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EVENT MANAGMENT

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**ABSTRACT**

There's a lot to cover, which is why, in this article, I'm going to walk you through the key concepts of event management, showing you how they can be applied directly to your events.

**Keywords:** Economy, Management, Organization, Holidays, People.

**Introduction**

The first stage of any successful event is to define your objective and create an action plan of how you're going to make it happen. Start off by identifying what it is you want to achieve, focus on one goal and really go for it. In many instances, this will be self-evident. For example, maybe you want to launch a new product or perhaps you want to generate extra leads. Whatever you decide, it's essential to get into the specifics as this will give you a clearer vision of the event, making it easier to manage in the long run. Then, once you've identified your objective it's time to start doing your research. Microdisect what it is you want to achieve and map out the actions that will get you there. This will help refine the scope of your event and identify the actions required to achieve your goal.

To successfully hold a major business event or a significant family celebration, you need a talented organizer - an event manager. He is responsible for preparing the event so that the invited persons complete the planned tasks and / or have a pleasant time. We tell you exactly what this specialist does, how to become an event manager.

Event (event) - an event. So called image, business, advertising or entertainment public events. They are prepared and carried out by creative people who have organizational skills, are able to communicate with people and quickly resolve conflicts. An event manager (event manager, event manager, producer) is an organizer, a multi-tasking event specialist who is trusted by legal entities or individuals to manage an event.

Professionals are invited when you need to:

- sports tournament;
- forum, business meeting;
- promotion, exhibition;
- training, master class;
- concert, ceremony;
- outbound tour;
- international conference;
- family celebration;
- corporate or city holiday.

The specialist develops the concept of the event and organizes its implementation. The main task of an event manager is to make the event bright, so that participants and guests positively celebrate the organization of a holiday or business meeting.

Organising events is a big challenge, but it is an activity that can bring huge benefits. And this is why event management is so crucial, it helps to mitigate risks allowing you to focus on the things that matter most. So the more time you invest in event management, the more professional your event will be.

+ of the profession

✓ Demand. The profession is popular, so event specialists will never be left idle. They can work in a certain company, independently or as part of a team.

✓ Opportunities. An event manager meets interesting people, finds new friends, develops imagination and creativity, and makes decent money.

of the profession

× Stress. Event management is hard work that takes a lot of time and effort. The specialty is one of the most stressful professions with an irregular work schedule.

× Divergence of interests. The vision of the organizer does not always coincide with the opinion of the employer. You have to adapt to other people's requirements, repeatedly rewrite the script, spontaneously change it in the course of action.

× Multitasking. The main activity of the event manager is related to marketing, PR, advertising, and sales. He manages finances, distributes the allocated budget, which is often modest and forces one to look for non-trivial ways out of the situation.

Event workers are needed by agencies that deal with the organizational issues of holding chamber and mass events. Some companies prefer to have such an employee on their staff. Each employer clearly defines the range of duties that a specialist must perform. The requirements of companies sometimes differ greatly. It depends on the direction of their activities, the nature of the activities. But every event manager must have certain Hard Skills and Soft Skills.

Professional skills (Hard Skills) include organizational skills and abilities:

- think logically and creatively;
- work in multitasking mode;
- make the right decisions quickly;
- solve problems of any complexity;
- be well versed in the event market;
- monitor and use new trends and technologies in the field of advertising and marketing;
- control multi-stage processes.

Personal qualities (Soft Skills) include activity, initiative, sociability and skills:

- speak correctly;
- easy to find an approach to any person;
- quickly resolve conflicts.

Event management is an activity that is always accompanied by a high emotional load. It is difficult to withstand an irregular schedule, frequent force majeure and customer anxiety. You need to be a passionate person, be able to multitask and find a creative approach to any event. The profession contributes to the continuous improvement of professional skills and personal qualities.

The main responsibilities of an event manager are the development and holding of offline and online events, cost planning, searching for contractors, designing locations, and monitoring the work of service personnel.

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