



Elina Fjodorova

1920297

University of Wales Trinity St David
Academic And Employability Skills

Event management



Event managers plan and organise promotional, business and social events. They're responsible for running a range of events, ensuring the target audience is engaged and the message of the event is marketed properly. Events play a huge part in the success of a brand or an organisation.

You'll need to have:

- organisational skills and attention to detail;
- communication and interpersonal skills;
- negotiation skills when looking for the best price from venues, suppliers and contractors;
- time-management skills and the ability to work under pressure to ensure the efficient running of an event;
- project management experience;
- problem-solving skills and diplomacy;
- sales and marketing skills to promote the event and attract sponsorship;
- the ability to manage budgets;
- a flexible, target-driven, proactive approach;
- administrative and IT skills;
- self-motivation and enthusiasm.



SWOT Analysis for a successful event:

Strength includes all the attributes and features that make your event achieving and successful. Think about what is the strong feature of your event.

For Example, if it is a workshop that you're planning to conduct, then the offerings that you're giving to your attendees should be your strength. Your strengths can also be promotions and marketing tactics.

Weaknesses are the features and attribute that refrain your event from becoming a success. Think and know about the weak features of your event.

For Example, if you're organizing an event, an inexperienced event team or an inefficient management system can be one of your greatest weakness.



Opportunities are the external factors that positively contribute to your event goals. Never miss out on these. Make proper use of these opportunities to make your event a success.

For example, if you're organizing an event, the little competition, your brand reputation, and the favorable economic conditions are a few examples of opportunities.

Threats are the external factors that may pull you back from achieving your event goals. Be aware of these threats and make sure your event is not affected due to this.

For example, if you're organizing an event in an open arena, bad weather condition can be a threat to your event.

SWOT is very effective in building organizational and personal strategies. It is possible to execute a Strategic-oriented analysis with the recognition of internal & external factors (using 2*2 matrix), selection and evaluation of the important and relevant factors, the relationship between these factors.



6 Effective Time Management tools:

1. Work towards your goals

It's important to define your goals well before any event, and keep them in mind throughout the planning process. Make sure you're engaging in activities that support those event goals. Any task that does not directly align with your event goals could potentially waste valuable time.

2. Plan ahead & plan for the unknown

Minimize daily stresses by having a clear idea of what needs to be done on a day-to-day basis. Take a few moments at the end of the night, or first thing in the morning, to plan what tasks absolutely need to get done before the day is over. It's also imperative to leave some time open for unforeseen circumstances. As an event planner, things will often come up that you didn't plan for. Keeping this in mind will allow you to allot time towards any emergencies that present themselves.

3. Don't be afraid to delegate

Event planning is a team sport, so it's important to make use of every member of the team. Instead of taking on all the tasks, an event planner can benefit from learning their team's skills and expertise and delegating as necessary. In addition to making better use of their time, event organizers can simultaneously develop leadership skills that are vital to professional development.



4. Minimize distractions

Whether it's social media, bad reality TV, or Netflix, we all have our vices — mine is a combination of the three. But for an event planner with an upcoming event, distractions are absolutely detrimental to your time management success. Take note of things you're doing that waste time and mentally track self-induced interruptions to try to maximize your time. Successful event planners are amazing multi-taskers, but they also know when they need to focus on one task with no distraction.

5. Make time for yourself

Busy event planners tend to work from sunup to sundown. While that may seem like a good use of time, it can actually be damaging. A pro tip for good time management is to make sure to make some time for yourself, whether it be a coffee break, a quick afternoon walk or a break to hit the gym.

Working non-stop can make you burn out much faster.

6. Don't be afraid to say no

During event season, event planners need to be experts at prioritizing. That means sometimes saying no when things come up that could take away from other important, must-do tasks. Good time management skills aren't about saying yes to everything and killing yourself trying to accomplish it all in a day, it's about knowing what you have the capacity to do and when to say no.

No matter what, event planners will always be busy. It's just part of the job. Being an event planner was ranked as one of the highest stress jobs, after all. But being extremely busy doesn't necessarily have to cause you extra stress if you follow these time management tips.



Personal Development Plan:

1. Increasing the level of cross-cultural awareness;
2. Learn from real events;
3. Keep abreast of the latest trends and news from the event industry;
4. To be increasing the level of knowledge about theoretical aspects of event management;
5. Improve personal leadership skills;
6. To be enhancing the level of personal creativity;
7. To be improving personal time management skills;
8. To find a personal coach among accomplished event managers.

It is important to note that personal development needs to be perceived as a continuous process throughout the whole duration of career rather than being accepted as a one-time or occasional initiative.

Accordingly, all aspects of personal development plan provided in table above such as increasing the level of cross-cultural awareness, learning from real-life special events, remaining updated with the latest trends and news in events industry, and to be improving personal leadership skills are going to be invested in for the whole duration of career.



Tips to help you start your career in event

Be up-to-date with market trends

The events industry is always progressing, stay on top of market trends and emerging technology by reading blogs, articles and books by industry experts. Make a note of the resources you use and be sure to mention them in your interview – it'll show willing.

Know what events companies are right for you

Although some events companies will work with a variety of events, many will specialise in one type. This can be charity, music, corporate or conferences etc. Do your research into each of the sectors – more on this later – and make sure that you target the right company for you.

Network

Social media makes networking easier than ever before. Sign up to Twitter and LinkedIn and start following and connecting with industry influencers, event companies and relevant people. Listen to what they say and interact with them where you can. Once you've built that online relationship, be brave and contact them directly asking for advice or potential job vacancies. Learn how to use social media to network by reading our guide.



Be creative at the interview

In such a creative industry make an impression by thinking outside of the box. If you haven't been asked to prepare something for the interview, take the initiative and come up with some ideas that would help raise the profile of their company. Going above and beyond will prove your enthusiasm for the industry.

With so many people battling for valuable paid work experience, consider voluntary work or organising your own social events. Any hands-on experience will make you an attractive prospect to a potential employer.

National Careers Service says: "You could gain experience of organising events and activities in your social life. Paid or unpaid work as a crew member at large events or exhibitions can also be a good way of building contacts within the industry. "



References

Spencer & Spencer, 1993

Cunningham, I., Dawes, G. & Bennett, B. (2004) "The Handbook of Work Based Learning" Gower Publishing Ltd

Event Management Careers Guide - Starting An Event Career (20bedfordway.com)

<https://eventacademy.com/news/what-is-event-management/>

<https://www.visitmonmouthshire.com/events-management/summary.aspx>

<https://capstoneprojectwriters.com/event-management-literature-review/>

Event Studies: Theory, Research and Policy for Planned Events By Donald Getz, Stephen J. Page