An **event** is something that happens, [especially](https://www.collinsdictionary.com/dictionary/english/especially) when it is [unusual](https://www.collinsdictionary.com/dictionary/english/unusual) or important. You [can](https://www.collinsdictionary.com/dictionary/english/can) use **events** to [describe](https://www.collinsdictionary.com/dictionary/english/describe) all the things that are happening in a [particular](https://www.collinsdictionary.com/dictionary/english/particular) [situation](https://www.collinsdictionary.com/dictionary/english/situation).

CHARACTERISTICS:

They are generally expensive to stage

They usually take place over a short time span

They require long & careful planning

There’s often a lot at stake

They are often once in a lifetime experiences

AREAS OF EVENTS MANAGEMENT

PLANNING: The events manage must put together the event objective. This is a short state encapsulatingthe reasons for running the event e.g to raise money for charity, or to promote a company, etc. It is important to have an objective because it establishes the motivating factor that all individuals involved can use.

EQUIPMENT: Electrical system can be used through the venue and additional power can be hired from elsewhere, he price would need to be determined however. However generators would be hired if for example the event was outside. The technician would be responsible for the safe keeping of the equipment during and after the event.

MANAGING: Being a good manager means being able to lead people, deal with problems and be good at compromising and negotiating. The manager will never alwaysget what they want staight away or easily, but they must find alternative ways to meet in the middle with other.

HOSPITALITY: Food and refreshments are an important part of an event because it ensures the public are being well looked for after and made feel welcome. It promotes a sociable, relaxed atmosphee and allows the audience to have a good time.

FIRST AID: Is an important necessity to be aware of at an event. There must be a trained first aider on site, more than one depending on the size of the venue/event. First aid is usually located away from a busy scene in order to keep the casualty calm an distressed

ROLES

Marketing

1. Responsible for the delivery and evolution of the marketing strategy and work with the CEO to implement further developments when necessary

2. Promote the IES brand, policies and core values.

3. Promote and expand the IES membership, including: Charterships, Fellowship, working with Fellowship committee, Student membership, conducting promotion in universities

OPERATIONS

Follow up on the concepts and proposals approved by clients and put them into reality.

Source for materials and act as a negotiator to obtain cost-effective prices from suppliers.

Key liaison between client, event managers, in-house designers and other 3rd party vendors leading up to the event, ensuring that both client and event requirements are met.

Apply for licences, permits required with the relevant authorities.