

INTRODUCTION TO EVENT MANAGEMENT

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INTRODUCTION TO EVENT MANAGEMENT

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First Edition

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Published by

Politeknik Tuanku Syed Sirajuddin,

Pauh Putra, 02600 Arau, Perlis.

Printed in Perlis.

e ISBN 978-967-2258-52-0

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PREFACE

This book was design to provide a frame of reference for Polytechnic Diploma in Event Management or students majoring in event management industry. The book is alternatively helpful to those who wish to keep in enhancing knowledge and skills on fundamental event industry.

This Introduction to Event Management book is purposely-designed ample review questions that consists of notes and learning activity that covering all chapter;

Chapter 1 : Introduction to Event

Chapter 2 : Size of Event

Chapter 3 : Event Concept

Chapter 4 :Nature of Event Business

Chapter 5 : Impact of Event Industry

Chapter 6 : Project Management for Event

In order to gain better learning effects, this book should be use as reference. Finally, we hope that this book beneficial to all students and others either they have basic or not because it is essential to be as a basic reference.

ACKNOWLEDGEMENT

First I would like to thank to Allah SWT the Almighty for establishing me to complete this book Introduction to Event Management.

Next the most gratitude wish goes to my family for giving me strong support in completing this book. Additionally, my special thanks to the team of publishing of this book.

Not to forget my thanks to all my superior in Politeknik Tuanku Syed Sirajuddin start from Director, Academic Deputy Director, Academic Support Deputy Director and Tourism and Hospitality Head of Department. Also, special thanks to all my colleague in Tourism and Hospitality Department and specifically in Event Management Unit.

Finally, I wish readers a pleasant reading and apologize for any omissions and errors. I hope that this book will be beneficial to all, especially Polytechnics students so that they can have clearer view on event management industry.

ABSTRACT

This book of Introduction to Event Management introduces the concept and characteristic of event management. It explains the size and types of event and the impact to community. The content of this book also cover the aspect of the roles and responsibilities of public, private and voluntary bodies in event industry. In this book, the career and entrepreneurial opportunities, issues and challenges in event industry are explained.

Also in this book, it focus on the impact of event industry towards the community and country itself. Last but not least, the fundamental of proposing an event are discuss through the project management for event at the last topic. With this book, it should be the best way for student to refer and used in order to improves their knowledge and understanding.

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

DEFINITION

Special events ‘that phenomenon arising from those non routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to educate, celebrate, entertain or challenge the experience of a group of people’



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TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

CATEGORIES OF EVENTS

Events can be classified into four (4) broad categories based on their purpose and objective:

- ✓ Leisure events e.g. leisure sport, music, recreation.
- ✓ Cultural events e.g. ceremonial, religious, art, heritage, and folklore.
- ✓ Personal events e.g. weddings, birthdays, anniversaries.
- ✓ Organizational events e.g. commercial, political, charitable, sales, product launch, expo.



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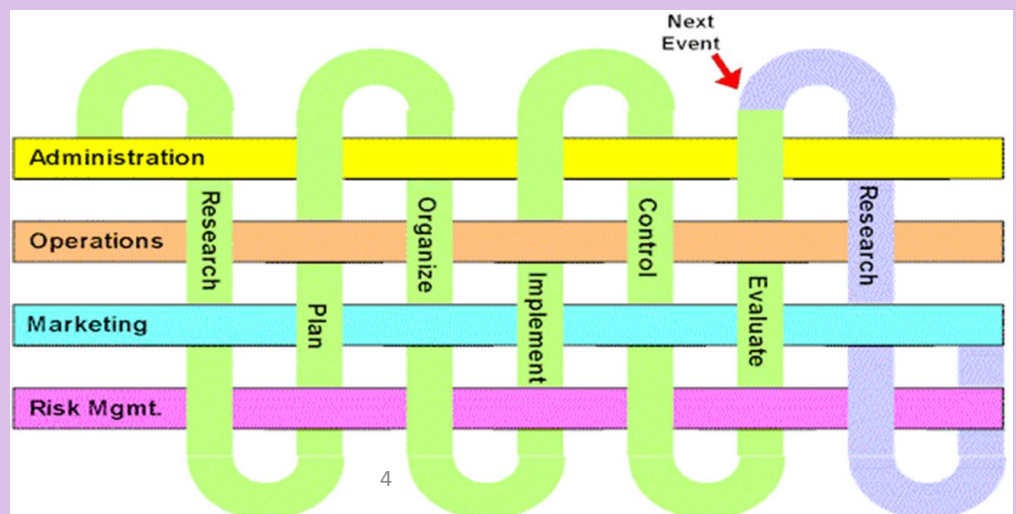
TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

EVENT MANAGEMENT PROCESS

Event management is an intricate weaving of the process and the scope of management functions.

The processes—or weft threads—are link through these foundations for each event, with the evaluation thread from one event forming the research thread for the next event.

If you eliminate one of the threads, the fabric of the event is weakened, leaving holes or places where it may unravel



TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

EVENT CHARACTERISTIC

- a) Perishability
- b) Intangibility
- c) Uniqueness
- d) Ambience and service
- e) Personal contact and interaction
- f) Labor intensive
- g) Fixed timescale

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

PERISHABILITY

- Perishability: a characteristic of services, describing how service products cannot be stored because they are produced and offered at particular moments in time.
- services are created and consumed when and as they are required
- If the opportunity to make use of those services is lost, there is no way to recover or store those services for use at a later date



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TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

INTANGIBILITY

- Intangibility in business refers to services, as purchasing them does not result in the actual ownership of something physical.
- Service intangibility means that the consumer often has to pay for something before the quality of that thing has been determined
- Products which are intangible include travel, insurance, consulting, education, and accounting
- This is very important as once a consumer's trust has been lost, then most times, the provider has lost the customer



TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT



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UNIQUENESS

Each event will be different. There are the participants, the surroundings, the audience and other variables that make the event unique. There have been about 300 repeated editions of Olympic Games, each unique because of different athletes, organizers and different audience.

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT



AMBIENCE AND SERVICE

An event manager can try to make an event a success by giving careful attention to details.

Though people cannot be compelled to enjoy themselves.

E.g. . National day decor with national flag etc.

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT



PERSONAL CONTACT AND INTERACTION

To make an event successful event managers must be aware of the fact, that an enjoyable atmosphere is dependent on the actions and reactions of people.

Connection between crew and audience, audience and audience, manager and crew

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT



LABOUR-

INTENSIVENESS

Complex and unique events require labour-intensive organisation and operation, a high level of communication and planning, a big amount of time and effort.

FIXED TIMESCALE

Events – like projects – run to a fixed timescale – short or very long.

Gantt Chart

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **CULTURAL EXPLORATION**

To increase my cultural knowledge

To know about the cultural events

To enjoy arts and crafts

To experience local customs and cultures

To experience foreign cultures

To enjoy new experiences

To enjoy art and folk performances

To enjoy culture in its cultural/historical setting



TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT



MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **FAMILY TOGETHERNESS**

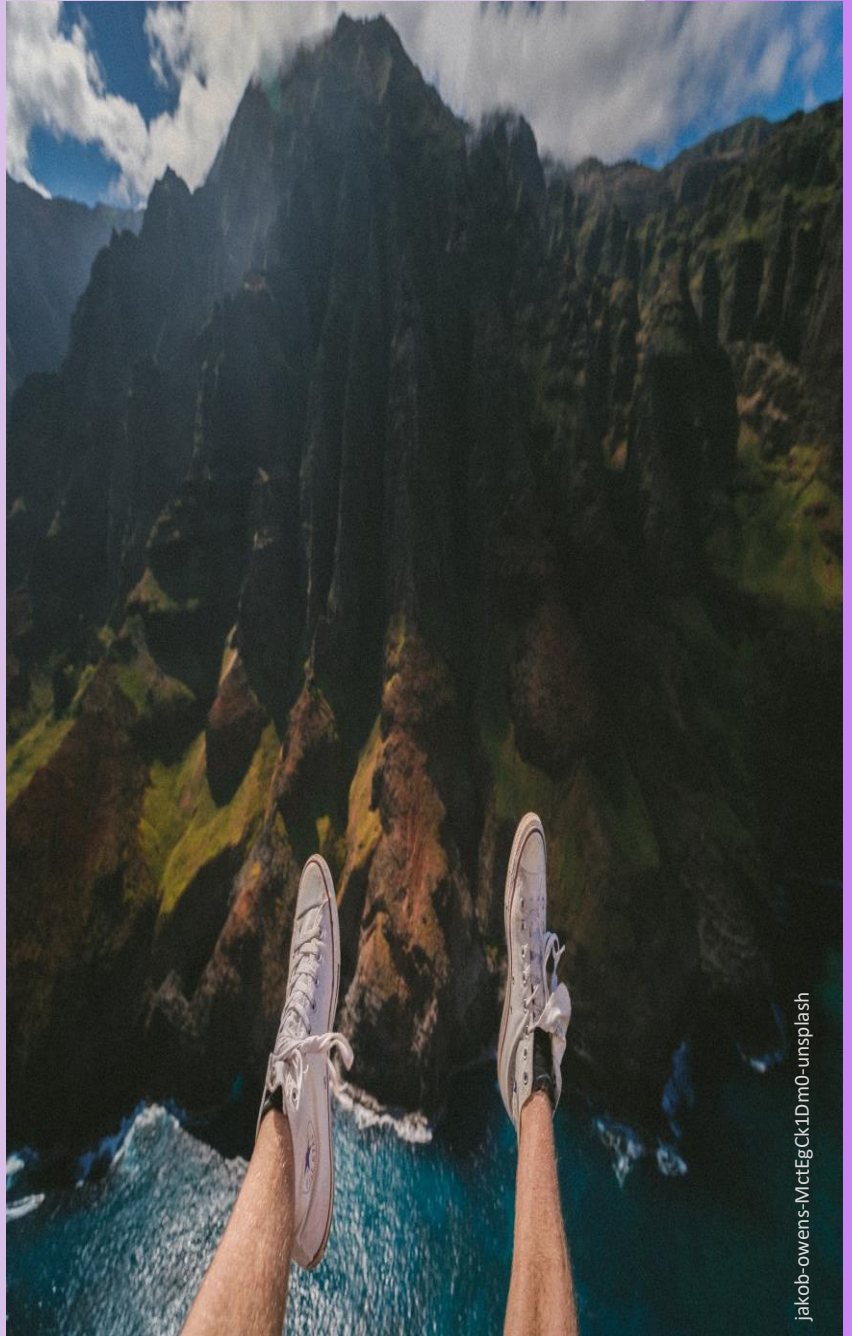
To increase family kinship

To spend time with my family together

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **NOVELTY**
 - seek adventure
 - seek novelty
 - offers excitement
 - curiosity
 - expect benefits that will satisfy personal needs



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TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **ESCAPE**

- To escape from routine life
- To relieve boredom
- For a change of pace from everyday life
- To relieve daily stress
- To relieve daily stress



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TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **EVENT ATTRACTIONS**

- To enjoy special events
- To see new and different things
- To enjoy the festival mood
- To enjoy a unique atmosphere



TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

MOTIVATIONS FOR ATTENDING FESTIVAL EVENTS

- **SOCIALIZATION**
 - To be with people who are enjoying themselves
 - To be with people who enjoy the same things done
 - To see the event with a group together
 - To see the event with friends
 - To meet people from all over the world



TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

POSSIBLE MOTIVES FOR ATTENDING EVENTS

Social Motives

- Social interaction with others.
- Creation of community spirit.
- Status or recognition of achievement.
- Philanthropy or charitable contributions.

Physiological Motives

- Relaxation or recognition with others.
- Social enjoyment with others.
- Exercise or physical challenge.
- To eat, drink or be entertained.

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

POSSIBLE MOTIVES FOR ATTENDING EVENTS

Organizational Motives

- The need to make sales.
- The need to have an organizational presence.
- Status or recognition.
- Sponsorship or community support.

Personal Motives

- Seeking new experiences.
- Learning and education.
- Creativity and exploration.
- Fulfilment of ambitions.

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

EXERCISE 1:

☐ Give FOUR (4) categories of event.

i) _____

ii) _____

iii) _____

iv) _____

☐ List down FIVE (5) characteristic of event.

i) _____

ii) _____

iii) _____

iv) _____

v) _____

TOPIC 1 : INTRODUCTION TO EVENT MANAGEMENT

EXERCISE 2:

- ☐ Why it is important to have a good event management process?
- ☐ What are the advantages of understanding the characteristics of an event?

TOPIC 2 : SIZE OF EVENT



MEGA EVENTS

Affect whole economics and reverberate
in the global media and
the largest events and generally targeted
at international market

TOPIC 2 : SIZE OF EVENT

MAJOR EVENTS

Attract significant local interest and large number of participants, as well as generating significant tourism revenue.



TOPIC 2 : SIZE OF EVENT

HALLMARK EVENTS

Identified with the spirit or ethos of town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness.

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TOPIC 2 : SIZE OF EVENT

LOCAL AND COMMUNITY EVENTS

- Targeted mainly at local audiences and staged primarily for their social, fun and entertainment value
- Produce a range of benefits such as creating pride in the community, strengthening a feeling of belonging and creating a sense of place
- Also help to expose people to new ideas and experience, encourage tolerance and diversity, encourage participation in sports and arts activities.



TOPIC 2 : SIZE OF EVENT

TYPES OF EVENT

- MEETING
- INCENTIVES
- CONVENTIONS
- EXHIBITIONS

TOPIC 2 : SIZE OF EVENT

MEETING

- *An assembly or a place of meeting’.*
- A gathering of 2 or more people for business , education, or social purposes
- No exhibition component



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TOPIC 2 : SIZE OF EVENT

CATEGORIZED/TYPES OF MEETING

- Seminar
- Workshop
- Forum
- Symposium
- Retreat

TOPIC 2 : SIZE OF EVENT

Seminar

- This involves greater delegate participation & discussion
- Smaller meeting where knowledge can be transferred



TOPIC 2 : SIZE OF EVENT



Workshop

- small group interaction sharing of and knowledge, skills & experience
- may have a facilitator to guide through specific problems & issues perhaps connected to a conference theme

TOPIC 2 : SIZE OF EVENT



Forum

- a moderator & a panel of experts, perhaps with opposing views, discuss & debate on a particular problem or issue
- the panel usually comprises about two to four experts to allow adequate viewpoints
- panel members also participate in a question and answer session

TOPIC 2 : SIZE OF EVENT

Symposium

- formal meeting, normally scientific in a nature
- presentations are delivered through a panel of experts of individual invited guest speakers

TOPIC 2 : SIZE OF EVENT

Retreat

- Gathering of a small group participants, usually in a remote location, perhaps within the same country or city
- a retreat is extended as a gateway with no distractions so that participants can focus on a particular issue
- 'clinics' offer specific training on a particular issue to the small group



TOPIC 2 : SIZE OF EVENT



INCENTIVE/ INCENTIVE TRAVEL

- This is a reward programmed
- A way for both company & employee to acknowledge achievement levels
- It can be sponsor by a company either fully or partially as a motivational tool to recognize leading company producers and achievers

TOPIC 2 : SIZE OF EVENT



CONFERENCE

- This is a trade, technical, education & scientific meeting
- It can vary in size & frequency, from a small gathering of associations to a large international conference of various organization.
- There is greater discussion on developments in the particular industry

TOPIC 2 : SIZE OF EVENT

CONVENTION

Used to cover a wide range of issues & topics
'convention, is probably the most commonly
used meeting term

It has been integrated into meeting terminology
such as 'Convention Centre' as a hosting venue



TOPIC 2 : SIZE OF EVENT

EXHIBITION

- Held over a limited period of time
- Exhibition are where a number of exhibitors display samples or services within a booth or stand setup
- These range from grand production setting to an off the shelf booth by the booth supplier
- The main goal is selling to others in the trade or consumer



TOPIC 2 : SIZE OF EVENT

Benefits and challenges of MICE events

- Regional & international exposure through an enhanced tourist destination image
- Exchange of ideas & knowledge sharing
- Business networking
- Possibility of leisure tourism
- Access to new technology & upgrading of local travel services
- Local skilled employment

TOPIC 2 : SIZE OF EVENT

EXERCISE 3:

- ☐ Give THREE (3) example of event under incentive category

i) _____

ii) _____

iii) _____

- ☐ List FIVE (5) types of meeting

i) _____

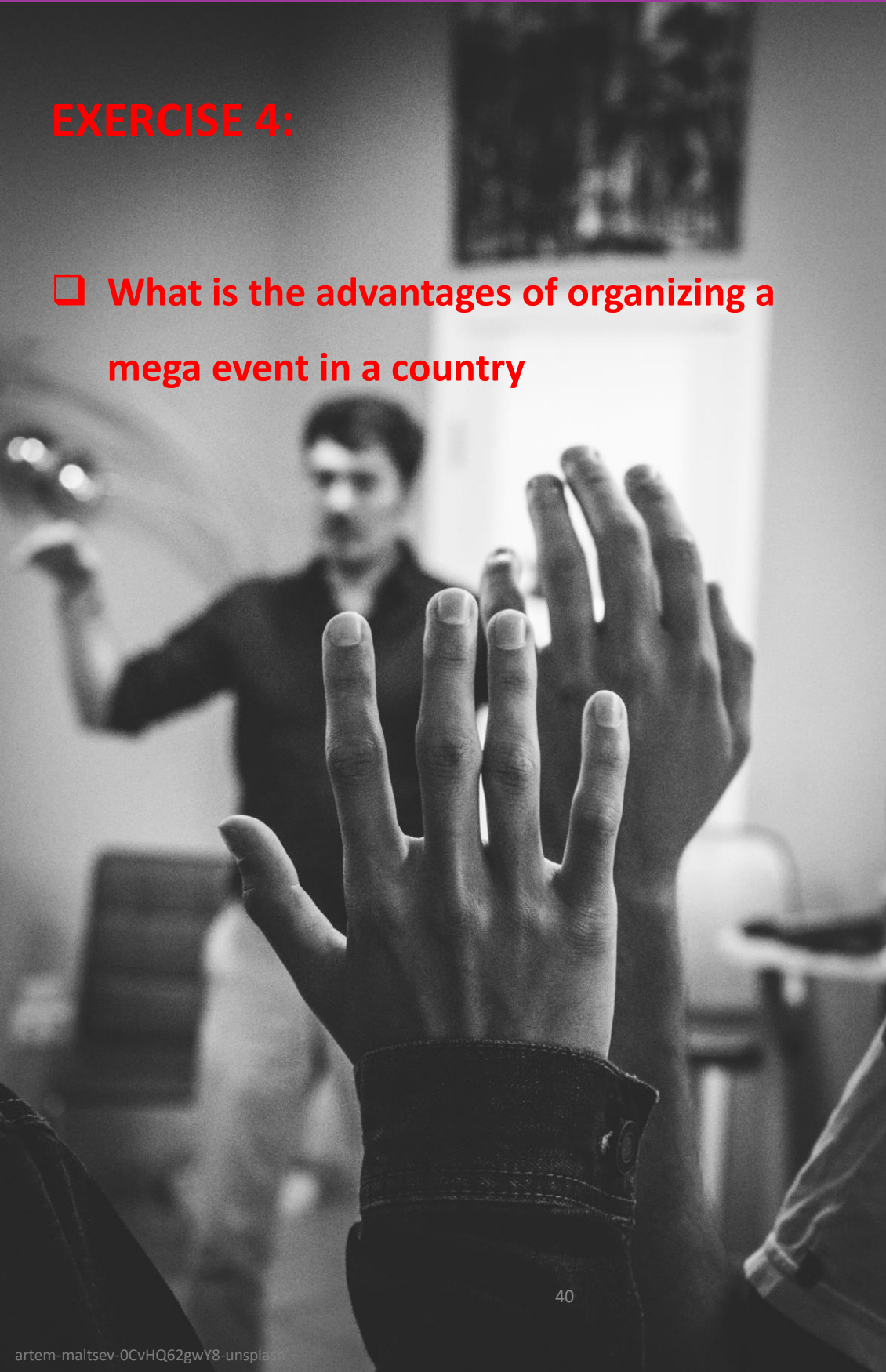
ii) _____

iii) _____

TOPIC 2 : SIZE OF EVENT

EXERCISE 4:

- ☐ What is the advantages of organizing a mega event in a country



TOPIC 3 : EVENT CONCEPT

- 1) PURPOSE OF THE EVENT
- 2) THEME OF THE EVENT
- 3) VENUE FOR THE EVENT
- 4) EVENT AUDIENCE
- 5) FINANCIAL CONSIDERATIONS
- 6) TIMING OF THE EVENT
- 7) EVENT TEAM, CONTRACTORS
AND OTHER STAKEHOLDERS

TOPIC 3 : EVENT CONCEPT

1) Purpose of the event

- should drive all the planning and assist in sorting out difference of opinion and managing conflict
- E.g. wedding, business networking, charity



TOPIC 3 : EVENT CONCEPT

2) Theme of the event

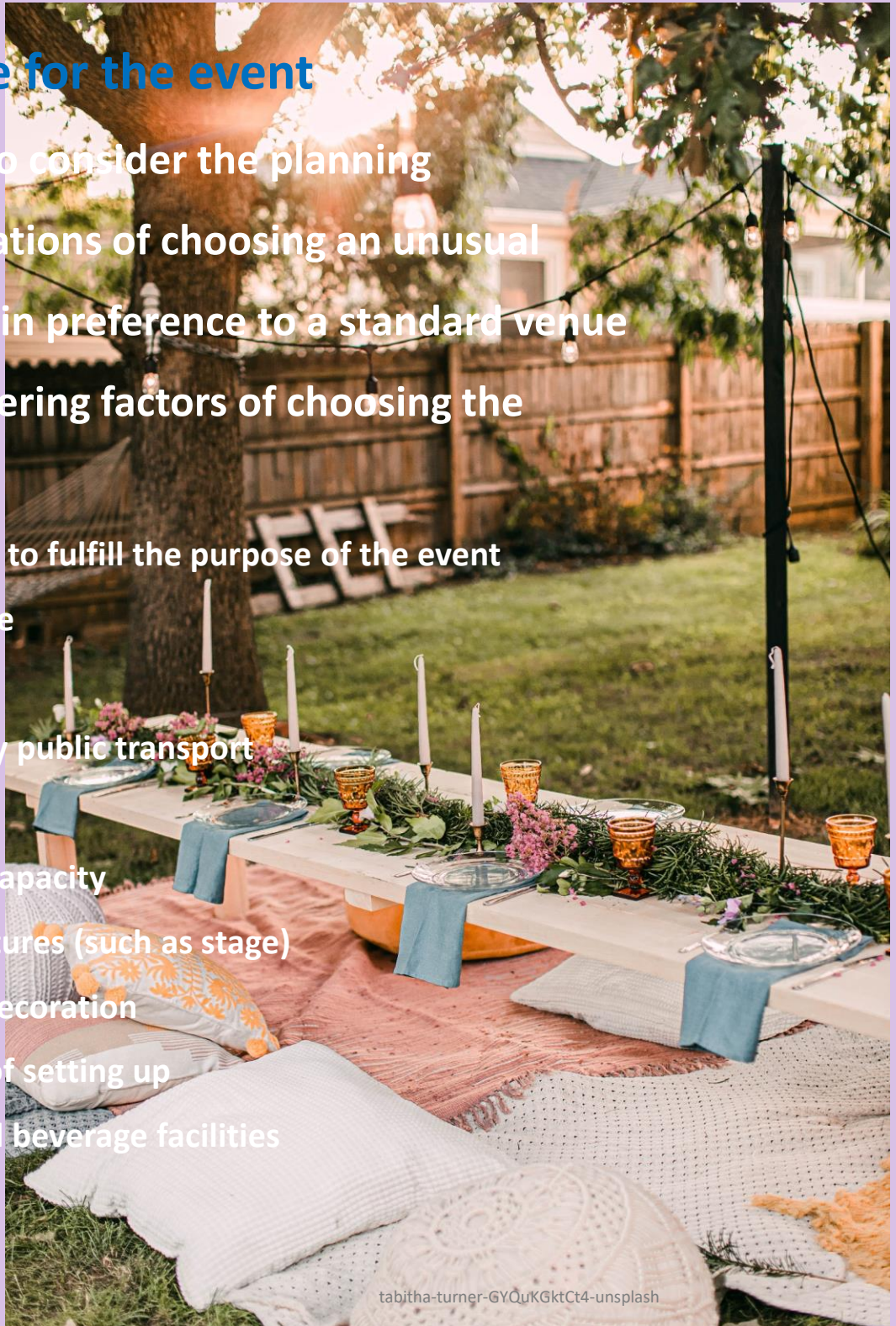
According to Goldblatt(2005),
Theme should ideally appeal to
all senses: touch, smell, taste,
sight and hearing

- Should be linked to the purpose
- Completely compatible with guest needs

TOPIC 3 : EVENT CONCEPT

3) Venue for the event

- need to consider the planning implications of choosing an unusual venue in preference to a standard venue
- considering factors of choosing the venue:
 - Potential to fulfill the purpose of the event
 - Ambience
 - Location
 - Access by public transport
 - Parking
 - Seating capacity
 - Built features (such as stage)
 - Cost of decoration
 - Logistic of setting up
 - Food and beverage facilities
 - Safety



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TOPIC 3 : EVENT CONCEPT



4) Event Audience

- all participants must be considered before finalizing the concept
- to suit the event concept with the audience that will coming in.
- every audience is different and the event managers need to go with the flow and direct the event to meet audience response.

TOPIC 3 : EVENT CONCEPT



5) Financial consideration

- Initial financial estimates can get out of control very easily.
- Important consideration at this early stage of event concept and design
- Is it wise to proceed an event with the budget prepared for it?

6) Timing of the event

often linked to the season or weather.

examples: Winter Olympic



TOPIC 3 : EVENT CONCEPT

7) Event team, Contractors & Other Stakeholders

Event team – consist of the whole main organizer such as event manager, event supervisor, technical director and administration and can do multiskilling job.

Contractors - service providers such as emergency services, technical operators, catering staff and multimedia expert.

Stakeholders - who are involve in staging an event e.g. local & government authorities, local community, media, contractors, customers, local community and so on.



TOPIC 3 : EVENT CONCEPT

Feasibility refers to whether or not an event will be possible and successful.

To help determine feasibility the organizers must be able to identify:

- **what the event is (the event concept)**
- **why the organization is running the event**
- **who the event is for**



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TOPIC 3 : EVENT CONCEPT

KEYS TO SUCCESS

Is the event a good idea?

Do we have the skills required to plan and run the event?

Is the host community supportive?

Do we have the infrastructure in the community?

Can we get a venue at a price we can afford?

Will the event attract an audience?

Will it attract media support?

Is it financially viable?

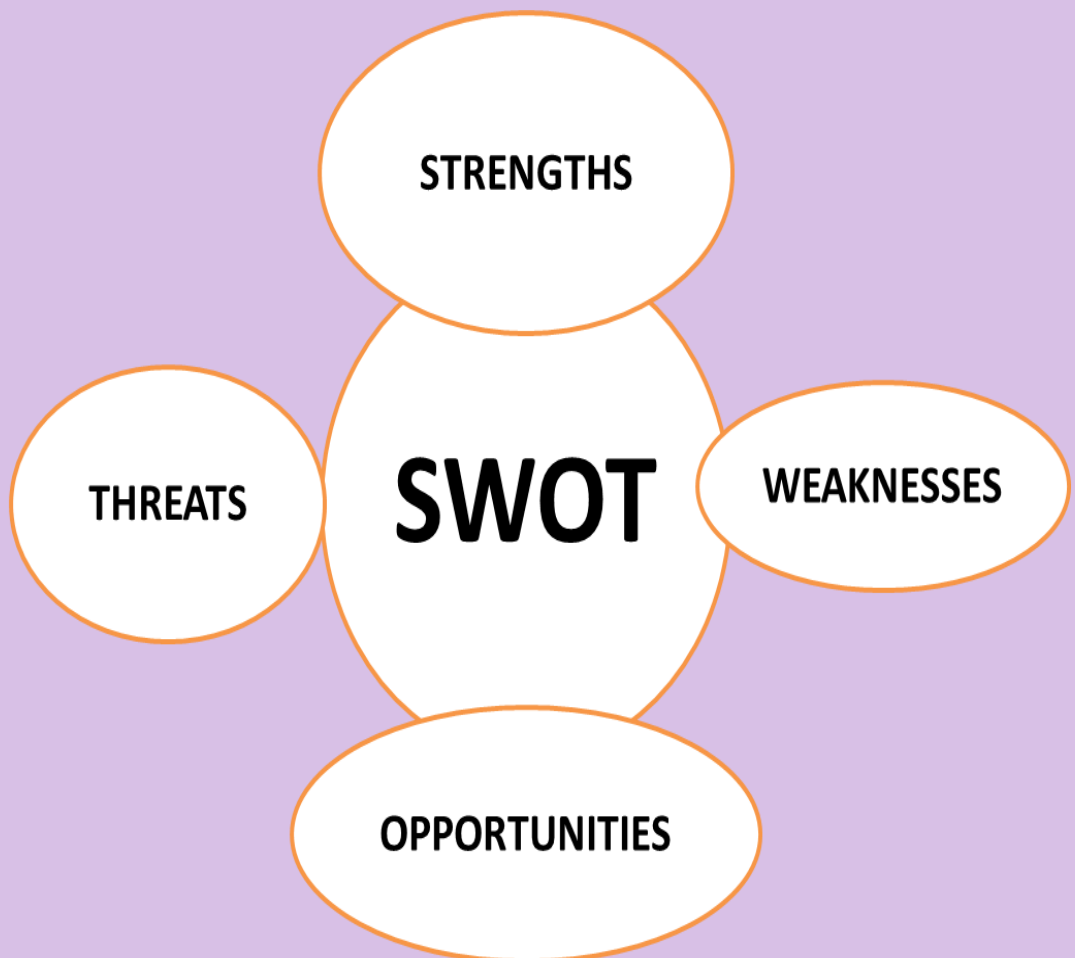
Are the success criteria reasonable?



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TOPIC 3 : EVENT CONCEPT

SWOT ANALYSIS



TOPIC 3 : EVENT CONCEPT

SWOT ANALYSIS

STRENGTH : Internal strengths of the organization

Example: enthusiasm and commitment of volunteers, specialist knowledge of lighting, wide range of products available

WEAKNESS : Internal weaknesses of the organization

Example: lack of skills and knowledge

OPPORTUNITIES : External favorable things that may occur

Example: new sponsorships, unexpected positive publicity

THREATS : External environment that can effect the event

Example: competitors, poor publicity, poor crowd behavior

TOPIC 3 : EVENT CONCEPT

EXERCISE 5:

☐ List down SEVEN (7) event
concept.

i) _____

ii) _____

iii) _____

iv) _____

v) _____

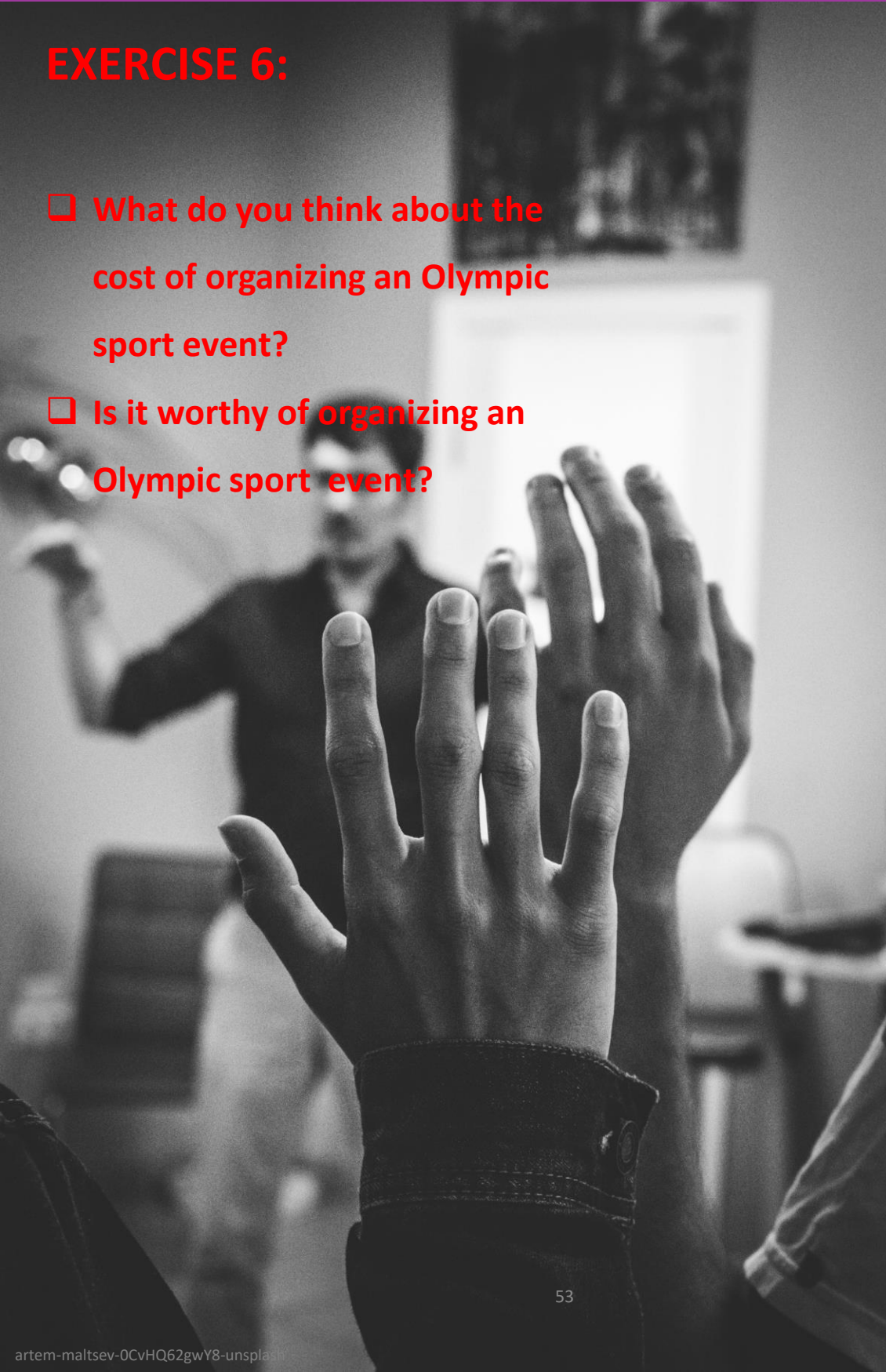
vi) _____

vii) _____

TOPIC 3 : EVENT CONCEPT

EXERCISE 6:

- ☐ What do you think about the cost of organizing an Olympic sport event?
- ☐ Is it worthy of organizing an Olympic sport event?



TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities

a) Event management company (EMC)

- EMC tend to be involved where the organizer have a requirement for major or VIP events or corporate hospitality
- benefit of having an EMC is the range of expertise, ideas & experience they have.

TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities

b) Production company

- Project management
- Design including set & backdrop design, staging, lighting & all the range of audio visual
- Venue management, for example take over unique venue for its event
- Participant or audience handling, which ranges from the simplest issues ticketing & security to the full provision of VIP seat booking
- Technical support, ranging from simple provision or hiring in of equipment to the preparation of computer graphics, video & related facilities

TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities



c) Event Catering Company

- Covers all aspect of refreshment for participants, audiences, crew & staff
- Catering provided in three ways – undertaken either in house, by contractor permanently employed at the venue, ad hoc basis at the venue

TOPIC 4 : NATURE OF EVENT BUSINESS



d) Event planner/ Party Planner

- Tend to offer a range of services particularly for the personal event market & corporate market
- Responsible for planning and producing the whole event
- Responsible for procurement and resource management.
- Formulates ,prepares & implement risk management plan
- Doing the detail planning, operating & managing an event to make sure everything goes smoothly
- E.g. parties, celebrations, weddings, & many similar events

TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities

e) Exhibition and theatrical contractors

- To provide exhibition or backdrop services of one kind or another ranging from design & management for large exhibition type events to the provision of relatively simple one off stands
- To create & supply complete shell schemes exhibitions
- Have expertise in event production
- Contractor will provide the shells in a venue and individual exhibitors will fill a shell with their own material, display & staff for the duration of the exhibition or show
- Contractor will come in and break down the shells and clear the area

TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities

f) Technical Services

- To cope with the full range of services sometimes demanded by organizers
- Equipment & technical support can be hired in from a range of companies, some of whom provided equipment, some provided equipment, training & technical support

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TOPIC 4 : NATURE OF EVENT BUSINESS

PRIVATE SECTOR

Roles & Responsibilities

g) Multimedia companies

- Making technical recommendations
- Creating multimedia designs, video producers, sound engineers and artists
- Keeping up to date with technological and software developments
- Expert in multimedia software such as Adobe Photoshop and After Effect

TOPIC 4 : NATURE OF EVENT BUSINESS

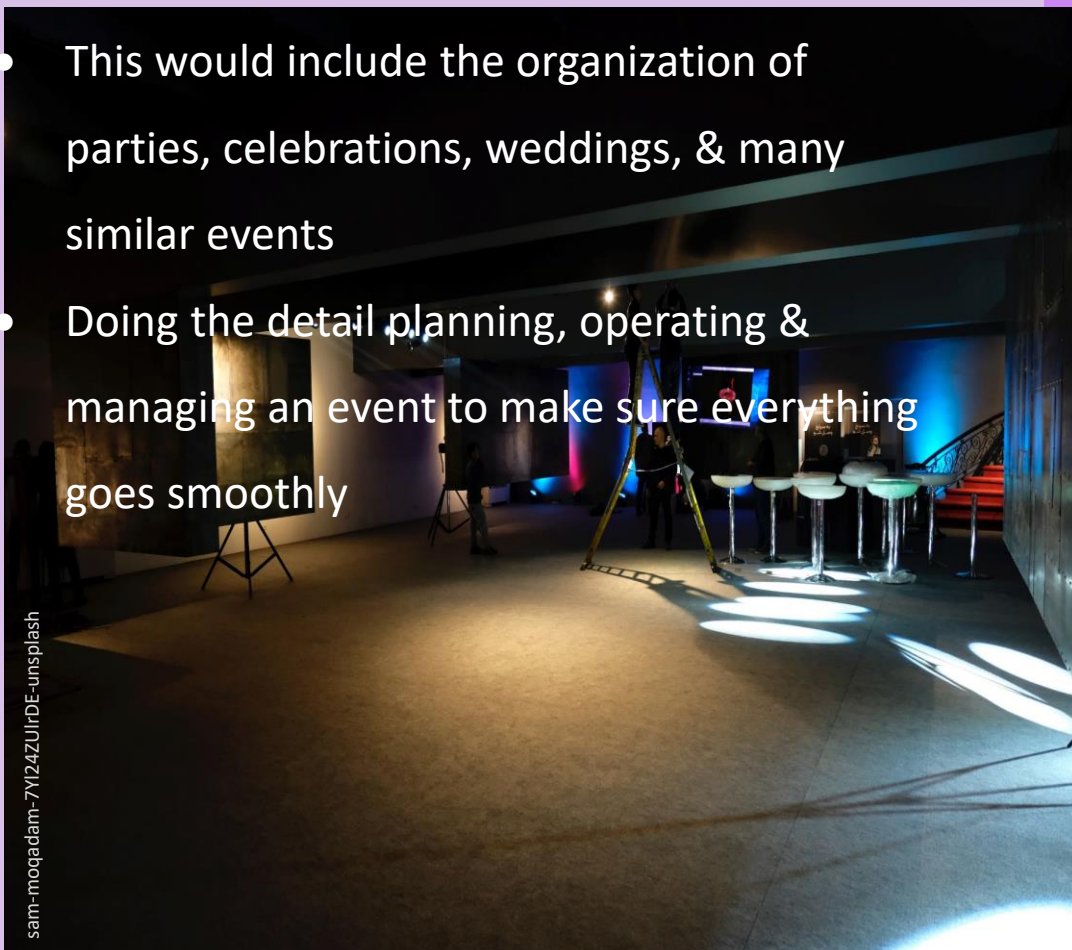
PRIVATE SECTOR

Roles & Responsibilities

h) Event Organizer

- Tend to offer a range of services particularly for the personal event market & corporate market

- This would include the organization of parties, celebrations, weddings, & many similar events
- Doing the detail planning, operating & managing an event to make sure everything goes smoothly



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TOPIC 4 : NATURE OF EVENT BUSINESS

VOLUNTARY BODIES

Roles & Responsibilities

A) VOLUNTARY BODIES AND COMMITTEES

- A committee set up for the purpose of running the event.
- This group might be already elected to perform some task, or do the task as a hobby or recreational interest.
- Help various functional areas such as marketing, promotion, technical and so fort to produce the event.



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TOPIC 4 : NATURE OF EVENT BUSINESS

Career opportunities in event industry

- i. **ADMINISTRATION SECTOR**
- ii. **MARKETING SECTOR**
- iii. **OPERATION SECTOR**
- iv. **RISK MANAGEMENT SECTOR**

TOPIC 4 : NATURE OF EVENT BUSINESS

Career opportunities in event industry

ADMINISTRATION SECTOR

- i. Event Management Consultancy
- ii. Event Manager
- iii. Human Resource
- iv. Association Executives
- v. Entertainment Manager

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Publication 505
Cat. No. 10496E

Department of the Treasury
Internal Revenue Service

Contents

Introduction 1
What's New for 2018 2
Reminders 2
Chapter 1. Tax Withholding

Tax Withholding and Estimated

SCHEDULE D
(Form 1041)

Capital Gains and Losses

Use instructions for how to figure the amounts to enter on the lines below.
This form may be easier to complete if you round off cents to whole dollars.

Part I Short-Term Capital Gains and Losses—Generally Assets Held One Year or Less (see instructions)

1a Totals for all short-term transactions reported on Form 1041-B for which basis was reported to the IRS and for which you have no adjustments. See instructions. However, if you choose to report all these transactions on Form 8842, leave this line blank and go to line 1b.

1b Totals for all transactions reported on Form(s) 8842 with Box A checked.

2 Totals for all transactions reported on Form(s) 8842 with Box B checked.

3 Totals for all transactions reported on Form(s) 8842 with Box C checked.

4 Short-term gain from Form 6252 and short-term gain or (loss) from Forms 4584, 4797, and 8824.

5 Net short-term gain or (loss) from partnerships, S corporations, estates, and trusts from Schedule(s) K-1.

6 Short-term capital loss carryover. Enter the amount, if any, from line 6 of your Capital Loss Carryover Worksheet in the instructions.

7 Net short-term capital gain or (loss). Combine lines 1a through 6 in column (b). If you have any long-term capital gain or (loss), go to Part II below. Otherwise, go to Part III on the back.

Part II Long-Term Capital Gains and Losses—Generally Assets Held More Than One Year (see instructions)

See instructions for how to figure the amounts to enter on the lines below.
This form may be easier to complete if you round off cents to whole dollars.

8a Totals for all long-term transactions reported on Form 1041-B for which basis was reported to the IRS and for which you have no adjustments. See instructions. However, if you choose to report all these transactions on Form 8842, leave this line blank and go to line 8b.

8b Totals for all transactions reported on Form(s) 8842 with Box D checked.

9 Totals for all transactions reported on Form(s) 8842 with Box E checked.

10 Totals for all transactions reported on Form(s) 8842 with Box F checked.

11 Gain from Form 4797, Part 1, long-term gain from Forms 2439 and 6252, and long-term gain or (loss) from Forms 4584, 4797, and 8824.

12 Net long-term gain or (loss) from partnerships, S corporations, estates, and trusts from Schedule(s) K-1.

13 Capital gain distributions. See the instructions.

14 Long-term capital loss carryover. Enter the amount, if any, from line 13 of your Capital Loss Carryover Worksheet in the instructions.

15 Net long-term capital gain or (loss). Combine lines 11 through 14 in column (b). Then go to Part III on the back.

For Paperwork Reduction Act Notice, see your tax return instructions. Cat. No. 10496E Schedule D (Form 1041) 2018

TOPIC 4 : NATURE OF EVENT BUSINESS

Career opportunities in event industry

MARKETING SECTOR

- i. Marketing Planner
- ii. Public Relation Officer
- iii. Sales & marketing Officer
- iv. Advertising Officer
- v. Sponsorship Manager
- vi. Marketing Researcher



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TOPIC 4 : NATURE OF EVENT BUSINESS

Career opportunities in event industry

OPERATING SECTOR

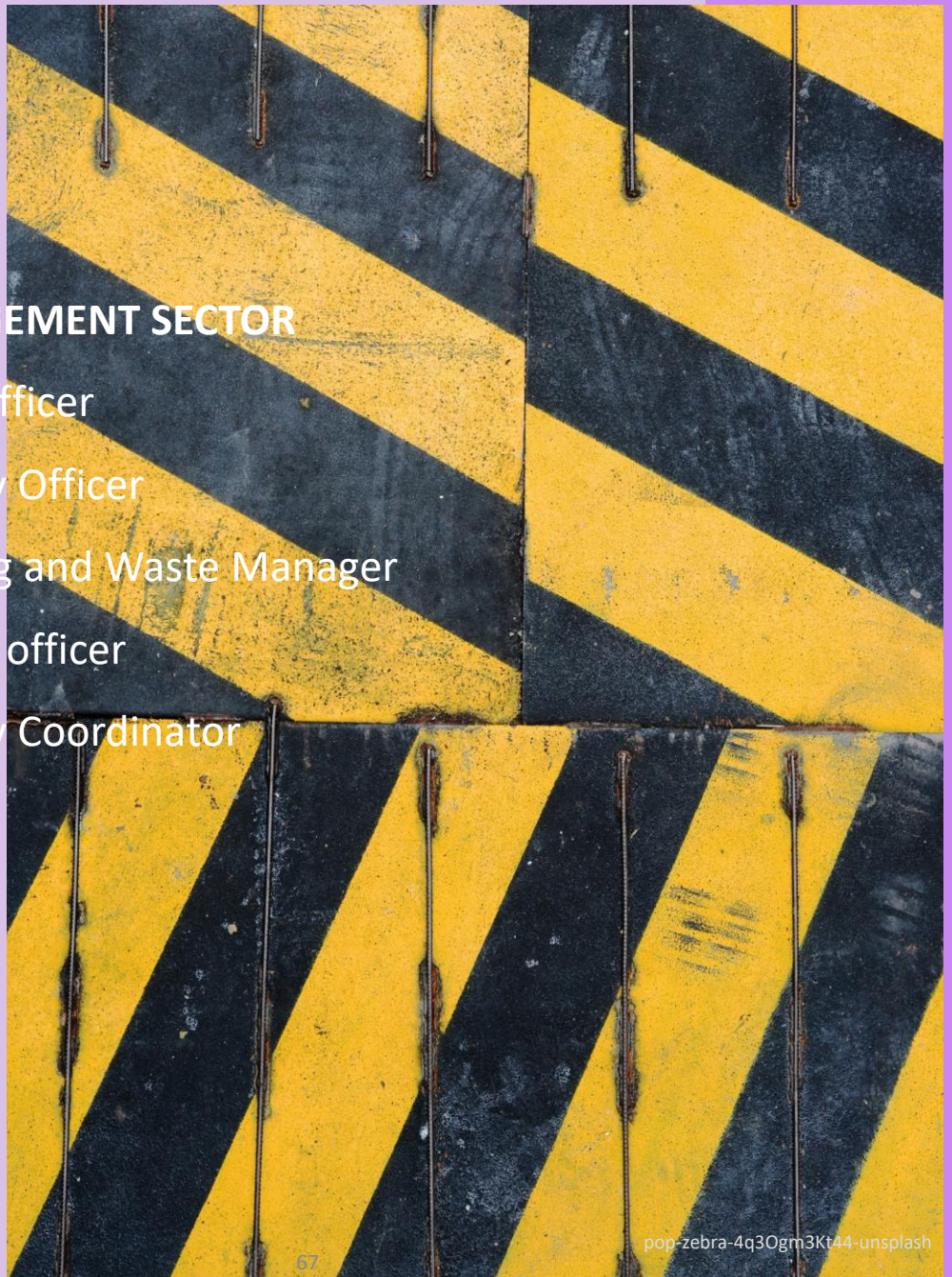
- i. Event Designer
- ii. Event Planner
- iii. Event Coordinator
- iv. Event Crew
- v. Sound or lighting consultant

TOPIC 4 : NATURE OF EVENT BUSINESS

Career opportunities in event industry

RISK MANAGEMENT SECTOR

- i. OSHA officer
- ii. Security Officer
- iii. Catering and Waste Manager
- iv. Logistic officer
- v. Security Coordinator



TOPIC 4 : NATURE OF EVENT BUSINESS

EXERCISE 7:

- ☐ Give FOUR (4) jobs in operating sector.

i) _____

ii) _____

iii) _____

iv) _____

- ☐ List FIVE (5) private sector in event

i) _____

ii) _____

iii) _____

iv) _____

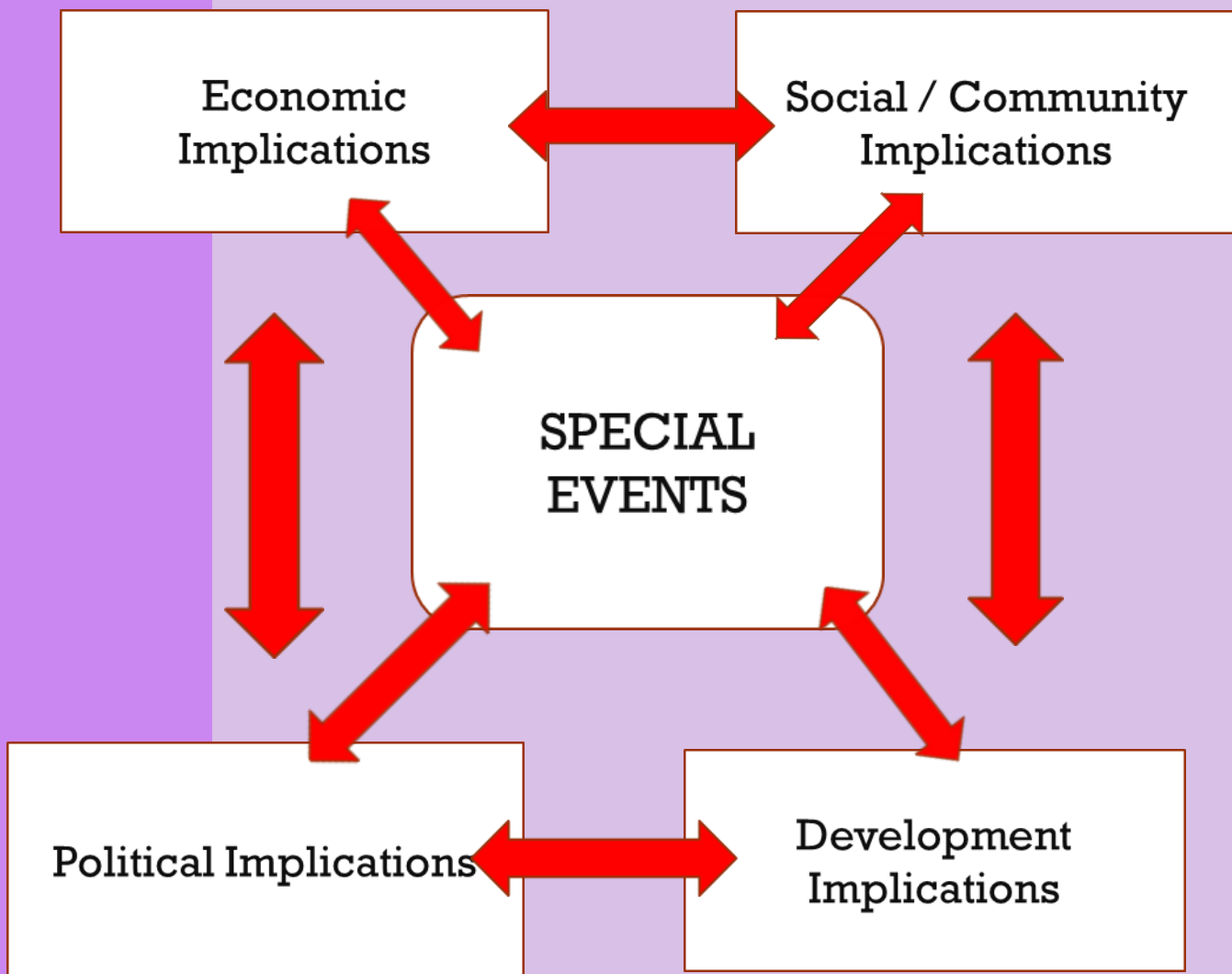
v) _____

TOPIC 4 : NATURE OF EVENT BUSINESS

EXERCISE 8:

- ☐ Why the private sector have to practices their roles and responsibilities efficiently?
- ☐ What are the advantages of using Event Management Company (EMC)?

TOPIC 5 : IMPACT OF EVENT INDUSTRY



TOPIC 5 : IMPACT OF EVENT INDUSTRY

ECONOMIC IMPLICATION

POSITIVE

- Employment
- Business opportunities
- Retailing



NEGATIVE

- Increased prices for locals
- Community resistance to tourism
- Loss of authenticity
- Damage to reputation
- Exploitation



TOPIC 5 : IMPACT OF EVENT INDUSTRY

SOCIAL / CULTURAL IMPLICATION

POSITIVE

- To create better social interaction
- Help develop community cohesion
- Increase cultural and social understanding
- Improve the community identity and confidence in itself
- Volunteerism - improved local social
- Strengthen social bond

NEGATIVE

- Potential for intercultural misunderstanding
- May contribute to general social problems such as crime, prostitution and changing moral values



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TOPIC 5 : IMPACT OF EVENT INDUSTRY

POLITICAL IMPLICATION

POSITIVE

- Enhance certain images and ideologies
- Promotion of investment.
- Development of administrative skills.
- Career enhancement of specific political figures.

NEGATIVE

- To distract attention from some political problem
- Risk of event failure
- Misallocation of funds
- Lack of accountability
- Propaganda
- Loss of community ownership and control
- Legitimation of ideology



TOPIC 5 : IMPACT OF EVENT INDUSTRY

DEVELOPMENT IMPLICATION

POSITIVE

- Construction of new facilities and infrastructure
- Urban transformation and renewal.
- Increased environmental awareness.
- Regeneration and beautification of rundown areas

NEGATIVE

- Architectural pollution
- Environmental damage
- Overcrowding, traffic congestion, noise, litter, and access restrictions

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TOPIC 5 : IMPACT OF EVENT INDUSTRY

RISK, SAFETY AND HEALTH IN EVENT OPERATION

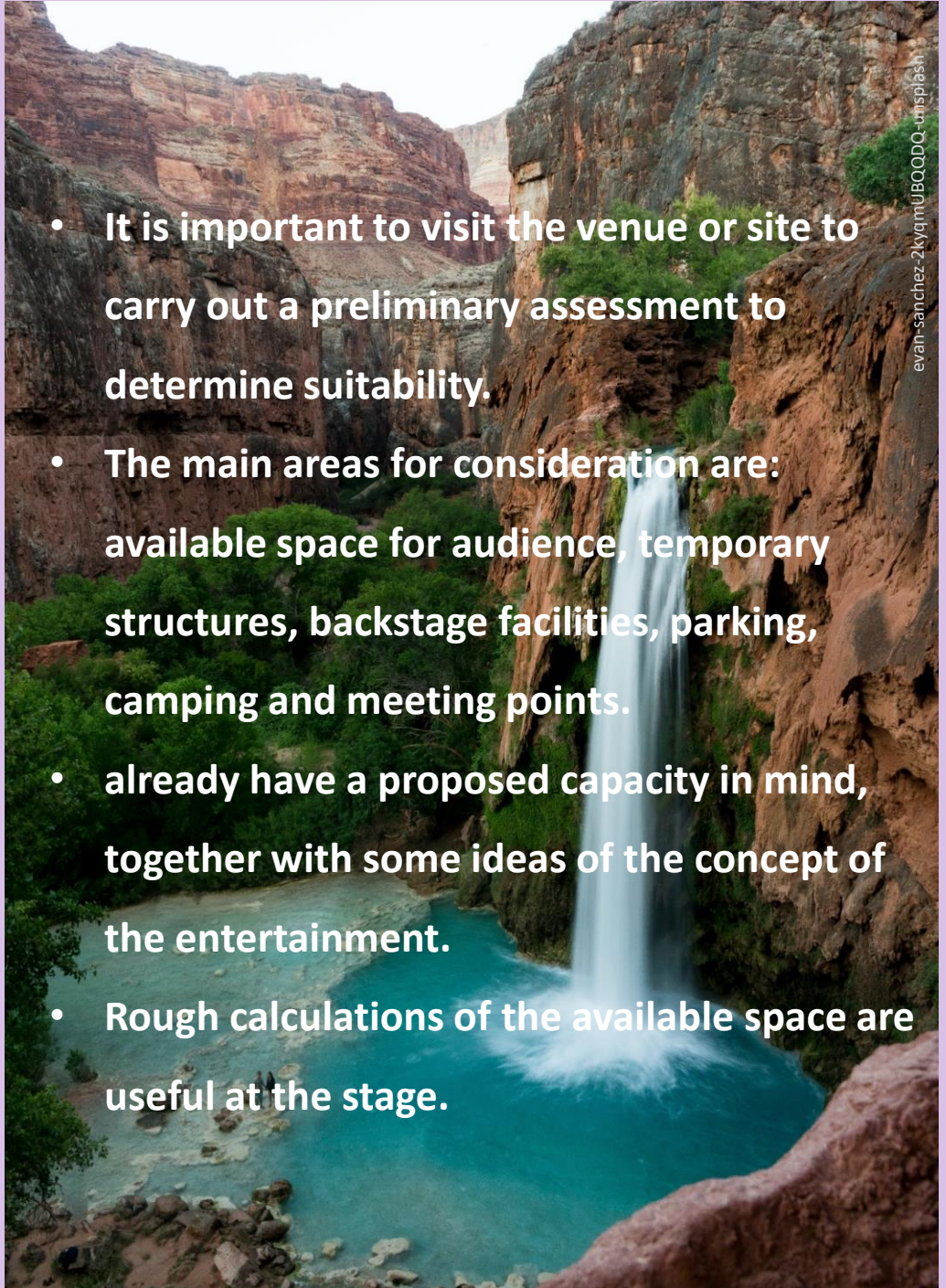
- VENUE AND SITE DESIGN
- FIRE SAFETY
- CROWD MANAGEMENT
- MEDICAL, AMBULANCE AND FIRST-AID MANAGEMENT
- HEALTH AND SAFETY RESPONSIBILITIES



TOPIC 5 : IMPACT OF EVENT INDUSTRY

VENUE AND SITE DESIGN

- It is important to visit the venue or site to carry out a preliminary assessment to determine suitability.
- The main areas for consideration are: available space for audience, temporary structures, backstage facilities, parking, camping and meeting points.
- already have a proposed capacity in mind, together with some ideas of the concept of the entertainment.
- Rough calculations of the available space are useful at the stage.



TOPIC 5 : IMPACT OF EVENT INDUSTRY

FIRE SAFETY

- **Final exit** is the termination of an escape route from a building or structure giving direct access to a place of safety.
- **Place of safety** is a place in which a person is no longer in danger from fire.
- **The occupant capacity** is the maximum number of people who can be safely accommodated at the venue.

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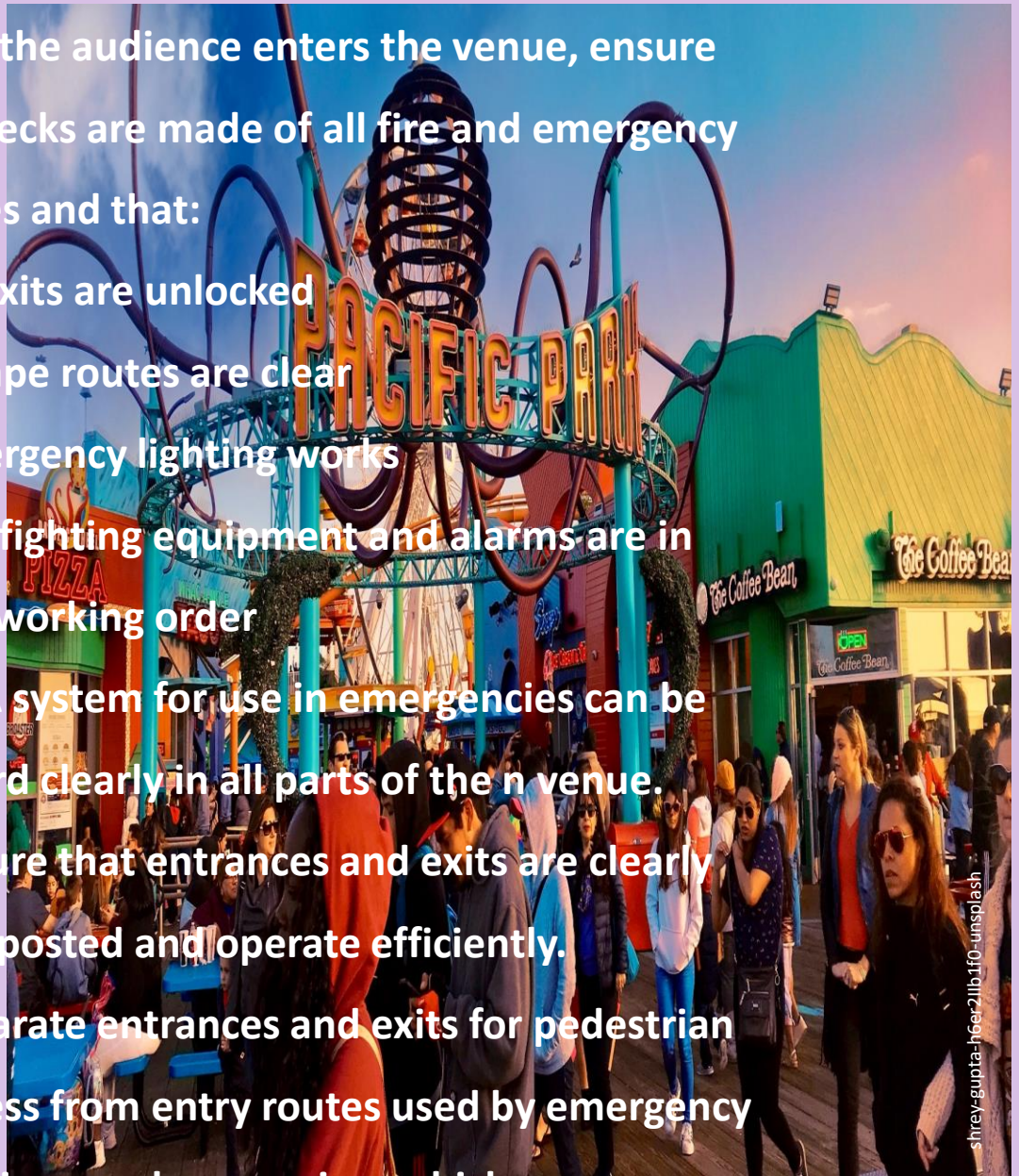
TOPIC 5 : IMPACT OF EVENT INDUSTRY

CROWD MANAGEMENT

Entry and exit of the audience:

Before the audience enters the venue, ensure that checks are made of all fire and emergency facilities and that:

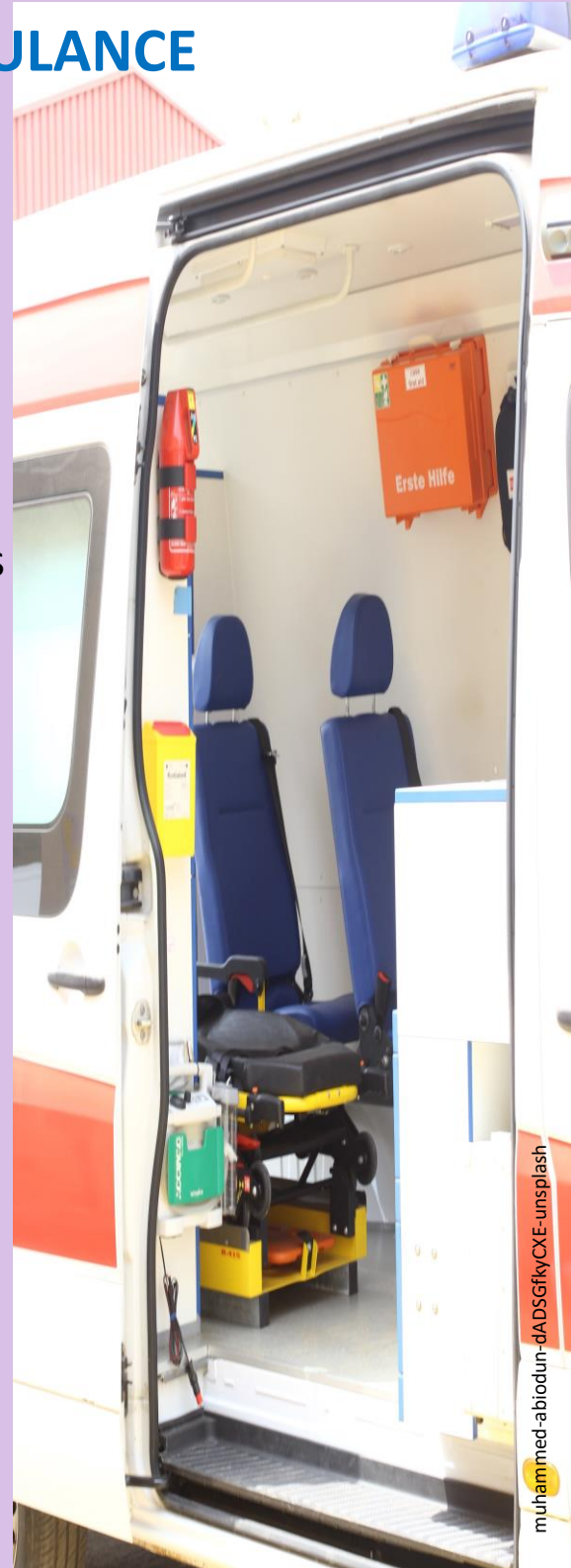
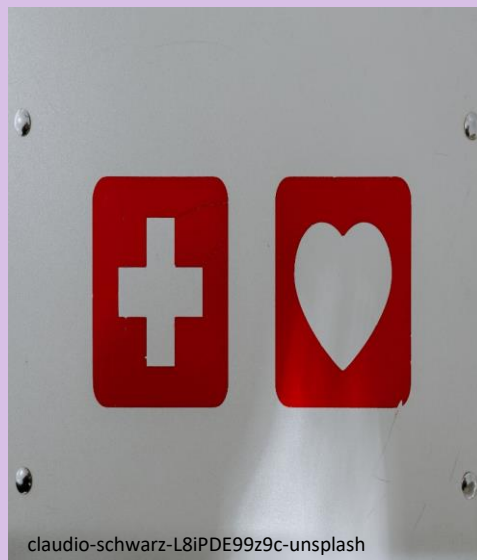
- all exits are unlocked
- escape routes are clear
- emergency lighting works
- fire-fighting equipment and alarms are in full working order
- a PA system for use in emergencies can be heard clearly in all parts of the venue.
- Ensure that entrances and exits are clearly signposted and operate efficiently.
- Separate entrances and exits for pedestrian access from entry routes used by emergency services, and concession vehicles.



TOPIC 5 : IMPACT OF EVENT INDUSTRY

MEDICAL, AMBULANCE AND FIRST AID MANAGEMENT

- Planning
- Named manager
- Confirmation
- Specific considerations
- Sterile routes
- Location
- Vehicle movement
- Communications



TOPIC 5 : IMPACT OF EVENT INDUSTRY

HEALTH AND SAFETY RESPONSIBILITIES

Duties of the event organizers (Employers)

- Provide and maintain workplaces, plant and systems of work that do not expose employees to hazard.
- Provide information, instruction, training and supervision so that employees can perform their work safely.
- Provide employees with adequate protective clothing and equipment free of charge where hazard cannot be avoided.
- Ensure safe use, cleaning, maintenance, transportation and disposal of substances and plant in the workplace.
- Consult and co-operate with safety and health representatives related occupational safety and health matters.

TOPIC 5 : IMPACT OF EVENT INDUSTRY

HEALTH AND SAFETY RESPONSIBILITIES

Duties of contractors, subcontractors and self-employed people

- Must ensure workplace is safe
- Ensure that anyone can safely enter or leave it.



TOPIC 5 : IMPACT OF EVENT INDUSTRY

FINAL EXIT

- An exit from a site, event or venue where people can continue to disperse in safety and where they are no longer at danger from fire and/or smoke.
- all necessary fire safety features are available and in effective working order



- fire doors are not wedged or propped open
- exit routes and exit doors are adequately signed and illuminated
- the appropriate number of staff are present and have the necessary training
- equipment provided to assist the evacuation of disabled people is operative.
- exit doors are unlocked and readily available for use with any emergency fastenings working effectively
- exit routes and exit doors (both internally and externally) are free from obstruction

TOPIC 5 : IMPACT OF EVENT INDUSTRY

PLACE OF SAFETY

- A place, away from the site, event or venue, in which people are at no immediate danger from the effects of a fire.
- identify an area/field as a designated place of total safety, which may be within the site boundaries, to which people are evacuated;
- the designated place of safety does not place people at undue risk from other sources, e.g. vehicles on a busy road.



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TOPIC 5 : IMPACT OF EVENT INDUSTRY

THE OCCUPANT CAPACITY



- The number of people present will influence your assessment of the requirements for escape routes.
- ensure that escape routes are sufficient to enable the maximum number of people likely to use your event or venue at any time to escape safely.
- If necessary, to increase the size and/or number of the escape routes or restrict the number of people on site, as appropriate.

TOPIC 5 : IMPACT OF EVENT INDUSTRY

EXERCISE 9:

☐ Give FOUR (4) impact of event.

i) _____

ii) _____

iii) _____

iv) _____

TOPIC 5 : IMPACT OF EVENT INDUSTRY

EXERCISE 10:

- ☐ What do you think about the positive and negative impact of a rock concert towards the community?
- ☐ Should we proceed organizing event that seems to give more negative impact towards the community but gave high impact towards economy?

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT



PROJECT MANAGEMENT PHASE

- i. INITIATION
- ii. PLANNING
- iii. IMPLEMENTATION
- iv. THE EVENT
- v. SHUTDOWN

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

PROJECT MANAGEMENT PHASE

I) INITIATION

- Characterized by the idea of the event being developed and setting the objectives
- Include a feasibility study
- Include site and date suggestions, possible sponsors, draft budget, possible risks
- The end of initiation phase is whether to proceed with the event or not.

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

PROJECT MANAGEMENT PHASE

II) PLANNING

- Working out what is needed and how it will fit together
- Starting point rather than a finished plan
- Once the plans have been formulated they need to be implemented

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

PROJECT MANAGEMENT PHASE

III) IMPLEMENTATION

- The characteristics of this phase are:
 - The application of all the plans such as hiring staff, confirming contractors and carrying out promotional schedule
 - Monitoring and controlling: testing the plans and confirming how relevant they are
 - Making decision based on the comparison between the plans and reality.
 - Work in progress reporting to stakeholders
 - Active risk management planning

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

PROJECT MANAGEMENT PHASE

IV) THE EVENT

- The monitoring and controlling day of the event
- The management will run the event by looking for errors and making on the spot decision

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

PROJECT MANAGEMENT PHASE

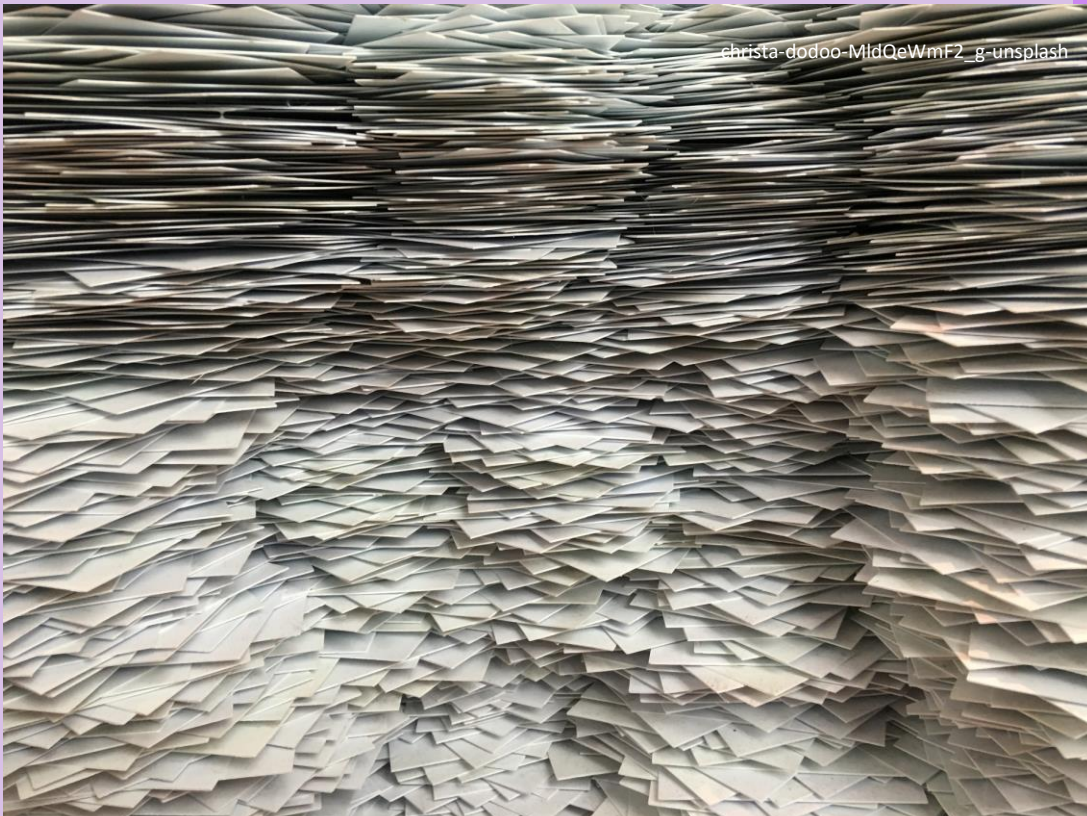
V) SHUTDOWN

- Requires separate series of task and responsibilities
- Management will scale down and return to their pre-event formation
- Includes the on site shutdown and the management closure
- Includes preparations for the next event.

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

COMPONENTS OF EVENT PROPOSAL

- i. INTRODUCTION
- ii. OBJECTIVE
- iii. DETAILS OF THE EVENT
- iv. BUDGETING



TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

COMPONENTS OF EVENT PROPOSAL

i. INTRODUCTION

- An introduction is the first paragraph of a written describing general introduction to the proposed event.
- Gives the reader the beginning of the piece of thread so they can follow it.

ii. OBJECTIVES

- Used to quantify progress towards an event's goals and as such set performance benchmarks

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

Objective should be SMART

- i. **Specific** – Focused on achieving an event goal or purpose.
- ii. **Measurable** – expressed in a way that is quantifiable
- iii. **Agreeable** – agreed on by those responsible for achieving them
- iv. **Realistic** – in terms of the event organization having the human, financial and physical resources to achieve them
- v. **Time Specific** – to be achieved by a particular time.

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

COMPONENTS OF EVENT PROPOSAL

iii. DETAILS OF THE EVENT

-Include event venue, date, time, event tentative, VIP guest and target participants.

iv. BUDGETING

-Described as a quantified statement of plans.

-Includes costing and estimating income and allocating financial resources

-Used to compare actual costs and revenues with projected costs and revenues.

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

EXERCISE 11:

☐ List FIVE (5) project management phase

i) _____

ii) _____

iii) _____

iv) _____

v) _____

TOPIC 6 : PROJECT MANAGEMENT FOR EVENT

EXERCISE 12:

- ☐ Why it is important to conduct SWOT analysis on an event that will be organize?
- ☐ Explain briefly what is feasibility study for an event

SAMPLE EXAMINATION QUESTION

OBJECTIVE QUESTIONS

1. Identify the **CORRECT** event characteristic.

- A Suitability.
- B. Intangibility.
- C. Availability.
- D. Possibility.

2. Choose the following answer that in **NOT TRUE** about local event.

- A. Creating a sense of place.
- B. Give negative image towards organizers if successfully organized.
- C. Creating pride in community
- D. Targeted mainly at local audiences.

3. Choose the **RIGHT** category of meeting.

- A. Symposium.
- B. Chat.
- C. Practical.
- D. Incentive.

4. Choose the **BEST** from the following that refers to weakness analysis.

- A. Enthusiasm and commitment.
- B. Unexpected positive publicity.
- C. Poor weather.
- D. Lack of skills.

5. Identify the **CORRECT** positive social cultural impact of event

- A. Create better social interaction.
- B. Manipulation of community.
- C. Promotion investment.
- D. Increase expenditure.

6. Choose the **CORRECT** planning activity phase in project management.

- A. Working out what is needed.
- B. Include post mortem.
- C. Monitoring and controlling.
- D. Management closure.

SAMPLE EXAMINATION QUESTION

STRUCTURED QUESTIONS

QUESTION 1

- a) Describe **FIVE (5)** motivations for attending festival events.
- b) Explain **FIVE (5)** types of meeting.

QUESTION 2

- a) Discuss the role and responsibility of party planner.
- b) Describe **FIVE (5)** positive economic impacts of event.

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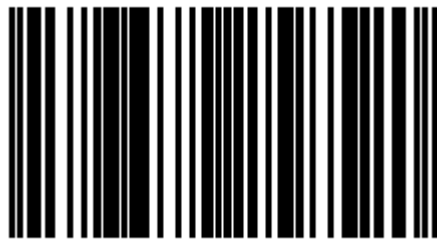
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ISBN 978-967-2258-52-0



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