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Innovations in Event Management

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Abstract

Event Management a must go concept in today's era. May be its personal events, Cultural, Organisational or leisure one everyone today want their events to be unique, innovative and creative. Every client wants his/her event to be a memorable one. But How to create unique and innovative events? This is what the paper will discuss. The paper will focus its attention on features of event, and latest trends and integration of technology especially Artificial Intelligence in making the events creative, in local language known as 'Hatake'. To make such event, needs innovative ideas and a good combination of technology and creativity. Considering this, nowadays we find various educational institutions are eager to initiate various certificate, diploma courses or degree programmes in Event Management. These courses will definitely help enhance the creativity and will give it a professional touch. Due to advancement in technology lot of activities have now become faster and at a click of button. Artificial Intelligence has emerged and integrated into management of various events, which has made the task of Event Management Companies (EMC) much easier. Event Management Software (EMS) helps Event Management Companies (EMC) in making use of technology and making the event creative.

Keywords: Event Management, Memorable, Unique, Innovative, Creative

Introduction

Event Management is the modern management concept, must adopted and accepted concept in today's world. Gone are the days when people used to celebrate the special events in their life in very simple way, now the time has come where every small thing in life needs to be a grand celebration making everyone know about it. This changed mindset of people and enhanced standard of living has made Event Management a need of the hour, so are event management companies. To celebrate the events in grand manner is trending nowadays and doing things in simple manner is out of fashion. With the increasing prosperity and sound financial conditions, joint families are rarely come a crossed whereas both parents earning has increased the standard of living leading to nuclear and small families with one and two children. These kids are nourished and their upbringing is done in such a way that it signifies the status of parents. So any small celebrations are also being given a grand look. It has become a status symbol too. These reasons are limited to only personal events, but as far as organisational or leisure or cultural events are concerned they need a huge marketing and publicity to make it successful. Reaching the target audience at right time with right advertisement is a skill full task which can be performed by the professionals only. This has felt the need of expertise which has led to the emergence of EMC's and to provide these EMC's with creative managers is the responsibility of educational institutions. So any one with the professional knowledge can join this industry and be the part of most demanding service industry.

Objectives: The study intends to achieve the following objectives:

1. To study the need of Event Management

2. To study the innovations in Event Management

Research Methodology: This paper uses secondary data collected from books, magazines, newspapers, internet etc.

Literature Review:

Akash Verma, Gunjan Srivastava, Himanshu Verma, Mayank Johri (2017): The objective of the paper is to understand the process of event management and to understand the factors affecting quality of service in event management. The findings show that mobile applications are of vital importance when companies market their products or services. Researchers have proposed system which aims to bridge the gap between vendors and users and provide them a platform to interact and manage events

Gordon Müller-Seitz Elke Schüßle (2016) The aim of the present paper was to arrange current research on field-level events in order to explain how organizations can strategically endorse both organized and unexpected events before, during, and after their occurrence.

Kenneth F. Backman (2018): The direction of the present paper is to review what is happening in event management today and suggest the future direction that event management will likely take over the next 30 years. The main conclusion from the paper is that event management is getting stronger as an academic field as well as a major element of tourism development. Which suggests that the future should be bright for both academics and professionals in event management in the years to come.

Features of Event:

1. **Uniqueness:** It is the key elements of all the events. The same event cannot be repeated several times. Each event has different surroundings, audience, locations etc. Events are always non-routine phenomenon.
2. **Perishable:** Events are perishable. The same event cannot be repeated in the same way. Even though certain events May be standardised in nature like annual general meeting, still then each event is different and time dependent. Events exist for a specific time duration and cannot be repeated precisely in the same way.
3. **Intangibility:** Events are intangible. When we attend a special event, we participate in the event enjoy and remember it. But still there is

nothing tangible we get from that event. Therefore, the event managers should remember that smaller gifts and mementos should be given to the participants of events as a tangible memory so that they will become memorable.

4. **Ritual and Ceremony:** They make events special. Rituals and ceremony is the vital part of the event. Rituals make the event meaningful and it's the main attraction of any event. Target audience attends the event mainly due to the attraction of rituals. Without rituals events have no meaning.
5. **Ambience and Service:** The right ambience can make an event a grand success. An event with a wrong ambience will be a huge failure. The services to be offered to the participants also effect the success potential of the event. A careful attention to all details ensures the success of the event. Right ambience should be created by the EMC's make the event successful.
6. **Personal Contact and Interaction:** People attending the event are a part of the event management process. They help to create right atmosphere of the event. They interact with each other and they are part of the whole experience. People make the event enjoyable. The event manager therefore, should develop an atmosphere where people will have personal contacts and interactions.

Need of Event Management:

1. **Achieving Business Goals:** Event management supports businesses in accomplishing various aims, such as increasing brand visibility, creating leads, enhancing customer loyalty and boosting sales.
2. **Building Relationships:** Events offer chances to engage with existing and prospective customers, partners, and stakeholders, fostering stronger connections and establishing trust.
3. **Promoting Brand Image:** Well-managed events can greatly improve a company's standing and establish a favourable brand image, highlighting their values and expertise.
4. **Generating Leads and Sales:** Events can serve as an effective means for generating leads and promoting sales, offering a platform to display products and services to a specific audience.

5. **Increasing Brand Visibility:** Events present a distinctive chance to enhance brand visibility and appeal to a broader audience, both online and offline.
6. **Improving Customer Retention:** Events can assist in keeping current customers by offering them valuable experiences and nurturing loyalty.
7. **Fostering Networking Opportunities:** Events offer a platform for participants to engage with one another and cultivate valuable professional connections and maintain them.
8. **Efficient Resource Allocation:** Proper event management guarantees the effective use of resources, including budget, time, and personnel, thereby maximizing the return on investment.
9. **Enhancing Attendee Experience:** Event management arranges the creation of memorable and enjoyable experiences for attendees, ensuring their satisfaction and involvement. It makes the event enjoyable.
10. **Creating Memorable Experiences:** Event management aids in crafting memorable and impactful experiences for attendees, whether it's a wedding, conference, festival, or charity event.
11. **Facilitating Social Interaction:** Events create opportunities for individuals to connect, socialize, and establish relationships. It helps in interacting with people and have an open communication.
12. **Promoting Community Engagement:** Events can promote a sense of community and involvement, unification of people for a shared purpose.
13. **Supporting Charitable Causes:** Event management is vital in coordinating fund raising events and backing charitable initiatives.
14. **Celebrating Achievements and Milestones:** Events may be utilized to honour accomplishments, milestones, and special events.
15. **Learning and Development:** Events can offer chances for education, training, and professional growth.
16. **Anticipating and Addressing Challenges:** Event managers are equipped to foresee potential issues and create contingency plans to guarantee a seamless and successful event.

Innovations in Event Management:

As the need of Event Management Companies is growing so are the innovative ideas are creeping, integration of AI and technology is now extensively used in managing the events. Events are becoming more and more grand and digitalised. Clients are also preferring the latest techniques and their inclination is to make the event more and more unique and digitalised. Following are some of the latest trends in event management.

A. Technology-Driven Innovations:

Augmented Reality (AR) and Virtual Reality (VR):

1. **Immersive Experiences:** Create memorable experiences using AR and VR, such as interactive product displays, virtual tours, or lively networking spaces.
2. **Enhanced Engagement:** In addition to providing distinctive and unforgettable experiences, these technologies have the potential to significantly boost participant involvement.
3. **Streamlined Navigation:** Create event applications to assist attendees in navigating the event, accessing schedules, locating speakers, and interacting with fellow attendees.
4. **Real-time Communication:** Implement applications for immediate updates, announcements, and collecting feedback.
5. **Reach a Wider Audience:** Broaden your event's audience by live-streaming or webcasting key sessions or the complete event.
6. **Recordings for Later Access:** Provide recordings of sessions for participants who were unable to attend live or for those who wish to revisit the content.
7. **Personalized Recommendations:** Employ AI to recommend pertinent sessions, speakers, and networking opportunities based on attendee profiles and preferences.
8. **Streamlined Planning:** AI can facilitate tasks like scheduling, ticketing, and customer support.
9. **Internet of Things (IoT) Devices and Interactive Displays:** Utilize IoT devices to create interactive displays, such as touchscreens for information or interactive maps.
10. **Data Collection:** Gather valuable data about attendee behaviour and preferences through IoT devices.

B. Event Management Software (EMS):

- **Streamlined Organization:** Utilize EMS to oversee every facet of the event, including registration and scheduling and also marketing and analytics.
- **Data-Driven Insights:** EMS offers crucial data and analytics that support event managers in making improved decisions.

C. Hybrid Events:

- **Combine Physical and Virtual:** Conduct events that merge in-person and virtual components, giving attendees the option to select their preferred format.
- **Increased Accessibility:** Hybrid events can enhance accessibility for guests who are unable to travel or choose to participate virtually.

D. Virtual and Hybrid Event Platforms:

- **Live Streaming, Virtual Networking, and Interactive Exhibits:** These platforms facilitate the hosting of online and hybrid events effortlessly, featuring options like live streaming, virtual networking, and interactive exhibits.
- **Immersive Experiences:** Innovative technology will be implemented to enhance the immersion of virtual events for participants.

Conclusion:

Thus Event Management Companies are now making use of latest and advanced technology to make the event more unique, comfortable and memorable. The efforts are taken to make the event more comfortable for the attendees. All the types of events are equally made more attractive. The process of any cultural or organisational events from registration till its attendance is made using latest technology. In case of personal events the attendees just have to scan the QR code and they get the invitation card. As such many other advanced technologies are extensively used which has made the events more exciting.

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Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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