

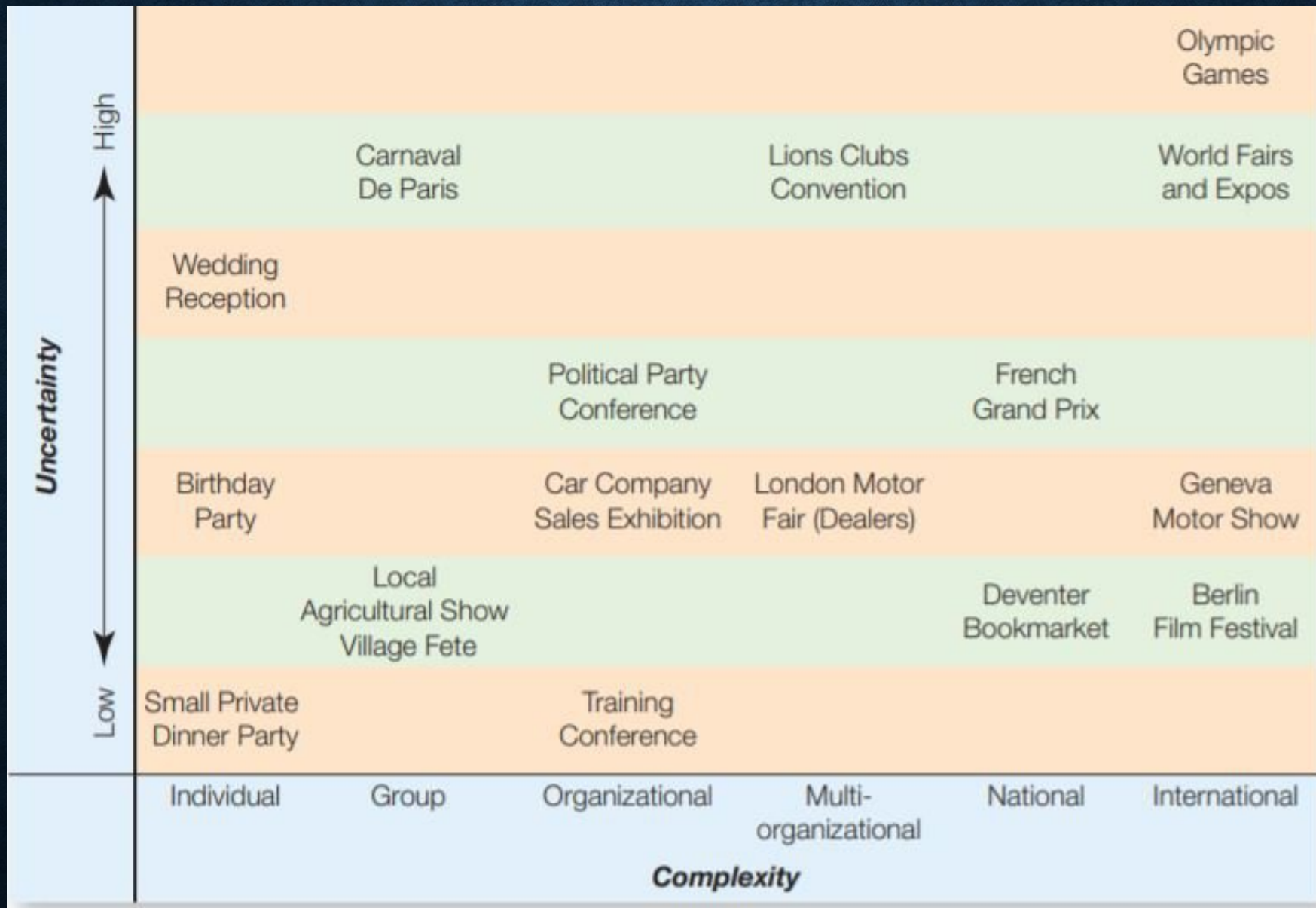
INTRODUCTION TO EVENT MANAGEMENT

MPU 2422

DEFINITION

- **Special events are phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.**

- Activities such as exhibitions, sports competitions, product launches, prize presentations, conferences and webinar are special events that provide opportunities for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.



- There will be uncertainty in managing events involving several issues such as the cost, the time schedule and the technical requirements.
- We can all organize a dinner party for eight or ten people, even a buffet for maybe 20 or 30, but after that the sheer effort involved would overwhelm us: not enough space, not enough equipment, and not enough people to help and so on.

HISTORICAL CONTEXT AND PRECEDENT

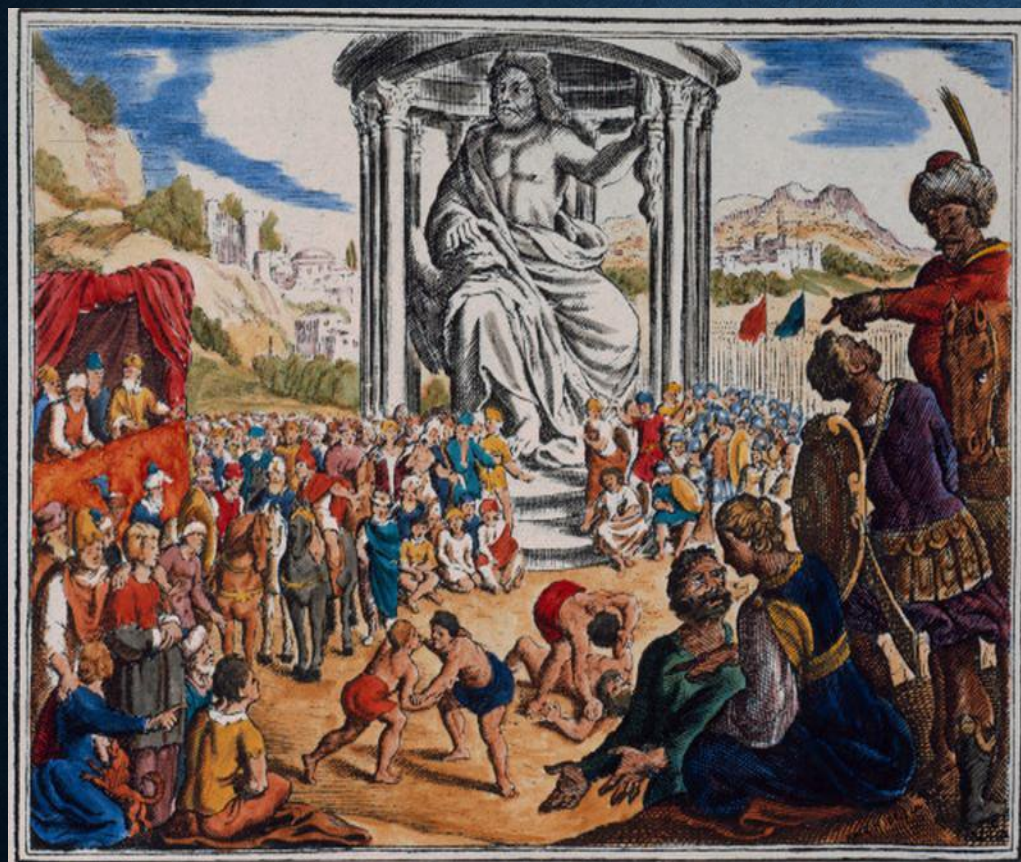
- Events management can be thought of as an art, rather than a science.
- Historically, the organization of small local events was uncomplicated and no extensive managerial expertise needed.

BREAK

CASE STUDIES OF EVENT ORGANIZATION IN HISTORY

OLYMPIC GAMES

- Ancient Olympic Games first held in 776 BC, last held in 393 AD.
- Restarted in modern times in 1896 by Baron Pierre de Coubertin.
- Ever since, held every four years.
- Ancient games were part of the religious festival of Zeus, the chief Greek god.
- Modern games are a major economic activity. They involve multiple sport contests (summer and winter sports).



CORONATION OF QUEEN ELIZABETH II

- Coronation of Queen Elizabeth II of Great Britain and Northern Ireland.
- Took place over four days in June 1953. The Coronation Ceremony itself took place on 2 June 1953.
- Managed by the Coronation Committee.
- The event comprised guest procession, the coronation ceremony and the coronation banquet, coronation street parties and many other events.



LANGKAWI INTERNATIONAL MARITIME AND AEROSPACE EXHIBITION (LIMA)

- First held in 1991, most recently in 2019. It is an annual event.
- Organisers: Malaysian government and industry associations.
- Programme genre: aerospace and maritime exhibition.
- Exhibitors: 433 exhibitors from 31 countries (In 2017).
- Attendance: 135,691 visitors.



LIMA Langkawi 2019



BREAK

CHARACTERISTICS OF EVENTS

UNIQUENESS

- Each event will be different.
- This is not to say that the same kind of event cannot be repeated many times, but that the participants, the surroundings, the audience, or any number of other variables will make the event unique.

INTANGIBLE

- Activities of an event are more or less intangible unlike buying things like chocolate or pen that you can see and touch.
- If you go to a wedding, you will experience the activities, join in, enjoy and remember it.
- But there are only a few tangible things that you might have got from it – perhaps a piece of wedding cake and some photographs, or a video clip you took of the happy couple and the rest of the guests.

RITUAL AND CEREMONY

- Traditions are observed whether old and established or new traditions.
- Among the examples of tradition:-
 - Procession.
 - Welcoming remarks.
 - Keynote address.
 - Ribbon cutting.
 - Plaque unveiling.
 - Choral singing.

AMBIENCE AND SERVICE

- Atmosphere and venue must be well-prepared.
- Services:-
 - Food.
 - Drinks.
 - Decorations.
 - Crew members.
 - Music.

CONTACTS AND INTERACTIONS

- Guests attending the events will be interacting with each other.
- Event organisers must accommodate the number of people.

LABOUR INTENSIVENESS

- Organisation of staffing structure:-
 - Public relations staff.
 - Programme management staff.
 - Welfare staff.
 - Dining crew.
 - Housekeeping staff.
 - IT staff.
- Operation needs expertise and coordination.

FIXED TIMEFRAME

- Organiser must ascertain the timeframe for an event.
- An event might be a two-hour event, a day event, a week-long event, monthly, annually or a one-off event.

BREAK

VIDEO

- <https://www.youtube.com/watch?v=1u-9EtZXH7I>

- List down five characteristics of event.