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DEPARTMENT: TOURISM

COURSE CODE: TEM 112

COURSE TITLE: PRINCIPLES OF EVENT MANAGEMENT II

MATRIC NO: 19/SMS06/007

ASSIGNMENT: 1. Define theme events and state 5 characteristics of theme events. 2. Briefly explain five key domains or areas of events management process. 3. Explain the role of operation and marketing in corporate event management.

THEME EVENT: When planning an event, one of the first things you need to decide on is the event theme. A theme is the overarching idea or concept behind your event that not only gives the event structure, but can inspire guests and reinforce your events message and key takeaways.

CHARACTERISTICE OF THEME EVENTS

1. Know your event objectives
2. Know the nature of your event
3. Know your audience
4. Know your venue
5. Know the event colours.

THE FIVE KEY DOMAINS OF EVENTS

1. Planning: planning is the fundamental management function, which involves deciding beforehand, what is to be done, when is it to be done, how it is to be done and who is going to do it. It is an intellectual process which lays down an organization’s objectives and develops various courses of action, by which the organization can achieve those objectives. It chalks out exactly, how to attain a specific goal.
2. Organizing: this refers to the way in which the work of a group of people is arranged and distributed among group members. The function of organizing includes the determination of the activities to be performed; creation of departments, sections and positions to perform those activities; and establishing relationships among the various parts of an organization.
3. Controlling: this is the measuring and correcting of activities of subordinates to ensure that events conform to plans. It measures performance against goals and plans, show where negatives deviations exit, and, by putting in motion actions to correct deviations, helps ensure accomplishment of plans.
4. Leading: this is influencing of people so that they will contribute to organization and group goals; it has to do predominantly with the interpersonal aspect of managing. Leading involves motivation, leadership styles and approaches and communication.
5. Staffing: this involves filling, and keeping filled, the positions in the organization structure. This is done by identifying work-force requirements; inventorying the people available; and recruiting, selecting, placing, promoting, appraising, planning the careers of, compensating, and training or otherwise developing both candidates and current jobholders to accomplish their tasks effectively and efficiently.

ROLE OF OPERATION AND MARKETINGIN CORPORTE EVENTS MANAGEMENT

 One of the roles of marketing and operations in event management is to help define the company’s long term goals and then provide the oversight necessary to keep a company on course.

 It serves as the backbone of a marketing team, delivering planning, governance and support functions to allow core marketing functions to focus on delivering value.

 It focuses on end-to-end marketing optimizing from planning and budgeting to execution and analysis.