from the amplification and balancing of sound, places which have suitable acoustics and come with certain guarantees concerning the safety of the public must be chosen.

Human resources are also important. Technical staff and musicians can be contract entertainment workers, employees of the venue or volunteers etc. In each case there will be specific procedures that must be followed to avoid any legal problems.

When budgeting for a concert there are many elements to consider as it is easy for a budget to slip out of control when you need to spend money on security, transporting equipment etc.



**Festivals** are concerts which involve a greater number of artists, venues and amenities, especially those that last for a few consecutive days. Festivals often cover a broad range of music genres and arts unlike concerts which generally only cover a single genre of music. Due to their size festivals are almost always held outdoors in fields or in some cases on beaches. However new platforms are becoming increasingly popular such as the Jam Cruise, which is a festival held on a cruise ship.

Main Challenges	Preparation Time	Third Party Stakeholders
Keeping a large number of people in the one are safe	1+ months Can be as long as 18 months	Venue Management
Programming music		Band Management
Logistics		Local Authorities
Equipment		Suppliers
Onsite services		Staff etc
Licensing/ permits		
Insurance		

### 7.13. Political Events

There are many different types of political events from rallies, elections, demonstrations to protests.

**An election** is a formal decision making process by which a population chooses an individual to hold public office. Elections are also held in a non political environment such as businesses and clubs.



**Street rallies** are also a type of political event. At these types of events a large number of people would gather in one place and listen to one or more people speak and in some cases there will be musician present. It is not uncommon to see a mobile stage with a small PA system at street rallies.

**Demonstrations** and **street protests** are actions by a large group of people in favour of a political cause. They normally consist of walking in a group formation and either beginning with or meeting. When planning a political event you should understand what the party is about. It is ideal to have a contact within the political candidate's press. This will allow you to outline what the candidate wants to accomplish. What type of event do they want? What kind of venue would be most appropriate?

In large scale political events it is ideal to have an advance team. The advance team should arrive a week (or more) before the event at the location. In the case of the President, the team is composed

of a variety of “leads”: staff, press, communications production and travel manager. Final preparations are going to involve good communication. It is ideal to arrive at the chosen venue early; ensure that the caterers have everything that they need. Ensure that the hired entertainment (if any) also have everything they requested in order to fulfil their agreement.

Political events can be a more casual, non-threatening way for a candidate to establish his or her platform and reach out to voters and donors. This means the party has to be a fun environment while still assuring the candidate’s voice and message can be heard. There are many different levels of politicians and so there are many different levels of political events.

A President would be at the top level and therefore would attract more people. This needs to be taken into account when organising security and crowd control barriers etc.

Main Challenges	Preparation Time	Third Party Stakeholders
Meeting client expectations	2-6 months in advance	Political parties
Understanding the political party's views		Media
Security		
Media		

7.14. Anniversaries

Many people like to celebrate their wedding anniversaries. While some couples like to do something among themselves it is common practise for the couple to celebrate with friends and family at a party.



One of the first things you should establish is if the couple would want a formal event or a casual event. Formal affairs are usually for milestone wedding anniversaries such as 25 years or 50 years.

The second thing to establish is the budget for the event. This will also determine what type of event it will be.

When selecting a venue establish the guest list with the couple. This will determine what size of function room or marquee (if they choose to have it in their own home) you will need to book.

No matter what kind of party you're planning, there will most likely be some kind of food involved. If the party will be at a hotel or restaurant, the food will probably be provided by the venue, so be sure to get quotes for the food along with the room rental fee and any associated costs.



You'll also need cake. This can be purchased from a bakery.

For a very formal celebration, you may want to have music and possibly a photographer. Less formal events are probably fine with just some background music provided by the venue's sound system. You should also check to see if the anniversary couple wishes to have their vows renewed. If so, that in itself will be a big part of the "entertainment." Another idea is to have a slide show or video of photos of the couple through the years.

Main Challenges	Preparation Time	Third Party Stakeholders
Envisioning what the couple want	Weeks – months in advance	Venue Mangement
Keeping to budget		Entertainment
		Suppliers

## Exercises

1. Confirm if the following definitions of event types are True or False.

	TRUE	FALSE
<input type="checkbox"/> A business conference is a gathering of scientists or academics, where research findings are presented or a workshop is conducted.	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> A launch event is a marketing tool. It is an event that celebrates or introduces something new.	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> A workshop is more of a hands-on experience for the participants. There are often demonstrations and activities to engage the participants.	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Sport is a major source of entertainment for non-participants, drawing large crowds to venues, and reaching wider audiences through broadcasting.	<input type="radio"/>	<input type="radio"/>

2. Choose the correct answer.

What are the main challenges when organising fashion show?

- A )Timing, Gaining Media Coverage, Seating Arrangements, Sufficient backstage facilities
- B )Location, Finalising Artists, Timing, Seating Arrangement
- C )Timing, Keeping to minimal costs, Seating Arrangements, Sufficient backstage facilities
- D )Timing, Gaining Media Coverage, Attendees, Sponsor Support

3. Choose the correct answer.

Of the four categories of events – Mega, Major, Hallmark and Special, which one is likely to be one that involves many countries?

- A )Major
- B )Mega
- C )Hallmark
- D )Special