

1) Theme event : when planning an event the thing needed firstly is event theme. A theme is the over reacting idea or concept behind your event, that not only gives the event structure but can inspire guests and reinforce your events message a key take away.

2) Characteristics of theme events

- Know the nature of the event
- Know event colour
- Know venue
- Know your main objective
- Know your main audience

- Organizing: this refers to the way in which the work of a group of people is arranged and distributed among group members. There work is , creation of departments.
- Planning: planning is fun fundamental management function which involve deciding before hand, what is to be done, how it is to be done and who is going to do it.
- Controlling: this is the measuring and correcting of activities of subordinates to ensure that events conform to plans.
- Leading: this is influencing of people so that they will contribute to organization and group goals, it has to do predominantly with interpersonal aspect of managing.
- Staffing: this involves filling, and keeping filled, the position in the organization structure.

3) 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.

4) 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.

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