



# UNIT-2

## Event Types

### Learning Outcomes

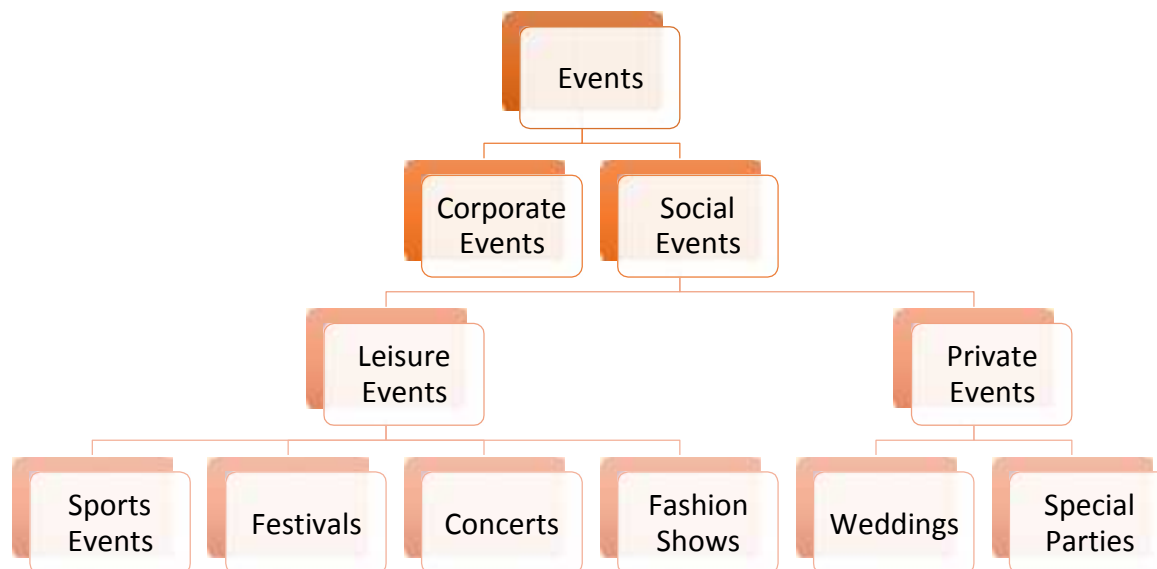
**By the end of this unit, the learner will be able to:**

- ✓ Understand the corporate market for events and planning issues involved in the planning of these types of events.
- ✓ Understand the social market for events and planning issues involved in the planning of these types of events.

## Unit 2

### Event Types

The character of events may differ from one event to the next. The task for the planner will be to understand the type of event that would be suitable for each corporate firm to achieve its intended objectives. These two main categories of events and under these are other sub-categories. The two main categories are: **corporate events** and **social events**.



### Corporate Events

Corporate events include conferences and conventions held for a large number of participants. Smaller-size events may also be undertaken and these include retreats, private concerts, and educational seminars. The participants at these events are mainly staff, clients, stakeholders, the public, and consumers of the services of the corporate firms sponsoring the events.

As already identified in the previous unit, the duty of a corporate event planner is to plan, organise and coordinate activities of a corporate event. Large events tend to require the services of a team of planners, whereas smaller events may require an individual planner. Major decisions concerning events lie with the corporate organisation (host) but significant and well-informed suggestions may be required from the planners to guide the host in making key decisions. On choosing the type of event, the planner is given the go ahead to manage all activities associated with the event.

The planner has, among many other duties, to undertake the following:

- Ñ Secure a venue
- Ñ Select a caterer
- Ñ Book entertainment
- Ñ Organise local tours
- Ñ Ensure audio-visual system is up and running
- Ñ Arranging for all forms of transportation to get participants to the venue

Main types of corporate events are given below:

- Ñ Conferences
- Ñ Seminars
- Ñ Meetings
- Ñ Conventions
- Ñ Party and special events

## Conferences

Conferences are very popular corporate events. Planning of conference can be organised by either a corporate employee or a professional corporate meeting planner who is experienced in such matters.

### Conference Planning

When organising conferences, planners need to ask two important questions - what is the purpose and how would this purpose be achieved.

- Ñ What purpose the conference has to achieve?
- Ñ How that purpose will be achieved?

Some common purposes of organizing a conference include:

- Ñ Finding solutions to problems
- Ñ Launching of a product
- Ñ Briefing staff and clients
- Ñ Communicate information

Ñ Discuss policies

Ñ Motivate people

## Conference Planning Essentials

Conference management and planning includes several key components:

### i. Venue/Facilities

Considerable time should be allocated to search and find the right venue for the event. This required coming up with a list of features required at the venue to guide the planner and the host in choosing the most suitable venue.

### ii. Location

When choosing the most appropriate location, the following questions should be asked:

Ñ How far will the guests have to travel to reach the venue?

Ñ How far is the venue from nearest airport if some guests travel by plane?

Ñ How will guests arrive at the venue and how long would it take to arrive there?

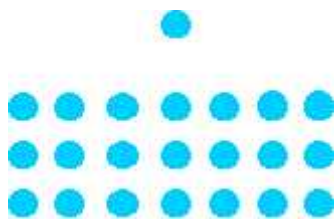
Ñ Should the venue to be close or far away from the workplace?

### iii. Capacity

The venue for hosting the event must be quite spacious to accommodate the number of participants expected at the event. The layout of the venue should match the theme of the event. The different types of room layouts that could be adopted include the following:

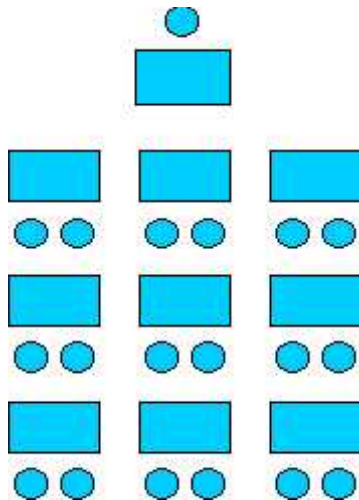
## Theatre

This type of layout can be useful when the conference is held for briefing a large group, initiating a policy or for building morale and the attendees are not required to write anything.



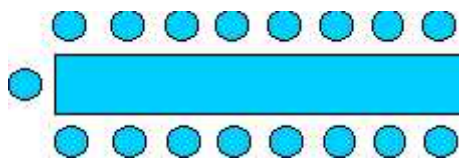
## Class Room

The classroom arrangement is suitable for large groups of participants who are required to take notes as well as work together in a team of up to four people to solve problems.



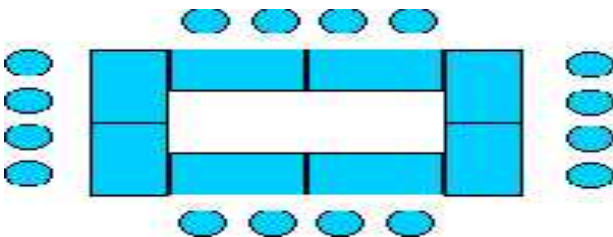
## Board Room

This is suitable for up to 20 people where participants are required to discuss issues and reach an agreement or to brainstorm and arrive at solutions to problems.



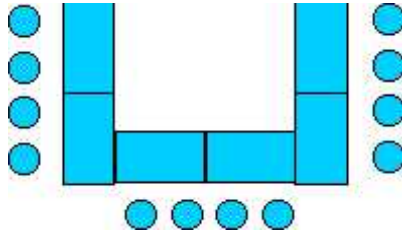
## Hollow Square

This is a face-to-face arrangement providing significantly more space for participants than is the case with the board room layout.



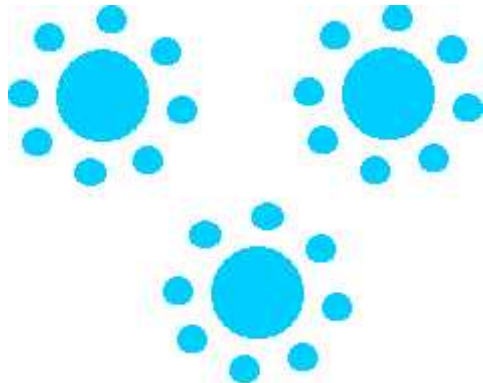
## U-Shaped

This layout is designed to enable interaction amongst members but with the main focus around a moderator positioned at the front of the group.



## Banquet Style

This is another type of arrangement that can be used at large conferences to facilitate group activities and networking conversations between close-by groups. The physical arrangement has smaller groups of participants taking seats around rectangular or round tables.



## Facilities

Facilities to consider when having a conference:

- Ñ The presenter facilities, e.g., speakers, microphones, audio, visual aids, screens, boards, and flipcharts, etc.
- Ñ The attendee facilities, e.g., catering, seating, lighting, break up rooms for workshops, and writing materials, etc.

## Accommodation

Conferences held at residential venue should highlight the following:

- Whether the accommodation will be required close to the conference facilities
- How are the attendees to be roomed, e.g., in pairs and triples

## Planning a Seminar

Preparations for a seminar should commence several months to the start date. All necessary plans and themes should be formulated at the early stages to ensure success. Important question to ask during planning include:

- What is the nature of this seminar; would it be philosophical, technical, or ground-breaking?
- What kind of people will attend this seminar?

A well-respected and popular speaker with good reputation is essential for marketing seminars. Marketing periods should last between 3 to 4 weeks up to the start date. Marketing is normally done using mass media for press releases. Flyers and word-of-mouth and Email may also be used for publicity.

## Setting the Date

Identify any meeting which may clash with your program and take steps to resolve this conflict ahead of time.

## Choosing a Site

Choosing a venue to host a seminar is not a matter of picking the closest academic hall. Rather, other factors such as the social calibre of attendants and the total number of people expected should serve as a guide to selecting a site. In case of VIPs attend, a more prestigious setting may be more appropriate.

Comprehensive tour of all critical facilities at hotels need to be undertaken by the seminar Chair and other staff member if a hotel is preferred as the venue for the seminar. The tour includes inspecting meeting places, seminar hall, and banquet rooms, etc. A draft of all requirements may be submitted to the hotel assess and to determine whether or not their facilities would be adequate for hosting the number of guests and vendors expected.

## Meal and Banquet Considerations

Get some idea about the catering menu of your selected hotels. Furnish the catering manager with details of the number of breaks and type of meals you will need to have served during the event. An estimate of the meal count should be done at least three days before each meal. The planner(s) is expected to pay for any extra meal consumed above what he/she initially paid for. Normally, meal counts are underestimated by 10% of the total number of participants.

## Planning Meetings and Conventions

### Defining a Vision

Planning conventions begin with identifying the purpose, idea, or message which an organisation wishes to communicate to the invited participants. Planners need to ascertain the effect of these conventions or meetings on the overall objectives of the sponsoring organisation. One way to do that is to conduct a survey to find out the expectations of participants and also their most suitable method of learning. It is good practise to start preparing for conventions and meetings several months (6-18 months) in advance. All requisite facilities needed to make the event successful should be procured well ahead of time (i.e. event venue, accommodation for guests, equipment, event crew, transportation arrangements, and parking permits, etc.

### Choosing a Venue

Before attempting to select a venue, event planners need to determine the kind of guests who will be attending the event, their circumstances and the type of services they may require during the event. For guests who would have to travel very long distances and who do not have much time to spare, a place close to the airport may just be an ideal pick for them. Planners also need to choose a venue which is likely to draw more people to the event due to its prestigious reputation.

The next step after all the consideration above is to choose a few venues matching your criteria and issuing request containing details of the planners requirements for proposals to be submitted by the managers of the likely venues who reply to the request by outlining the kind of facilities and services they have available and the cost of hosting events on their premises. With the information on the venues becoming available to the planners, they either consult their clients or management to choose one venue from the list or they may even go ahead to choose one suitable venue themselves.

## Budgeting

Most contracts with facility owners and other suppliers are required to be signed well in advance (about a year to the event) with clauses included. These clauses often stipulate certain conditions to be met: conditions such as booking a certain number of rooms for the convention or meeting and there is usually

a penalty for not filling up the rooms. This calls for excellent planning and forecasting of the number of people to expect. The planners must also make available detailed budget of all expenses for the event.

With the venue now selected, the planner starts coordinating and organising activities at the site by briefing the event staff of the arrangements and their responsibilities, setting up communication equipment, arranging for support services and transportation for the participants. If parking arrangements have been made and parking permits are required for entry, then the permits should be dispatched to the participants in advance.

The planners should notify participants two-three months before the event using direct mail and email. Regular reminders via email should also be undertaken. The reminders should contain the date, time, the theme and other essential information. On arrival at the venue for the event, the participants would be required to register and an event pack containing badges, itinerary, site maps, and any other important items that would make the experience an enjoyable one.

## Evaluation

Event planners are usually interested in assessing the effectiveness of a meeting or convention. They do so using survey questionnaires which require participants to talk about their experiences during the event. Questions asked include the quality of the organisation of the event, the sessions attended, and how participants feel about their activities that transpired and which aspects need to be improved upon.

## Opening Ceremonies

Most opening ceremonies frequently require some entertainment component. Entertainment in the shape of having someone playing the piano to provide background music while presentations are being made, having marching bands and dancers at sporting events or perhaps, having performances from celebrity singers during a large coronation event. Then, there is the planned agenda aspect of opening ceremonies. This may take the form of a keynote speaker delivering a speech, announcing good news, unveiling a new product or service or any other thing that will excite the participants and make the session fun to be at.

Planners need to choose the ideal venue for opening ceremonies. It is not always a straightforward exercise because the nature of the attendee may influence where to host the event. For instance, sporting events may be held on the playing field or alternatively in a large convention hall close to the venue for the games.

Opening ceremonies for conventions may be held at the venue where the event will take place or at a stadium close-by to give it a more 'fun atmosphere.' A wide variety of people may attend opening ceremonies. Some people prefer to attend only the opening ceremony of events regardless of the nature of the event but not the event itself. For instance, some people attend only the opening ceremony of

sporting events such as the Olympics and not the actual game sessions. Some opening ceremonies having the media and families of event participants in attendance would require larger venues, a situation which must be carefully considered during the planning process.

## Social Events

With those last words on corporate events, we now turn our attention to social events. Social events may be divided into leisure and private events. These two categories may further be divided into other categories. Let us now focus on the leisure categories and its sub-categories before moving on to private events and the related sub-divisions.

## Leisure

### Sports Events

Sports events may either be spectator or participant-type events. Spectator events involve people or organisation going to watch any sports as a form of leisure to destress from work or to celebrate an important milestone or as a means to build relationships. Spectator events do not require the participants to take part in the games. The theme of the organisation should match the type of spectator events to attend. Planners for spectator events need to plan in advance by making arrangements to secure tickets and also arranging for transportation to the event using suitable modes of transportation while bearing in mind the convenience to the participant as well as the associated costs involved. Transport options available to organisations wishing to attend spectator events may include chartered buses, trains, limousines, or informal car pools.

Compared to spectator events, participant events tend to be more challenging to organise. Nevertheless, planners must first make create a budget for the event and make the effort to secure funding for it. Planner need find one or more organisations to sponsor the event. Planners also need to establish the following when preparing their budget:

- Ñ The type of refreshment to provide
- Ñ How the sponsors would be recognised and incorporated into the schedule to provide the necessary media coverage for them
- Ñ What reward should be given to participants who win; would it be trophies, cash or certificates?
- Ñ Would facilities be rented for the sports events?

It is quite obvious that with a large group of participants, a stadium offers just the right kind of venue for participants taking part in leisure events due to the large space available for the actual event as well as the huge parking lot for vehicles.

## Festivals

Festivals are multi-phased events spread over several days requiring substantial organisation and coordination more than other types of events which last for just a few hours. Festivals often involve elements of grandeur, pomp, and pageantry.

### Why organise a Festival?

To plan a festival, the planner needs to first of all define the objectives and use these objectives as a guide throughout the entire planning and execution period of the festival.

#### Why a Festival?

**a) To Make Money**

Festivals serve as a means of obtaining revenue through fundraising, to be used for an important project in a particular community

**b) To Create a Community Event**

Festivals help enhance relationships between people in communities by providing the platform for diverse groups of people to interact.

**c) Economic Impact**

The economy of certain communities can benefit immensely by hosting festivals to attract tourists who spend money during their visits.

**d) For Education**

Another important reason for organising festivals is to teach people about the history and make them aware of the natural resources of a particular community.

### Choosing a Theme and Name

Any ambitious planner who is keen on planning and coordinating festivals needs to pay close attention to the theme and the name of the festival as a first step on the road to success. It is the theme which guides the whole planning process as well as assisting in making critical decisions on the timing of the event and the venue to use. Themes may be created based on cultural events, indigenous history, arts or holidays. When several options become available to choose from, it is best to use one that is easy to promote and which also leads to creating diversity of activities to make the festival more interesting and intriguing.

**Categories of Theme:**

- Ñ Creativity
- Ñ Local History
- Ñ Ethnic or Cultural
- Ñ Agriculture
- Ñ Holidays or Seasonal Events
- Ñ Arts, Crafts, and Hobbies
- Ñ Music and the Arts
- Ñ Local Industry
- Ñ Natural Resources

The name given to the festival is also critically essential. Planners should select a unique and attractive name that would grab people's attention instantly but the length of the name should be short for maximum impact. A festival board is usually constituted by drawing people from local professional business organisations, club heads, as well as school and church leaders.

**Choosing a Time for your Festival**

Conduct research to ensure no major event in the community clashes with the date for the festival.

**Concerts**

The approach to planning and preparing concert present some challenges to planners since it is a public event with intricate dynamics of activities. The purpose for hosting concerts may be to raise funds or to make profits. Concerts are initiated by a particular artist or by the owner of a venue or a combination of both parties as a joint venture. Success is mainly driven by the choice of venue. But there are some fundamental questions that need to be answered while planning concerts, such as:

- Ñ What is the background of the participants expected at the concert?
- Ñ What will be the seating and parking arrangements?
- Ñ Would weather conditions be appropriate and what measures have been put in place to deal with unpleasant weather conditions?
- Ñ What type of audio-visual set is required?
- Ñ How much will it cost to host the concert?
- Ñ What extra provisions will be required for the elderly or disabled at gospel events or what suitable security measures will be need for heavy metal events?

The main source of funding is usually from capital investment with additional cash obtained from ticket sales, sponsorships, merchandise sales, and refreshment sales, etc. It is important to figure out what amount of money you will need to cover the costs of permits, rentals, insurance, and promotional activities in the media. Other forms of expenses include paying the performers' cost of transportation, accommodation, all backstage related services, as well as, the actual performance. Although most performers may come along with their own equipment, it would be advisable to also provide them with directional information to local music and electronic stores in their information pack.

Fundraising concerts are excellent opportunities for the event planner to make use of free publicity to promote his outfit. The event planners have the ability to ensure the success of a concert because they have the knowledge and experience to manage the complexities involved.

## Fashion Shows

Fashion shows present unique challenges to event management firms and event planners. The main challenge has to do with making split-second decisions during the execution of a wide variety of activities. Fashion shows are normally hosted early afternoon or during the evening and last for about an hour. Lunch may be on offer during the afternoon event with sessions interspersed with entertainment activities.

### Planning a Fashion Show

#### a) When?

Planning normally starts six-eight weeks before the event begins. Major stakeholders such as retail stores, support groups and community partners should be contacted well in advance.

#### b) Theming a Fashion Show

You may wish to pick from popular themes such as:

- Ñ Dramatic themes
- Ñ Romantic themes (pastels)
- Ñ Design themes
- Ñ Retro themes (involving a specific era)

Decision of the range of apparels to display during the show should be made in advance in consultation with stakeholders; this could be formal or informal wear or both of these options. Consider using themes in publicity events as well as during the actual show. Usually, background music and amplified vocal should accompany the catwalk or exhibition.

### c) Venue and Date

The planner needs to secure the stage and private dressing areas before continuing with other aspects of the event plan. This may already have been provided by the organising venue or you may need to build your own or bring along a prefabricated one.

### d) Assigning Responsibilities

For you to have a successful fashion show, you need quality staff to work as a team to accomplish the objectives set out in the event plan. Personnel requirements include people who will be performing vital duties such as managing clothing wardrobes, taking care of make-up and hair functions, doing prize and programmer management and engaging in promotional campaigns. When organising fashion shows, it is best to break down activities into smaller chunks to ensure efficiency and effectiveness in their execution and assign the right person to each activity.

## Personal Events

### Weddings

Oftentimes, couples wishing to have a memorable wedding are anxious about what to do to make the event incident-free or stress-free and at the same time one to remember for a long time. They find themselves at the crossroad of having to decide how much to spend and where to get the best services at the most affordable price. This is where the professional planner comes into the picture to ensure things are done right to guarantee a successful wedding.

The wedding planners (or coordinators they may be referred to in this instance) are well placed to call on their vast experiences to get things underway. They have encyclopaedic knowledge and networks to secure favourable terms of purchase and services which would otherwise be unavailable to the couples should they want to plan their own weddings. In other words, they are able to negotiate favourable terms and conditions thereby saving time and money. The planners are able to avoid costly mistakes and more than capable of getting discounts from regular vendors with whom they have established special relationships. In short, the professional wedding coordinator ensures everything goes according to plan.

### Wedding Budget

Here is a basic breakdown of the main expenses for a wedding:

Reception: 48%-50%

Ceremony: 2%-3%

Attire: 8%-10%

Flowers: 8%-10%

Entertainment/Music: 8%-10%

Photography/Video: 10%-12%

Stationery: 2%-3%

Wedding Rings: 2%-3%

Parking/Transportation: 2%-3%

Gifts: 2%-3%

Miscellaneous: 8%

To avoid stress, about 5% of the budget should be reserved for "emergency" funds.

### What Wedding Planners do?

The duties of the wedding planner include the following:

- Ñ Picking a venue for all aspects of the wedding
- Ñ Getting involved with budget issues and providing the right input in the form of budget analysis and preparation
- Ñ Working with clients to pick suitable dresses
- Ñ Managing the theme and colour arrangements
- Ñ Setting up the venue and making arrangements for the provision of welfare and other facilities for visitors
- Ñ Getting involved in speech preparation and vow rehearsal
- Ñ Interacting with vendors, delivery people and tackling issues concerning delays and undelivered items.
- Ñ Making itinerary
- Ñ Ensuring wedding parties are held on time and at the appropriate venues
- Ñ Scheduling receptions
- Ñ Making arrangement for security to ensure troublemakers are taken care of
- Ñ Dealing with accommodation arrangements for guests
- Ñ Honeymoon planning
- Ñ Cleaning up the venue and restoring it to its original condition
- Ñ Receiving gifts and parcels on behalf of the client
- Ñ Returning all rented items to their owners

### Special Party and Celebration

Self-employed event planners tend to specialise in a limited number of event but larger organisations are able to deal with several events simultaneously. Such vents may be classified as promotional, commemorations, celebrations or charitable. The following are events which fall under the four categories:

- Ñ Graduations
- Ñ Birthday parties
- Ñ Family reunions
- Ñ Class reunions
- Ñ Political rallies
- Ñ Corporate meetings
- Ñ Gallery openings
- Ñ Engagement parties
- Ñ Band introductions
- Ñ Music album release launches
- Ñ Movie premieres
- Ñ Award dinners and shows
- Ñ Car shows
- Ñ Fashion shows
- Ñ Cocktail parties
- Ñ Fundraisers
- Ñ Carnivals
- Ñ Wedding showers
- Ñ Baby showers
- Ñ Promotional events

The role and responsibility of wedding planners and special party planners overlap in many ways, so most wedding planners may double as special party planners as well.

**a) The Theme**

The event planner and the client may hold discussion about the theme to adopt. The theme may be derived from the personality of the client, his likes or dislikes etc. During this discussion, they may come up with several choices of themes for the client to choose from.

**b) The Budget**

The planner needs to find out from the client about his budget and to determine whether the event will be a simple affair or a sophisticated one.

**c) The Date**

The client and the planner need to consider a suitable date which should not conflict with other pending events

**d) Party Location**

The planner needs to determine the preferred venue of the event depending on the number of guests expected.

**e) Number of Guests**

The number of guests expected and the demography should be known to the planner for him to make appropriate preparations.

**f) Age Range(s)**

The ages of children, if any, should be determined in advance to help design activities for them

**g) Menu**

The menu should be decided as well as the quantity of food to provide and with consideration for extra visitors

**h) Invitations**

The planner must also determine the design of invitation cards and the mode of dispatch

**i) Decorations and Supplies**

These include provision of cutlery, tables and chairs, table clothes and gift bags for guests

**j) Schedule**

The schedule for the party must be prepared by the planner to cover all aspects of the event

## Event Planning Essentials

### Flowers

Event planners enjoy using flowers to spice up the atmosphere. Flowers may be placed at certain key locations within the venue host an event. They may be placed on buffet tables, ladies' restrooms, or suitably placed at receptions or entrances. Flowers come in different shades and sizes including curly

ones for decorating columns, potted floor-standing flowers and some which have been specifically designed for banisters. Some florists may provide followers for paths and walkways or even arches. The main function of flowers is to provide an attractive and elegant surrounding to impress the guest at the event. We may have silky and green types to choose from. So who should be responsible for the floral arrangements at venues? Well, it is expected that an experienced and knowledgeable florist capable of dealing with large orders would be contracted to decorate the venue and give it a pleasing and professional appearance. It is a good idea for the planner to enquire about the prices of both silky and green flowers from businesses which supply large organisations with flowers. Why should event venues be decorated? The simple answer is to set the mood and promote positive emotions in the guests and to give importance or high status to the event.

## Decoration

Decorating a venue can be full of fun and excitement but it should only be carried out by collaboration among the event coordinators who understand the theme as well as the decor requirements to synchronise for best results; too many people doing the decoration may result in disjointed presentation. The approach may be to either use simple decoration or to undertake extensive and sophisticated decoration. Flower decorations tend to be well liked and should be seriously considered. These flowers may be placed at convenient locations such as on the guest table centrepieces and to anchor the stage backdrops. The florist or the person responsible for decorations may also use ribbon streams and bows at vantage points such as on entry doors, tables and on stages to give an opulence flavour to the atmosphere.

## Sound

Provision of adequate sound systems is essential to deliver messages to the guest by the keynote speaker. This system is also used by the MC to make announcements or the DJ to interact with a large crowd. Additional audio speakers will be required during occasions where several events are happening simultaneously over different areas. Sound systems require critical components such as electricity, wiring, sound board and CD players for instrument for producing sound and those meant to regulate the volume or quality of the sound (i.e. mixers and amplifiers). Most events goers tend to have some complaint about too much or too little sound, so sound systems suitable for creating soothing music and rhythmic beats are highly regarded by DJs and bands to create an entertaining and pleasant occasion for the audience. The venues should be designed to eliminate hollow echoes and speakers to be strategically placed to cancel out such echoes. Another important feature to be made available is a monitor for the guest speaker and performers to enable them to hear their own voices and adjust appropriately to acceptable quality levels.

## Event Photos

Most event require recording of proceedings to be used for future event promotions. The services of professional photographers are needed to capture the entire event or just some aspects of it. Photographers are expected to bring along their own equipment such as cameras and other accessories like films, lenses, lighting etc. Different types of pricing packages exist for the photographer and his clients to agree on. Price packages may be for the number of shots to be taken or the final portfolio of sizes created. Photographers with extra sets of skills in editing photos after the event are highly prized by clients (planners). Photo-editing could involve any number of modifications to the original photos including retouching, removing unwanted backgrounds, removing red eyes etc., in order to enable the edited material to be used in print or electronic media.

## Catering

The planner also needs to make quality time available to carefully choose a suitable caterer for the event as this is one of the most critical component of major events. There is a wide range of choices of caterers to choose from. Catering may be provided by small firms, individuals or hotel affiliated chefs with good reputation for delivering excellent services. For events taking place at hotels, catering may be in-house or contracted from external sources. Regardless of whomever is chosen to provide the service, they are expected to provide the serving dishes such as utensils, warming trays, and beverages, too.

The planner(s) needs to furnish the catering team with the expected amount of guests and the type and quantity of drinks and any other meal specifications that need to be taken care of. A serving team is to be provided by the caterer as well as the mean equipment. The planner should check and cross check to ensure that all necessary items and personnel are available to avoid unwanted embarrassment due to shortage or the lack of any of the above-mentioned items for serving meals.

## Floor Plan

Another duty of the planner is to have detailed knowledge of the floor space at the venue of events. This will help in identifying locations of electrical outlets for all equipment to be used for the event. The planners can then assign locations for computers, display stands, food carts, space for musical instrument and band members, food preparation areas for catering personnel and allocations for items such as floral displays, signage easels, product displays, stages, and space for servers to gather and wait on the guests.

## Invitations

Invitations are compulsory for special events requiring specific number of guests. Invitations require the use of commercial printers, so to achieve high quality, one has to use quality printing paper, choose the

ideal font type, the right size of envelope and RSVP cards. The content of the invitation should be worded appropriately. But before printing, the planner must have secured the venue, the date and the time for the event. At least 3 weeks is sufficient to dispatch the invitation before the date of the event but it could be done much earlier depending on circumstances, of course. Bear in mind that sufficient time should be allowed for printing if the invitation is expected to be part of the promotional activities, so that the invitations could be printed much earlier. Mailing the invitations with newspaper or brochures with prompts for remitting monies for booking accommodation, transportation or banquet attendance are common with political, business or religion-related events. Other ancillary options of attending related events such as the opening of a new business or dedication of a building may also be provided in the invitation for people to tick but these are not part of the main event.

## Event Security

Event planners need to make adequate provision of security personnel at events. Security personnel for events may be contracted from a variety of sources including from members of social clubs, retired police officers, security companies, off-duty police officers and volunteer groups. The main function of security personnel is to prevent opportunistic stealing of properties by thieves and preventing damages to properties by disgruntled attendees. Another reason for having adequate security is to quell misunderstandings or arguments from turning into full scale chaos and violence.

It is important to clearly outline the role and responsibilities of all security personnel before the event begins to ensure little or no disruption of the plan and to maintain smooth progress of the event. Visibility of security personnel in obscure areas of the venue, particularly at car parks during the evening, is a welcome sight to participants who are unfamiliar with the surrounding and ore so when there are a few drunken people around. Sufficient number of security personnel should be available to cover the floor of the venue as well as other pertinent areas. This number should be enough to also deal with any crowd disturbances effectively and to restore calm quickly. The number of personnel may be selected based on the ratio of the number of security persons to the number of participants or based on the number of personnel per square feet of the venue with enough personnel left over to man ticket booths or other check points. The presence of security personnel is also required during the installation and breakup of equipment at the site.

## Parking

Adequate parking arrangement should be put in place as part of the event planning process. Provision of parking facility prevents guest from becoming disenchanted and also encourage people who would otherwise have stayed at home due to lack of parking to attend. Consider renting additional parking space in the remote areas if space at the venue is not enough to accommodate the number of vehicles expected and offer transportation from this extra remote parking place to the venue. One way to ensure

an orderly and problem-free parking is to employ parking assistants to direct goods vehicles to park at other areas instead of the parking space for guests to free up more space. With regards to open space parking at outdoor events, the parking assistants may be effective in stopping guests from parking at the wrong place which may result in damage to their vehicle or preventing vehicles from damaging particular areas of the ground. The presence of security personnel at parking spots at night is always a welcome sight for guests.

### Further Reading:

- ✓ *Events Management: An International Approach* By Nicole Ferdinand, Paul Kitchin 2012
- ✓ *Event Representation in Language and Cognition* edited by Jürgen Bohnemeyer and Eric Pederson