

**GROWTH AND DEVELOPMENT OF EVENT  
MANAGEMENT SECTOR IN RAJASTHAN: AN  
EVALUATION**

A

Thesis

Submitted for the Award of Ph.D. degree of

UNIVERSITY OF KOTA

in the

Faculty of Commerce and Management

By

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May 2017

### **Candidate's Declaration**

I hereby certify that the work, which is being presented in the thesis, entitled **“Growth and Development of Event Management Sector in Rajasthan: An Evaluation”** in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy, carried under the supervision of Dr. Anukrati Sharma and submitted to the Department of Commerce and Management, University of Kota, Kota represents my ideas in my own words and where others' ideas or words have been included. I have adequately cited and referenced the original sources.

The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any Institutions. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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He/ She has completed the following requirements as per Ph.D regulations of the University.

- (a) Course work as per the University rules.
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## **Thesis Approval for Doctor of Philosophy**

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## Acknowledgement

Prima facie, I am grateful to the God for the good health and well being that were necessary to complete this thesis work. I would like to show my sincere gratitude and appreciation to the people that have helped me during the process of writing, making this thesis possible.

It was difficult to achieve everything alone during the fieldwork in different cities of Rajasthan, including questionnaire and interviews etc.

There have been many people who have walked alongside me during the last three years. They guided me, placed opportunities in front of me and showed me the doors that might be useful to open. I would like to thank each and every one of them.

Many special thanks to my guide Associate Professor Dr. Anukrati Sharma who through her valuable feedback and advice pushed me to work even harder. My thanks and gratitude to Prof. P.K Dashora, the Hon'ble Vice Chancellor, University of Kota, Kota who give me a chance to do the research work and gain some new knowledge. I would also like to express my deepest gratitude towards the Dean Prof. Rajeev Jain, Director Research Dr. O.P Rishi for their continuous support and help. Additionally, I would like to thank all the Directorate members Dr. Vipul Sharma, Mr. Ashutosh Srivastav and all library staff members for their support.

I would also like to thank all the Event Management companies, their Organizers that took part in the study for their time and interest and agreed to be interviewed and answer all the questions in questionnaire. Special thanks go to my family members, my parents and my husband, without their encouragement, constant support and prayers I could not have completed this dissertation. Last, but not least, I would also like to thank my friends and my colleagues for their continuous support and always being there when I needed them the most.

I will therefore indubitably remember the writing of this thesis as an important *Event* in my life – a challenging, yet very exciting one.

Thank you all for making it happens.

Shruti Arora

## **Abstract**

“Without preparing in advance, whether that means having a back up caterer or finding reserve speakers in case a headliner bails, good grounding can avoid failure. Sometimes the unexpected happens, but the best event planner knows how to get out of a clammy situation.”

Event management is an omnipresent word in modern society. The word can be used for small business or large corporate shows or mega shows and also for big international sport events, such as the Olympic Games.

The past decade of the Indian economy has witnessed an upsetting growth in the size of Event Management Industry. It has grown by leaps and bounds in the recent past and most of the experts in the industry muscularly believe that this is just the beginning of a new era.

The scope of Events has been widening day by day and the Events & Entertainment Industry today encompasses events like Fashion & Celebrity shows, Film awards, Celebrity promotions, Road shows, Musical concerts, Bollywood-shows, Television, Reality shows Company conferences, Banqueting facilities, Tourist attractions, Sports, Culture, Corporate seminars, Workshops, Exhibitions, Wedding celebrations, Birthday parties, Theme parties & Product launch. The continuous rise in the number and the scale of all such events has emerged as the main growth drivers in the sector.

Events are playing an increasingly important role in the Marketing and Communications mix for all companies. Today, Event Management has become an integral part of any Marketing plan. A huge number of companies have already accepted the benefits of Direct Marketing through Events. Events are measured as a means to Launch, Advertise or Build a brand.

Organizing an Event is a difficult task. There is a mixture of stages in Event Management, which should be followed in an organized order to yield better customer satisfaction. The management of Events is an interdisciplinary task, addressed in the most miscellaneous fields in practice and in research establishments.

Our research explores, describes and tries to explain the concise overview of Event Management Sector in Rajasthan, their sustainability, how specific events are organized, and the opportunities for a person to enter into an Event Management Industry.

This thesis is structured as follows:

Chapter One includes the Introduction of the Event, Management and Event Management. Further the chapter also covers the various types of Events, Event Life Cycle, Event Management as an Industry and the New and Innovative Trends in Event Industry as well as FoREM.

Chapter Two contains Review of Literature related to the Events, Management, Tourism, Hospitality etc. that the researcher has done in the research. The detailing and explanation of the reviews done by the researcher are written in *Italic form*.

Chapter Three gives an outline on Event Planning and the steps involved in Event planning, Event Budgeting and Budgeting principles, Event Organizing, Event Marketing and Sponsorship and also the role that the Media plays in promoting an Event.

Chapter Four focuses on the Research Methodology used for Event Management Companies, problem statement, objective of the study, the sampling framework and on this basis hypothesis is framed.

Chapter Five includes the Data Analysis and Data Interpretation using percentage method and ranking method. The data analysis is in form of tabulation, pie-charts and bar graphs.

Chapter Six consist of the Findings drawn by the researcher according to the study conducted, and on the basis of that findings, recommendations are made.

During the research work, some limitations were also there that are included in this chapter with the scope of further research.

This thesis concludes that if the Event Management Companies wants to grow and develop at a faster pace, the companies should think that for Events of any kind, marketers seek to attract fans and create an awareness of the Event especially through Web Marketing or making use of Social Media. Guerilla marketing strategies can also be adopted, which is an unusual way for marketing the Events. The Company can also take steps in performing Corporate Social Responsibility (CSR) which can improve the success rate of the company.

The main objective of this thesis is to do research on the Growth and Development of Event Management Companies in five cities of Rajasthan, their benefits and role of Event organizers in organizing an Event. The researcher carried semi-structured questionnaire with representatives of five different cities of Rajasthan.

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# **Chapter One**

## **Conceptual Framework of Event Management**

# Chapter – One

## Conceptual Framework of Event Management

### 1.1 Introduction to Event, Management and Event Management

Events have been around eternally.

The word ‘event’ is resultant from the Latin word ‘eventus’ and was originally used to explain big happenings out of the ordinary.

Management has its extraction in the Latin word ‘manidiare’, which is derived from the Latin word ‘manus’. The word ‘management’ is used to reveal the movement of organizing a group of people to achieve a preferred outcome.

Event management is managing an Event. In very simple terminology, managing an Event requires a set of skills that can be derived with skill, talent and today, there are colleges and institutions that offer event management as a topic of study and education. Today, the concept of events includes a large mixture of social gatherings, meetings, sports, shows, and performances. It has become a trend or craze to utilize the word ‘event’ for the whole thing that is happening. The number of events has mature rapidly and an industry around events has evolved.

Event Management is the practice of analyzing, scheduling, marketing, producing and evaluating an event. It is a diverse way of promoting a product, service or thought. If an event is managed competently and successfully, it can be used as a very powerful promotional tool to launch or market a product or service. Event Management requires certain center values to be deployed to every element, method and decision to validate professional approach and achieve effective and efficient results.

Event management is a form of project management that involves the creation, development, and execution of processes for the promotion of different types of events. It helps in creating and enlarges events such as fairs, conferences, festivals, seminars, trade exhibitions, business meetings, and conventions

events. The Event Management industry consist of different types of occasions that diverge from ceremonies, conferences, events, trade shows, sporting events, etc.

Event Management 15 years ago from now would have meant nothing in the Indian corporate world. At this moment, it conjures up the image of celebrities packaged with glamour and flashiness in a gala event that is carefully planned and well turned out. Event management in India, which was born somewhere in mid 1980s, has grown in to a highly specialized and tech-savvy industry over the years.

Events are by and large categorized into numerous groups based on their objectives and goals.

A broad meaning of Event:

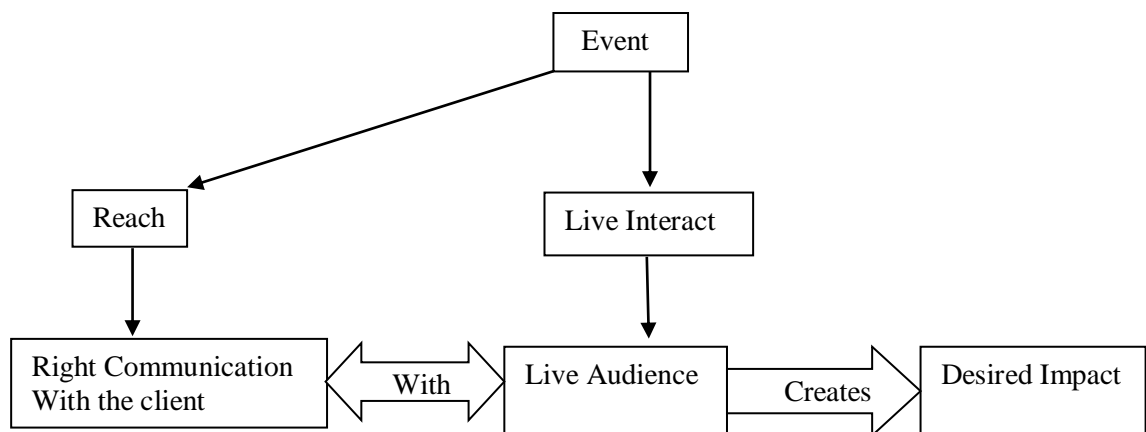


Figure: 1 (Source: [www.slideshare.net/yashwant434/24687200-eventmarketingproject](http://www.slideshare.net/yashwant434/24687200-eventmarketingproject))

### **Event**

It can also be explained as -

E – Entertainment (Events include leisure with fun, games and information)

V – Venue (Place for conducting the event successfully)

E – Equipment (Technical and non-technical tools, used to run the show successfully)

N – News (News about a new product, movie, activity or offer)

T – Team (Event involves incorporated effort of individuals)

S – Strategy or approach (Various tactics used like financial, marketing, technical and human resources strategy)

(Source: *A Book on Event Management-. Annie Stephen, Hariharan, 2014 Himalaya Publishing House*)

## **Market Research in Event Planning**

- 1) Before organizing an event, the one has to find out whether there is a market (i.e. audience) for the intended event or not.
- 2) Market Analysis - Market Analysis means finding information about your target audience. To find out the demographic classification of target audience like their age group, sex, qualification, income, status, likings or disliking, etc. Knowing the target audiences customs, traditions and religion is very important.
- 3) Competitors Analysis- It means finding information about the competitors. I.e. finding out how they promote and execute their events. What they do in there events? Why people come to their events? The event description will hold things like:
  - Seating and light preparations
  - Promotional materials used
  - Blueprint of the whole location
  - Program and food menu
  - Contact details of sponsors, partners, clients (for whom the event is organized)
  - Service providers like Anchors, Performers, photographers, videographers, decorator, florist etc.

It is important to check out more and more information as possible about events that are organized by the competitors.

## **1.2 Types of Events**

The Events can be classified into three ways:

- 1) Corporate Events
- 2) Private Events
- 3) Charity or Fund Raising Events

*(Source: [hndeventmanagement.weebly.com/classification--types-of-events.htm](http://hndeventmanagement.weebly.com/classification--types-of-events.htm))*

### **1) Corporate Events**

Corporate events, used for a business to promote their companies brand and products such as

- Ensuring team building exercises

- Business dinners
- Conferences
- Networking events
- Seminars
- Product launches
- Meetings

A business will use corporate events to help build professional relationships between employees which will benefit staff announcement to make a business expand.

Corporate Events may be utilized by businesses of all sizes to seem for new business, generate a corporate or brand image, and maintain and build loyalty with existing suppliers and customers.

## 2) **Private Events**

Private events are used for individuals who can book venues such as

- Wedding
- Birthday parties
- Festival gatherings

## 3) **Charity/Fund Raising Events**

Charity events are used for individuals to raise money for a charity of their choice by events such as

- Society balls
- Sports events
- Charitable
- Auctions

Some charity events may ask for sponsors for an individual contribution in an event to elevate money for charity these events range from

- Sponsored runs

- Sponsored cycling
- Sponsored skydiving
- Sponsored walks etc.

Sponsorship represents a give and take connecting a non-profit and a business. In Sponsorship money is donated toward costs interconnected with a charity event, and in return, the charity event affords the business low cost public experience and marketing. A charities sponsorship success rate is muscularly dependant on the perks that it can offer likely business partners (Lyons, 2012).

### **Size of Events**

In terms of Size events can be classified as follows:

- **Mega Events**

The largest events are called as Mega Events; which are generally targeted at International markets. All such events have a specific succumb in terms of increased tourism, media exposure and economic collision.

Example: The Olympic Games, Common Wealth games, Maha Kumbh Mela

- **Major Events**

These events attract noteworthy local interest and large number of participants as well as generating significant tourism profits.

Example: Jaipur Literature Festival

- **Regional Events**

Regional events are designed to increase the demand of a specific tourism destination or region.

Example: Delhi Half Marathon, Pushkar Mela



- **Minor Events**

Most events fall into this category and most event managers gain their experience. Annual events fall under this category. There are onetime events including Historical, Cultural and Musical and dance performance. Meetings, Conventions, Award ceremonies, exhibition and many other community and social event fit into this category.

Example: Annual Trade Fair Organized in Delhi

### **1.3 Event Management Process**



*Figure: 2 (Source: <http://www.slideshare.net/rnbernard/five-steps-to-a-successful-event>)*

Each player in the Event Management industry follows a unique process to assure unflinching performance and success.

The first step of the event management process is research, which is basically the process of collecting information. Research is among the most imperative steps of managing an event because it is carried out before the event lowers several risks, allowing planners to accomplish results that are as close to the designed results as possible. Investigation allows planners to concentrate on fulfilling and meeting the demands, preferences, needs, and goals of potential customers.

When the research stage is fulfilled, the event manager gains a complete perspective about the event to be planned. This helps the event manager design the event, which constitutes the subsequently step of the event management process. This is another significant step in the process as it is during this phase that event organizers have to consider and plan out every small aspect of the event, thus laying out the blueprint for the final event. The tradition/culture of any business plays an important part in designing of event.

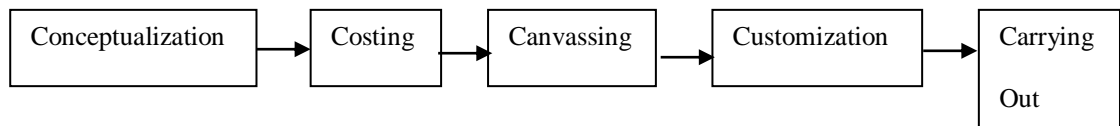
Once the designing is completed, the planning and groundwork for the event begins. This is amongst the lengthiest stages of the event management process. After that step is event synchronization, which is the implementation phase of the event management process. It is during this stage that the actual event takes place.

The final step in the process is evaluation. An event can be analyzed in unusual ways, such as all the way through written surveys, phone or e-mail-based surveys, etc. Evaluation can be carried out before as well as after an event. These evaluations help event managers to realize participants' opinions as well as collect other information and facts that can be used to analyze the success/failure of events.

For corporate as well as non corporate, events are a big agreement and have to be handled and maintained well and with planning as well as insight. Events are gatherings of people and occasions- the key is to have a good congregation where people are not uncomfortable and where they leave the celebration or event feeling satisfied.

#### **1.4 The Event Life Cycle – 5 C's (Life Cycle Phase of Event)**

The goal of any event organizer is to put on the best event possible, to come away knowing that an event was a great success. However, some events are frequent and need to stay significant year after year. Consequently, the activities or action obligatory for marketing and managing events require certain steps to be followed that can be called the five C's of events.



*Figure: 3 (Source: A Book on Event Management- Annie Stephen, Hariharan, 2014, Himalaya Publishing House)*

#### **Conceptualization**

It involves conception of the idea and the theme for the event. It also takes into consideration the objective and the elementary need for hosting the event. Planning the theme of the event with due consideration to the objective, target

audience, venue for the event, time constraints, media coverage and planning the core elements of an event.

### **Costing**

It involves preparation of cost estimates and the sources of acquiring funds. It also involves the preparation of budgets. Creating a provision for risk coverage and managing uncertainties also forms part of the activities. Budgeting for profit margins, safety margins estimates etc. will ease out the financial management issues.

### **Canvassing**

This step requires much planning as Canvassing activities would involve obtaining sponsorships. Fund raising, networking and advertising to generate the required mileage for the success of the events.

### **Customization**

Everything is customized to suit the target audience and disseminate the message effectively. It emphasis on client satisfaction which is very important for making an Event successful. It involves a blend of creativity and suitability to match the changing trends and tastes of the customers.

### **Carry out**

In this approach, execution of plans takes place that will further the interests of the client. It includes set of activities and operations that lead to accomplishment of objective. It is a stage where the event's activities are in progress.

## **1.5 Event Designing**

Event Designing refers to designing events with a focus placed on the quality of the user requirements, experience and culturally related solutions. Designing of the event is an important task of the event manager.

Event Designing is a blueprint of the activities involved in an event. Event designing is aimed at creating a lasting impression in the minds of the participants and offer it a distinguished appeal.

The Elements in Event Designing are as follows:

- Theme

- Layout
- Decor
- Technical Requirements
- Entertainment
- Catering
- Supplies

### **1.6 Event Management as an Industry**

Event Management is a huge industry with mega shows and events hosted regularly. In India personal functions like marriages, anniversaries and birthday parties have become urgent social matters, and have to be proficiently organized. The climb of thorny, big and mega companies have brought out a stream of meetings, seminars, exhibitions, conferences, product launches with everything being a stuff of class and style. Then comes the enormous celebrity shows, international artists shows, shows for a cause, road shows, competitions, that India has seen of very late.

The Event management industry seems a historic strengthening over the last three decades, which has made it hard to comprehensive an overview of all the facets of Events and Event management. While several companies in this rising trade have good organizational structures and management processes in place, a somewhat puzzling picture evolves when looking at the entire event industry. However, in spite of that confusing structure remaining in place, the International Special Events Society (ISES) states that the event industry is still one of the world's fastest swelling, economically-lucrative industries, while "in the Western World most of the benefits have been squeezed out of process upgrading and neoclassical economics" (Clifton, 2009).

The topical enlargement of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games, have a large crash on the communities and, in some cases, the whole country. A bunch of industries, charitable organizations, and interest

groups will grab hold of events of some size in order to market them, build business relationships, generate money or observe.

In present era, the “green” thought is going to be an admired trend in the Event Management industry. Event planners are nowadays including environment-friendly mechanism. These include eco-friendly components, regionally found food items, and reusable plants and flowers. Several event planners are also working with recyclable label badges to diminish onsite wastage. Re-fillable drinking water channels are also being introduced in an effort to rotate bottled water.

Sadly enough, there has been no one body that has represented the benefit of this industry to Government, corporate industry forums, private and municipal licensing bodies, taxation authorities, or even individual clients, vendors or artists.

### **1.7 Present scenario of Event Industry in India**

According to Economic Times (as published on August 2016) Rs 6.4 Crores spent on event management during Prime Minister Narendra Modi's visits abroad in 51 countries.

EY-EEMA (Event and Entertainment Management Association) report entitled ‘Making experiences in India : The Events and Activations industry on 8<sup>th</sup> April 2015, Events and Activation industry said that there is growth at 15% to INR 4,258 crore in 2014-15.

Even though managed Events stay at the back of the primary service contribution, IP (Intellectual Property) and digital events are budding at a faster rate than managed events. There is an awful need for the business to toil on hiring the right talent, running costs, suggesting ROI to marketers and growing transparency in operations. According to the EY-EFMA report, the events and activations industry is expected to grow to Rs 5,779 crore by 2016-17. This growth will be on the back of marketers getting bigger their below-the-line (including digital) spends to 21% of their total marketing spends. The extension of Event industry is also be led by personal events, MICE (meetings, incentives, conferences and exhibitions), activations and sports. They acknowledged that

non-metro markets are projected to increase in enormity as marketers look to tier II and tier III cities for incremental growth, states the report. Digital events and commencement is also projected to grow appreciably on the back of smart phone penetration, internet availability and the cost efficiency of such campaigns for marketers.

According to Deepak Choudhary, an event industry enthusiast, Founder of Event Capital on 4<sup>th</sup> January 2017 says that 2016 was tough. The year 2016 has laid the foundation for growth of the organized event industry through the constant push on cashless economy by the government, growth of e-wallet platforms like PayTM, Free charge, etc. and also the increased number of tickets sales through online ticketing platforms like BookMyShow, Insider, etc

With the cash crunch, there has been a major shift in the level of artists sourced for events, especially weddings. In view of the fact that weddings are occasions that will not be cancelled, in the past couple of months smaller artists have benefitted, getting more bookings than what they usually receive.

According to the recently released EEMAX Global report, the total size of the event and observed marketing industry for the last audited year stands at INR 6250 Cr of which the organized sector represents INR 3750 Cr. Quite interestingly, the top 25 agencies of the total organized sector account for INR 2183 Cr, which means 59% of the organized market is split between these companies.

As published in Business Standard on August 18, 2009 “the size of the event management industry in India is about Rs 800 crore” Rising household as well as company incomes, growing number of corporate awards and seminars, television and sports events, reality shows are helping this sector to grow. Due to rise in incomes, people are also spending more on weddings, parties and other personal functions.

### **Areas of expertise in Event Management Industry**

Almost every big event-management company is a complete garland of expertise working together under one crown so that the client need not agonize about any phase of the event. They specialize in:

- Organizational skills, co-coordinating across service areas.
- Technical knowledge of the event in question, so that all nitty-gritty is addressed
- Public Relations expertise in order to get maximum participation and eyeballs.
- Marketing and Advertising.
- Logistics planning.
- Catering and decor planning.
- Knowledge of laws relating to permits and licenses in different states.
- Human Resource planning for both the managerial and ground staff.
- Risk assessment and management.
- Budgeting of monetary and non-monetary resources.
- Knowledge of associated media like television and print.

With the current trends and the challenges arising in the event industry there is a high demand for creative managers who put in the value to the events while harmonizing the ideas of the client with those of the organization.

Presently people are willing to shell out huge money to make their events glorious and stand out from the rest. At present, there are a number of companies that are hosting and organizing the Events on a habitual basis. These vary from the small time private events to the large-scale international events.

A good number of youthful people are entering in this field because they grasp the potential of the market and the demand and supply situation. In fact, the most cost-effective aspect of this field is the necessitate for originality or creativity.

Event management industry in India is roughly ten to twelve years old from now and is fast gaining drive. Primarily it has been an unorganized market which is slowly transitioning into an organized structure.

### **1.8 New and Innovative Trends in Event Industry**

The event industry is in a constant state of evolution and as such, revolutionary strategies and concepts that are as successful as they are original is no easy task. Looking in the past years, there has been a hasty change in use of social media

and many other new technological tools, resulting in increased attention paid to the customers and generate new market segments, green measures and sustainability, and bigger demands from event sponsors. In an Event Farm blog, Brian Pesin (Nov. 2015) says there are few new trends that the Event Industry is following:

1) Social Media & New Technology

The important knowing tools planners and marketers can use to promulgate information about events, interact with attendees, plead for feedback, and create year-round commitment with a target audience is social media like face book, twitter. In addition, new apps and mounting technology have ended it easier for event and meeting planners to increase the lifetime of their gatherings and even quantify return on investment.

2) Building Engagement

Social media can be considered as the most popular tool to hold customers right, but event professionals are looking at additional ways to build buzz, interaction, and reliability from the constituents of their gatherings.

3) Event pros are starting to replace the word "event" with "knowledge."

A new technological innovation in event industry, like use of social media and other digital communities, produces more extensive familiarity neighboring an event. To an assured extent, appealing attendees primarily at the event itself, these new technologies grant numerous additional opportunities to interact before, during and after an event.

4) The emotional connection between a brand and consumer is more important than ever.

The relationship between a consumer and a brand is now no longer as transactional as it was before. By providing consumers with attractive experiences in which they can enthusiastically participate and interact with the brand in some ability, it increases the attendees' chances to become more



emotionally invested in that brand and the product or service it provides that helps to increase imperative attributes of that relationship like brand awareness and loyalty.

#### 5) Event App

Event apps are innovative to the events industry – making things easier, quicker and more interactive. One of the biggest event trends in coming year will be an increase in the engagement of interactive mobile event apps, both during events and outside of them. For example, event apps permit the attendees to produce instantaneous feedback at the event through polling.

### **1.9 FoREM (Federation of Rajasthan Event Managers)**

Federation of Rajasthan Event Managers (FoREM) is an association of the event managers, for the event managers & by the event managers. It is the first association of its kind which seeks to bring mutually the foremost and developing event companies of Rajasthan on a solo platform working in a tremendous environment, progressing day by day. FoREM is that the solely regional association with an incorporated voice that leads its dialogue among its members and has with success brought the assorted verticals of the Event trade like Hotels, Travel & Hospitality along to make specialized effective surroundings. It's a democratic organization, in which the pioneer Event managers of Rajasthan have move collectively to take care of & preserve the rights & duties of the event managers moreover as improvement of the Event management industry as an entire.

FoREM represents this Event Industry in facade of Government & Non-Government organizations, National & International business development organizations & bodies. As in any new industry, the event management industry also faces challenges in the field of work with various vendors & associates. FoREM determines to solve the issues peacefully & methodically by organizing meetings & conferences of the associates, channel partners, suppliers

& vendors and the various other parties involved. It organizes meeting, workshops & trainings on a regular basis to keep up the interest of the members & associates to work upon the various issues related to the need of the hour.



*Image: 1(Source: <http://www.eventfaqs.com/>)*

Federation of Rajasthan Event Managers (FOREM) conducted a sports management session with well-known sports personality Amrit Mathur (Chief Rajasthan Cricket Association and former CEO Delhi Dare Devils) on 24<sup>th</sup> Sep. 2015.

Arshad Hussain, General secretary, FOREM moderated the talk show in which Mathur spoke about the forthcoming Cricket World Cup in 2023, which is being hosted by India. According to Amrit Mathur, it is one of the biggest opportunities for the event management companies of India to show their competence, as it is the very first time India will be hosting the intact world cup. Mathur also highlighted techniques of ground management in sports as well as fund raising in events.

# **Chapter Two**

## **Review of Literature**

## **Chapter - Two**

### **Review of Literature**

#### **2.1 Introduction**

A literature search and a literature review are the underpinning upon which to erect or construct the research. The search delivers the building blocks and the review demonstrates a detailed awareness of the nature of the information. Mutually the outcome is all-encompassing understanding of the literature and delivers professional confidence and informed practice.

India has seen a hasty growth of the Event Management Industry. Event management includes identifying the characteristics of overwhelmed audience, coming up with the new event concept, designing the logistics and coordinating the technological aspects before really launching the event.

#### **2.2 Initial Background Study**

As published on February, 2017/PR Newswire in Dublin, a device known as Eye tracking device, which on a technology front can be defined as a sensor technology that enables a device to know exactly where the eyes are focused. It determines the presence, attention, focus, drowsiness, consciousness or other mental states. Globally increasing concentrate on neuro marketing & market research is predicted to stay key growth driver for the eye tracking market. This can be used by Event organizers as well to know how the attendees are feeling during and after the Event.

Geographically North America is anticipated to account for the largest share of the largely eye tracking market in 2016 as a result of higher usage of technologies in varied practices.

(Source: [www.prnewswire.com](http://www.prnewswire.com))

*Eye tracking device can help the Event organizers to predict the moment when a person loses interest and starts to get bored, or at some time when the person enjoyed the moment. This is of substantial importance to design this type of*

*device and to get information during and after the Event and also to learn that the Event planned is thriving or not.*

Tong, Wang, Takeuchi & George (2016) highlights thematic Issue on Corporate Social Responsibility towards the society. The intricacy in “organizing and managing” CSR is exacerbated for multinational corporations. Increasingly, many countries and region have started to specify certain aspects of CSR for corporations operating in their territories. For example, there is a new rule in India of 2% that mandates corporations to spend 2% of net profits on charitable causes under the supervision of a board-level CSR subcommittee. The policy mandates indicate government and societal expectations that businesses reallocate some of their profits toward social development causes as a norm rather than a voluntary choice.

Research done by Egresi, I. & Kara, F. (2014), highlights on the motives of tourist to attend the Events. Accordingly, there is the subsistence of Event motivations that are commonly valid. With some minor changes reflecting the nature of the festival or event or reflecting totally different geographical characteristics of the event place, this balance of motivations might then be simply transferred from one location to another, and it’s valid for both large-scale and small-scale events in developed and developing countries.

Binney, L.L., Robertson, M. & Junek, O. (2013) all contributed in suggesting

Source:

75) Tong, Wang, Takeuchi & George (April 2016), “Corporate Social Responsibility: An overview and New Research Design”, in *Academy of Management Journal*, Vol. 59, No. 2, 534–544.

23) Egresi, I. & Kara, F. (Nov. 2014): “Motives of Tourist Attending Small scale Events: The case of three local festivals and Events in Istanbul, Turkey”, *GeoJournal of Tourism and Geosites*, ISSN 2065-0817, E-ISSN 2065-1198, Year VII, no. 2, vol. 14

8) Binney, L.L., Robertson, M. & Junek, O. (2013) “Emerging knowledge and innovation in event management”, *International Journal of Event and Festival Management*, Vol. 4 Issue: 3, doi: 10.1108/IJEFM-06-2013-0010

new directions and ideas that events study and its proponents can pursue in light of the rapidly changing global environment. It is through exploring new ideas and new ways of doing things, as events educators and researchers, can ensure that the students are well prepared for their careers in the events industry and that both academe and practitioners collaborate to professionalize the field and foster its credibility from within. They also states that Event management practitioners must embrace new knowledge domains and innovation in order to adapt to a rapidly changing business environment and fickle consumer demand.

Wan, Y., K., P., Chan, S., H., J., (2013) investigates the factors that affect tourists' satisfaction towards food festivals and explores whether tourists intend to revisit and/or recommend food festivals to others. On the basis of personal interviews, the factors that influence their satisfaction levels are location and accessibility, food, venue facility, environment/ambiance, service, entertainment, timing and festival or event size.

Mair, J. Whitford, M. (2013) concludes in their research that there are several areas that have been comprehensively researched that include definitions and types of events, and events logistics and staging. Whitford states that more stress should be given for the studies on the socio-cultural and ecological impacts of events alongside with a better indulgent of the relationship between events and public policy agendas.

Source:

78) Wan, Y., K., P., Chan, S., H., J., (2013), "Factors that affect the levels of tourists' satisfaction and loyalty towards food festivals: a case study of Macau", *International Journal of Tourism Research*, 15 (3), pp. 228-240.

54) Mair, J. Whitford, M. (2013). "An exploration of events research: event topics, themes and emerging trends". *International Journal of Event and Festival Management*. Vol 4 No 1, pp. 6-30

Etiosa, O. (2012) observed that Event Tourism is a sector that has all the potentials of developing any tourism destination, or host community/ city. It is like a tool used in placing a destination at a level where other nationalities and nationals want to imagine with. Host community can have an impact on hosting the events socio-culturally, environmentally, cost-effectively and politically. Furthermore, there has to be a lot of cooperation among the organizers, associations and interest groups concerned within the hosting of events in the community so that there could be more commitment, dedication and focus towards the goals, objectives of these events and therefore the aspirations of the people for which the events are meant.

According to Oladunni Roselyn Abiodun (2011), Sponsorship plays an important role during an Event. The companies are capable to advertise their goods and services while using Sport Events as a podium to reach out to a wider audience target. Sport marketing is a thriving aspect these days of carrying out marketing strategies so as to have a grip over competitors and also to have the company viewed in a positive means by both fans and spectators who happen to be the customers of the sponsoring firms. This can also create awareness about the product to the general public. *For example In 2016 Pro-Kabaddi League sponsored by some companies like Airtel (Open Network), Vini Cosmetics, Nestle Munch, Bisleri, Castrol, and Britannia.*

Flinn & Bowdin (2006), said that the intention of fairs has changed over time to what are seen today as events that mainly operate for pleasure, with rides, sideshows and stalls.

Source:

27) Etiosa, O. (April 2012): *A thesis on "The impacts of Event Tourism on Host Communities": Central Ostrobothnia University of Applied Science*

60) Oladunni Roselyn Abiodun (2011): *"The Significance of Sponsorship as a Marketing Tool in Sport Events": Degree Thesis, International Business*

28) Flinn., G. M. J., & Glenn A J Bowdin G. A. J., (March 2006) *"Identifying and analysing existing research undertaken in the events industry: a literature review for People1st" on behalf of the Association for Events Management Education (AEME)*

Sacha, R. (2007) explains the social consequences of rural Events that can be grouped in five domains. These are networks and interactions, affective, learning and developing, socioeconomic and physical. The social nature of events contributes to a positive atmosphere and sense of occasion to be evident within a community.

Shakeel, M. & Khan, M.M., (2011) gives more weightage on the impact of Guerrilla Marketing on consumers. In critical frame work Shakeel and Khan confirms the connection between guerrilla marketing and consumer perception with respect of celebrity marketing.

*Guerrilla marketing is one of the emergent marketing techniques which can be used in promoting an Event. It is an unusual way to advertise and to highlight the uniqueness of the event in the crowd.*

Social media marketing campaigns need to be addressed from a psychological angle that permits marketers to see how consumers respond each to the event as a product and to the marketers themselves, as people. This new media was highlighted by Bartoletti, M. (2013), Social Media like Facebook, Twitter, Instagram etc.

In continuation, Integrated New Media Marketing as given by Bartoletti M. is as follows:

Source:

64) Sacha, R. (2007), "Identifying social consequences of rural events": Griffith University, *Event Management*, Vol. 11, pp 89-98

67) Shakeel, M. & Khan, M.M., (July 2011), "Impact of Guerrilla Marketing on Consumer Perception", *Global Journal of Management and Business Research Volume 11 Issue 7 Version 1.0, Print ISSN: 0975-5853*

6) Bartoletti, M. (2013), "The Importance of Social Media in Their Contribution to the Marketing of Sport Events", *A thesis in Tourism and Hospitality Management, Modul Vienna University*



Media	Purpose	Example
Facebook	Dialogue Development	Asking questions, Requesting feedback
Twitter	Short text updates	Publishing score board, Event related news
Instagram	Image uploads	Posting pictures of events or functions
YouTube	Video supporter for other media platforms	Uploading videos

Abbott, J., and Geddie, M. (2000) discussed on the significance of crowd management and crowd control. According to them, there is a necessitate for proper operating procedure and impact of insufficient crowd management control. As Events are the part of booming industry that continues to grow both nationally and internationally. So, the enlarge number of attendees makes crowd management a vital part of the planning process for any Event.

Erfurt, R.A. & Johnsen, J. (2003) draws its focus on the image of Event and its influence on the image of a destination. Events, conventions and other meetings are one of the fastest growing sectors within the tourism industry. For many places, various Events attract a large number of tourists and high public revelation through broad media coverage.

Hall, C.M. (1989) puts the spotlight on the hallmark tourist Events. Hallmark vaguer Events are foremost fairs, expositions, cultural and sporting Events of

Source:

- 1) Abbott, J., & Geddie, M. (2000). "Event and Venue management: Minimizing liability through effective crowd management techniques". *Event Management* 6(4): 259-270.
- 26) Erfurt, R. A. & Johnsen, J. (2003), "Influence of an Event on Destination's Image". *Tourism Review*, 58(4), 21-27.
- 40) Hall, C.M. (1989), "The definition and analysis of hallmark tourist events", *GeoJournal*, 19(3), pp. 263-268.

International standards which are organized on either on an everyday or a one-off basis. According to Hall, the task of event planners and tourism researchers is to assist in maximizing the benefits of hosting events while minimizing the undesirable costs to host community, thereby ensuring the success one of the major reason for conducting hallmark events – the creation of a sustained and viable tourist industry in the host community.

Musgrave, J. (2011) find out the approaches towards managing events in a changing market environment and summarizes issues of responsibility, sustainability and quality management within events organizations.

*That means for managing a perfect Event, the event organizers must maintain quality standards whether quality related to food or beverages, fulfilling safety and security measures and try to have green Event or eco-friendly Event.*

According to Elseveir (2006), there has been a rapid development of an events industry, particularly over the past ten years that is from 1996 to 2006 or so, with clearly identifiable practitioners, suppliers and professional associations. The events industry includes a number of key components, including:

1. Event organisations
2. Event management companies
3. Event industry suppliers or contractors
4. Venues
5. Industry associations

*These are the five key components in the last 1996 to 2006 but now the time has changed and then priority or key factors for organizing the Events have also changed.*

Source:

58) Musgrave, J. (2011), "Moving towards responsible events management", *Worldwide Hospitality and Tourism Themes*, Emerald Group Publishing Limited Vol. 3 Issue: 3, pp.258-274, doi: 10.1108/17554211111142211

9) Bowdin. Glenn A.J Elsevier (2006) "Event Management" 2nd Edition ISBN: 0750665335

*The current study by the Researcher shows that Event Management Company, Venue or Event industry suppliers plays an important role but there are many more factors without them an Event cannot be organized successfully. They are Theme or Décor for an Event, Event Budget that plays as a main priority for the client, Itinerary Timing, Contingency plan, Fun and Entertainment.*

Loos (2008) stresses the judgment and highlights that the justification would exclude the integrative responsibilities of management with decision making options. He describes event management as “the synchronization of all the tasks and actions necessary for carrying out of an event regarding its strategy, planning, implementation, and control, based on the philosophy of event marketing and the methods of project management”

According to Charles Arcodia and Sacha Reid (2008), there is a requirement of prescribed premeditated planning with professional associations and this is due to a wide number of factors such as the undertaking of non-profit organisations being scatter, having plentiful goals and objectives that are not easy to define, as well as having many constituencies with contradictory objectives. Moreover, he proposes that selection and decision making within relations is habitually political in nature, leadership may be intentional and subject to constant changes ensuing in the deficient of time and resources that are available for strategic planning.

Crompton, J. (1995) identified some major changes that have taken place in the external environment affecting Event sponsorship, which have contributed to its recent sustained growth, they are rapid increase in the number of

Source:

53) Loos, P., Hermes, B., & Thomas, O. (2008). *Reference Model-Based Event Management. International Journal of Event Management Research*, 4(1), 38-57.

3) Arcodia, Charles and Reid, Sacha (Oct. 2008): *Journal of Convention and Exhibition Management* 5(1), pp57-75. “Goals and Objectives of Event Management Association”, *School of Tourism and Leisure Management, The University of Queensland*

17) Crompton, J. (1995), “Factors that have stimulated the growth of sponsorship of major events”, *Festival Management and Event Tourism* 3(2): 97-101.

television channels, radio stations and magazines, commercialization of sport Events has been increasingly accepted by organizing bodies, association with music and sport events enabled them to access the youth market, acceptance and implementation of the concept of marketing segmentation.

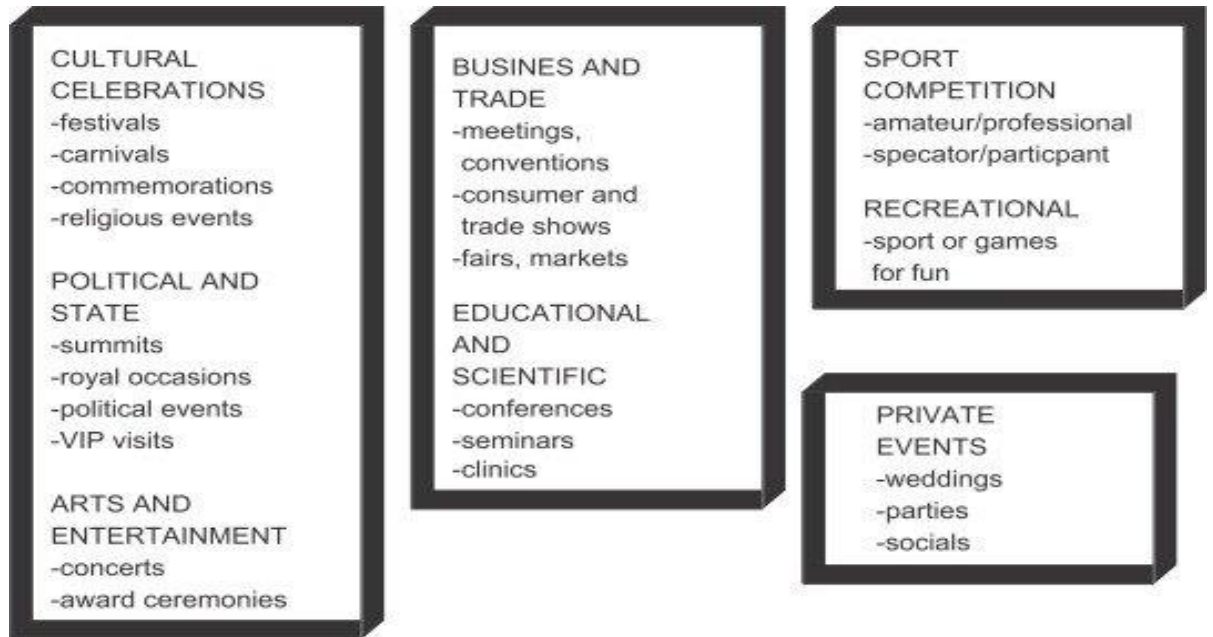


Figure: 4 Topology of planned events (Source: Getz 2008).

*Out of these seven categories given above, six are public Events where as one is private Event.*

*Cultural celebrations involve festivals, carnivals, religious and heritage events of all kinds. Cultural celebrations can sometimes be a key element in other types of events. As they highlight the culture and tradition of a particular state or region.*

*Political and the State Event like VIP visit, in view of the fact that the visits by important personalities to a particular place always attract a lot of attention.*

*Art and entertainment events are the events with performances and exhibitions which frequently occur mostly for profit purpose. Painting, sculpture, and*

Source:

34) Getz. Donald (June 2008): "Event Tourism: Definition, Evolution and research", *Tourism Management* Volume 29, Issue 3, Pages 403–428

*handicraft etc, the performing art, such as music, dance, drama, cinema, storytelling, poetry, which typically involves performers in front of audiences, are covered in Art and Entertainment Event.*

*Business and trade covers a wide area of meetings, conferences, fairs, sales and markets, consumer and trade shows.*

*Educational and scientific events involve seminars, workshops, and conferences. They are all involved in learning processes and information exchange.*

*Sporting Events or games are mainly played for recreational purposes and these have been highlighted in the recreational category. Professional players participate in various games to entertain the public.*

*Private Events like weddings, birthday parties or Anniversaries where the friends, close relatives or family members are invited.*

Meet Up 2013, an idea to expand Event management business in Rajasthan and bring as one all partners of the event industry for mutual business development and well-organized use of resources available, took place on Feb.23 at Rose Garden Convention Centre, Jaipur. Planned and Organized by Rajasthan Event Management Association (REMA), that provides a networking stand for the industry pioneers, event organizers, artist managers, etc. to have words for the development of the event management industry.

Cracking some light on the state of affairs, Mohit Sand (2013), President, REMA alleged: "The event management and its subsidiaries have urbanized into a gigantic industry. The event management business today is not only curbed to marriage ceremonies, conferences or parties but concepts like celebrity

Source:

57) Modi. Parita (22<sup>nd</sup> Feb. 2013): Press Release on "Event Management Specialists to gather in Pink City for Meet Up 2013"

management, corporate fairs, exhibitions, film shooting and more of such arenas, which has created a giant demand of event companies in the market. While, the big event companies through their committed specialized services are making a tough mark, on the other hand many event managers at a smaller scale are also contributing evenly to the industry. Rajasthan being a mixed state of rich-heritage and traditions has a great prospective to find attraction with both National and International clients in high chance. With all this in regard it was evidently sensed to find a similar platform to anyone associated with the event industry to culture innovative possibilities”. This was the main objective behind organizing "Meet Up 2013."

An all-embracing literature review has identified various options to generate a framework. The most adequate alternative was found by Goldblatt (1997), who recognized four essential pillars of event management and they are time, finance, technology and human resources. The combination of Goldblatt’s (1997) pillars and the five management processes created a 5x4 matrix that will be used to build a framework of best practices in event management.

**2.3 Table: 2 Four Pillars of Event Management (5x4) Matrix Framework**

	Research	Design	Planning	Coordination	Evaluation
Time					
Finance					
Technology					
Human Resource Management					

- Time is the most pressing issues when organizing events. Lacking a good quality timing events could never run as smooth as most of them do.
- The second pillar is ‘finance’ with the aspects overall costs of business, sponsorship and marketing & promotion.

Source:

35) Goldblatt, J. (1997), “Special Events - Best Practices in Modern Event Management” (2 ed.). New York: John Wiley & Sons, Inc.

- The third pillar is ‘technology’. Technology is the single most significant issue when creating an event. Modern technologies allow us to correspond with people around the world, get information and do the research necessary to evaluate the chances of an event. The sub categories of technology are overall code of conduct, entertainment, communication, benchmarking and location.
- The fourth pillar of event management is ‘human resources’. Human resources are the pedestal of an event, as without people no one would come to organized events. And it is also the people at the back, the scene that are creating the events, event managers, technicians, sponsors, supporters, volunteers... They all contribute to make events happening; the sub-categories of human resources are management, staff, volunteers and customer relationship management (CRM).

Shimasakin., C.S., (2013) says that Announcements in the media about the meetings and Events can produce very real benefits for the organization, both tangible and intangible. Accordingly most organizations are using social media to reach out to their members, industry peers and the millions of faceless Twitter followers who may have an interest in the message. But it’s imperative to generate awareness of the event among the community where it will happen, and attaining a geographical market can’t be done on Facebook. Therefore, there is a need for media like radio, print, television also.

Stephen, A. & Hariharan (2014) explain Events as an important marketing communication tool. Events can help in reinforcing the brand image by creating a long lasting impression in the mind of the customers. And through events, image building, brand repositioning, add-on features, displays can be accomplished.

Source:

70) Shimasakin., C.S., (2013): “Event Media Coverage: Why It’s Important and How to Get It” in *blogempowerMINT.com*

71) Stephen. , A., Hariharan (2014): “A Book on Event Management”, Himalaya Publishing House

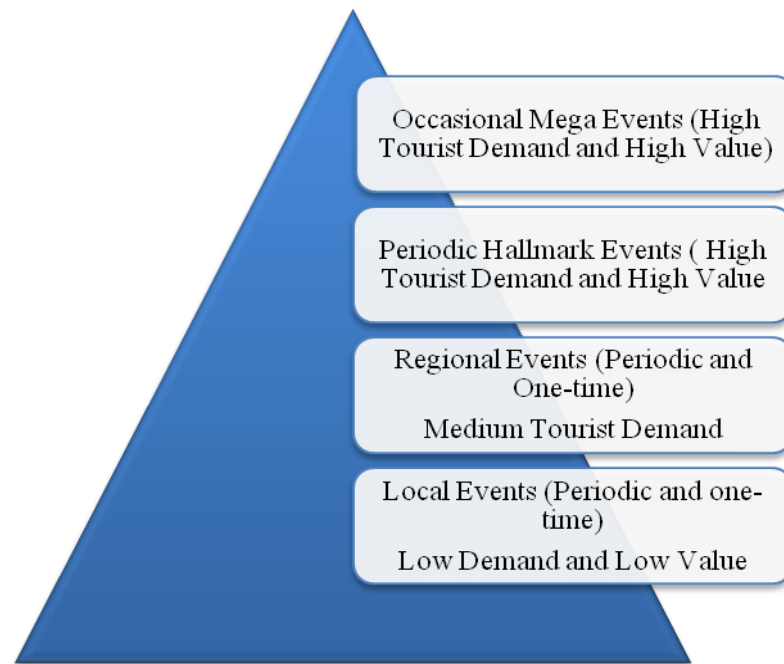


Figure: 5 Portfolio Approach to Event Tourism Strategy-making and evaluation  
(Source: Getz, 2008)

Getz (2008) defines portfolio approach and shows how the tourism and Events are related. Occasional Mega Events that attracts all number of gathering like Kumbh Mela or Sport Event like Cricket World Cup where the cost is enormous and also the government involvement is essential. Big Events have big impact that may be good or bad. A mega event is not an annual event. It has a unique one time nature, which is related to the specific place where it took place.

Hallmark voyager events are foremost fairs, expositions, artistic and sporting events of international standing that are held on either on an everyday or an occurrence basis. A primary function of the hallmark event is to provide the host community with a chance to secure high importance in the tourism market place.

In Regional Event the attendees are targeted from a specific geographical

Source:

34) Getz. Donald (June 2008): "Event Tourism: Definition, Evolution and research", *Tourism Management* Volume 29, Issue 3, Pages 403–428



*area. Taalbelia- a unique around the clock residential musical festival in the land of Shekhawati. In the heart of Shekhawati region of Rajasthan, lays a beautiful town Mandawa that is known for its glorious forts and beautifully painted havelis, this attractive town provides travelers with a sense of discovery at every step.*

*Local Events just like the desert festival in Jaisalmer that was started to produce a middle of attention for foreign tourists, who invariably needed to travel around as many facets of Rajasthan as they could in the possible crunch of time. This is a three-day event stresses more on local elements and heritage.*

*In total there are four categories or levels of Events that are organized in different manner accordingly to attract the tourist and create more value.*

Lawton, L., Weaver, D., (2010), explains that the festival should be well positioned to serve as a sustainability role model for other sectors of the tourism and events industry, a potential that is not currently being realized. They reveal that the superficial environmentalism that prevails in the contemporary tourism and hospitality industry is a powerful undercurrent not confined to the corporate entities with which it is usually associated.

From a US perspective Damn. S. (2010), divide the events industry into what it identifies as ten genres, as illustrated below in the Table. These explanations are quite concise and could form the basis for a detailed framework.

Source:

50) Lawton, L., Weaver, D., (2010), "Normative and innovative sustainable resource management at birding festivals", *Tourism Management*, 31 (4), pp. 527-536.

18) Damn. S., (2010) "Best practices in Event Management" Unitech New Zealand

**2.4 Table 1: Silvers' Event Management Genre**

<b>Genre</b>	<b>Description</b>
<b>Cause-Related &amp; Fundraising Events</b>	An event created by or for a useful or cause-related cluster for the aim of attracting revenue, support, and/or awareness, scheduled alone or together with alternative events.
<b>Business &amp; Corporate Events</b>	Any event that chains business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations, scheduled alone or in combination with other events.
<b>Exhibitions, Expositions &amp; Fairs</b>	An event bringing buyers and sellers and ensnared persons along to look at and/or sell merchandise, services, and alternative resources to a specific business or the overall public, scheduled alone or in conjunction with alternative events.
<b>Entertainment &amp; Leisure Events</b>	A one-time, free or ticketed concert or exhibition event twisted for entertainment purposes, planned alone or in union with other events.
<b>Festivals</b>	A cultural celebration, either worldly or spiritual, created by and/or for the public, scheduled alone or in conjunction with other events. (Many festivals include bringing buyer and seller together in a festive environment.)
<b>Government &amp; Civic Events</b>	An event comprised of or created by or for political parties, communities, or municipal or national government entities, scheduled alone or in conjunction with other events.

<b>Marketing Events</b>	A commerce-oriented event to make possible bringing buyer and seller together or to create awareness of a commercial product or service, planned alone or in conjunction with other events.
<b>Meeting &amp; Convention Events</b>	The assembly of people for the purpose of exchanging information, debate or discussion, compromise or decisions, education, and connection building, scheduled alone or in conjunction with other events.
<b>Social/Life-Cycle Events</b>	A private event, celebrating or commemorating a cultural, religious, communal, societal, or life-cycle time, scheduled alone or in combination with other events.
<b>Sports Events</b>	An outsider or participatory event involving leisure or competitive sport activities, scheduled alone or in conjunction with other events.

Lee, I., Arcodia, C., Lee, TJ, (2012), investigates on the visitors benefits gained from attending a multicultural festival. They aim to improve the understanding of such festivals and explore the contribution of multicultural festivals to building multicultural societies. They concluded that multicultural festival attendance helps change the visitors' attitude, thoughts and views of migrants' population and multiculturalism enables them to learn new things about different cultures, have fun and relax, feel comfortable in the society. *For instance civilizing festivals, fairs and carousing gives tourist more information about the local traditions and lifestyle of a particular place, like showing some theatres or dance for example Katputli dance or teej festivals that is celebrated in Rajasthan with great excitement and that also reflect the*

Source:

51) Lee, I., Arcodia, C., Lee, TJ, (2012), "Benefits of visiting a multicultural festival: the case of South Korea", *Tourism Management*, 33, pp. 334-340.

*culture of the state. Therefore this type of activity attracts more tourists and indirectly helps in revenue generation.*

As published in Business Standard (in Aug. 2009), by techno park advisors this Event industry caters to events in four broad categories: Leisure, cultural, personal and organizational. The event industry is at a burgeoning stage and exceptionally unorganized, comprising mainly homemakers and self-employed businessmen. Increasing household as well as company incomes, growing range of corporate awards and conferences, television and sports events, reality shows and so on are helping this sector grow. With rising incomes, people are also spending more on weddings, parties and other personal functions. Few institutes also there, who offer specialized training for this industry, but with growing awareness on the opportunities, the number is likely to grow.

Costa, C. (2001), attempted to demonstrate that the evolution of town and tourism planning has followed distinct directions, and so a gap between both disciplines may be noticed. The study also demonstrates that there is a close immediacy between town and tourism planning, one reason being that tourism planning has emerged as a specialization of town planning. The study also attempted to demonstrate that the new direction that is emerging in the field suggests that tourism planning ought to be viewed from a rational and technical point of view (professionalism), which has to be matched against the particularity of every place, the needs and wishes of the people that live in the area, market forces, the availability of manpower and funding, and the position of the place in the world market.

Source:

83) As published in Business Standard in (Aug. 2009) [http://www.business-standard.com/article/management/kit-the-indian-event-management-industry-99081800084\\_1.html](http://www.business-standard.com/article/management/kit-the-indian-event-management-industry-99081800084_1.html)

15) Costa, C. (2001), "An emerging tourism planning paradigm - A comparative analysis between town and tourism planning" *International Journal of Tourism Research*, 3(6), 425-441.

The Event and Entertainment Management Association (EFMA), India's apex body of the events and experiential marketing industry hosted its eighth edition of EFMAX Global Conclave and Awards, where the Sudhanshu Vats, Group CEO, Viacom18 Media (Oct. 2016) said (exchange4media News Service) that 28-30% growth, Indian Events industry could reach Rs. 6,700 Crores (\$10 billion) in a 10 year horizon. Events have the inimitable talent to bring people physically together, and to encourage and make them communicate in ways that cannot be easily duplicated by other means or media. In the year 1990, the corporate sector internationally exposed the place of the event in their business and it was commonly used then. Nevertheless, this movement reflects the recognition of the influence of events by the corporate sector, and its increasing use of events as tools both to improve company morale and business procedures, and to increase profitability and income.

In July 2007, the 4th International Event Management Research Conference which was held in Melbourne where the theme of the conference was Re-eventing the City: Events as Catalysts for Change: The preceding was that the events have the potential to impact upon the cities in which they take place in a variety of ways. They can, for example, provide as: agents of environmental and cultural rejuvenation; vehicles for economic expansion and development; catalysts for tourism development; vehicles for society education and development; and starting points for the method of re-imagining/re-imagining particular places. Events, mostly large scale events, also raise precise issues in urban contexts, such as those associated with opportunity and environmental costs and legacy management. It can also be observed that competition between cities to confine events of various types through the request process, or to attract visitors through the creation of new events, is growing dramatically.

Source:

A.1) <http://postnoon.com/2011/12/25/event-management-industry-set-to-grow-to-rs-2300cr/13832>

The event management industry is seen as a sunrise industry in the service segment. Main motivation for the growth in the industry is sudden break open in live entertainment shows, corporate events like product launches and dealers meetings, exhibitions, conferences, and seminars.

Events are relaxation activities and work possibilities for people. Events fetch people together and make them have good time. They develop the quality of people's life; they can provide important economic benefits and can also provide returns for special projects. Apart from of size, events require a high degree of planning, a range of skills and a lot of energy (Hillary Commission for Sport, 1997).

*According to the researcher, Events main motive is to bring together public at one place. It can be any type of Event or of any size may be major or minor. But this is an Event only that gives the information about the trends, fashion or life style that improves the living of standard and also develops the quality of people's life to stand up in a society to move with the world. But to organize an Event proper planning should be done to create the Event flourishing.*

Kose, H. (2011) said that when using Events, companies get the opportunity to have their own-right to the consumer during the extent of the event. This means that if an organization manages to induce the consumer to attend the event, the alteration from the competitors are gone or at least minimized during the period of the event. Also, Events contain substantial elements, such as food, beverages and other products sold or given away, but are basically a service in that they consist of vague experiences of finite duration within a temporary, managed atmosphere.

In continuation, Event management and event marketing have emerged over the past decade as a lively sector of the tourism and leisure industries. The number, multiplicity and popularity of events have also grown throughout this phase. As the number of events increase, there is a growing apprehension

Source:

B) <http://www.aabri.com/NC2011Manuscripts/NC11061.pdf> in 2011 by Kose, H. (JMMR)

about the continuing need to develop event management professionals who are able to create, systematize, and manage events.

*Event marketing also needs proper attention so as to inform the public at right time, in a correct manner with proper advertising. For making a proper plan, the person should hire an Event Management Company as they had an experience and contacts as well to promote the Event.*

Chaudhari, V. & Wang, J. (2007) focus on Corporate Social Responsibility. The above mentioned researcher finds out that, despite the broad recognition of the significance of CSR in contemporary business practices, the number of companies that have CSR information on their web sites is strikingly low. Or the companies are not fully recognizing the worth of open communication about CSR practices to meet the needs of a gradually more transparent market place and to help build corporate reputation. Therefore, they advice that companies in India need to invest more thought and effort into using technology to their advantage whether it is to create customized content for different stakeholders, provide a clear vision for CSR, or even present information creatively and aesthetically. In their quest to be globally competitive, Indian companies would do well to develop equally competitive standards of CSR practice and communication.

*Corporate Social Responsibility (CSR) plays an important role in building image and good reputation of a business in the society. This CSR should be highlighted to the general public so as to create goodwill for the company.*

Source:

12) Chaudhri, V., & Wang, J.(Nov. 2007), "Communicating corporate social responsibility on the internet a case study of the top 100 information technology companies in India", *Management Communication Quarterly*, Vol. 21 No. 2, pp.232-247

Tseng, C.L & Chu, K.K. (2014) describes the concept that may provide some insights and strategies to practitioners to make them more realizing and identifying of service innovation on event marketing performance. Both the above researcher suggested that the enterprise can easily get what catches in the eyes of customer and in what they are really interesting. The enterprise could choose one or more service innovation to promote their products and touch their customers. Great and successful event marketing not only could make the target customers more realize what the advertisement really want to reveal, also can help them to know what they bring about behind the story of the products (history, background, feeling, style) . Furthermore, in order to promote service innovation in industry, extension of more application of ICT technology and innovation service is convenient. High innovation services improve customer satisfaction, increase market share, and enhance profitability of service organizations.

Taks, M., Chalip. L. & Green, C. (2015) investigates that how small or medium sized Events affect the overall wellbeing of people living in the host community by analyzing a variety of tangible and intangible impacts, including economic, social and sport participation impacts. It particularly addresses the deliberate choices that host communities make when organizing non-mega Events, including results of those choices. According to three above researcher, the potential for tighter social networks and connectedness of the local population with the event, be it as politicians, spectators, volunteers, marketing destination managers, or event organizers, makes non-mega events significantly different from mega events with regard to their effect on local communities. The formation of local partnerships and coordination efforts are

Source:

76) Tseng, C.L., & Chu, K.K. (May 2014), "Research of Service Innovation on Event Marketing Performance": [researchgate.net/publication/262344650\\_AISS4-5200](https://www.researchgate.net/publication/262344650_AISS4-5200)

72) Taks, M., Chalip, L. & Green, C. (2015). "Impacts and strategic outcomes from non-mega sport events for local communities". In: *European Sport Management Quarterly* (15-1), pp. 1-6.



specifically highlighted as essential underlying processes to make desired outcomes in the context of non-mega sport events.

Sanjay Kankaria says in an article in Economic Times on May 27, 2012 a Hyderabad-based Rachnoutsav Events Academy, which plans to open five new centers offering integrated full-time learning programme in event management and wedding planning, said that it expects the event management industry to attain Rs 5,000 Crores size by 2015. Advancements in technology is helping the industry in all the spheres, like production, multi-location, exhibitions and marketing, and it is getting more professional, he added. Talking about Rachnoutsav Events Academy, he said, "Our programme is attracting youth to consider unconventional careers in view of unlimited opportunities in event management and wedding planning.

Buckley, R. (2012) reviewed societal and ecological impacts, responses and indicators for the typical tourism sector worldwide, in five categories: population, peace, prosperity, pollution and protection. Buckley concluded that sustainability is as important in tourism as in any other sector and it is equally difficult to achieve. The most complicated component is to ascertain environmental accounting measures, therefore these remains a priority for research. Measurement and management of all types of tourism impact remain important.

*According to the researcher, Sustainability in tourism can also be achieved keeping in mind, the social and cultural factors too. As to attract more tourism, now- a- days, special Green Events are organized also keeping in view the environmental factor during the weekend or during vacation season,*

Source:

G) Article published in Economic times, May (2012): "Event management industry to touch Rs 5k cr by 2015", Director of Rachnoutsav Events Academy - Sanjay Kankaria

11) Buckley, R. (2012), "Sustainable tourism: Research and Reality", *Annals of Tourism Research*, 39(2), 528-546.

*which also generate economic benefit for the nation.*

Groza, M., Cobbs, J. & Schaeffers, T. (2012) highlighted on managing a sponsored brand. According to these three, the equivalence or fit between a sponsored brand (i.e., brand of a team, league, or event) and sponsoring firm is a central belief of sponsorship research. The influence of such congruence on the sponsored brand however, has received limited attention. They enlighten that corporate sponsorship represents a billion-dollar industry largely based on the leverage and activation of a sponsored entities' brand equity through an associative relationship. In this industry, many events rely on multiple sponsors at different levels to fuel their business model. *For example, in beginning, IPL gains its familiarity due to sponsorship like Mumbai Indians owned and sponsored by Reliance group (Mukesh Ambani) or Kolkata Knight Riders owned by Red Chilies Entertainment (Shahrukh Khan) and sponsored by Nokia.*

Sairam, S., Suresh, S., Hegda, S., Shaikh, B. (2016) presents an android mobile phone application to make it easier for a layman to plan an Event in a hassle free manner as Event management is the application of project management to the creation and development of large or small scale events such as festivals, conferences, concerts or conventions, This application will assist in planning a successful and fun Event. This proves that there is a rapid growth in Event Management Industry.

Source:

36) Groza, M., Cobbs, J., & Schaeffers, T. (2012), "Managing a sponsored brand: the importance of sponsorship portfolio congruence", in *International Journal of Advertising*, 31(1), pp. 63-84

65) Sairam S., Suresh. S, Hegde S, Shaikh . B (March 2016): *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 5, Issue 3, March 2016: "Event Management an Android Application", ISSN (Online): 2319-8753 ISSN (Print): 2347-6710

“How to successfully manage an Event”, a book by John-N.S. (2015), explained that Event management is the new form of effective marketing of products and services or businesses that directly reaches out to prospective customers with surplus of services. And for any event to succeed, it has to undergo and take care of these three stages below:

- 1) Pre Event : Conceptualization and Planning
- 2) The Event: Execution
- 3) Post Event: Wrapping

Pilwatch, M. (2003) stressed on Human Resource Management in the Events industry that deserves careful attention due to the special and challenging context. The events industry is marked by a fluctuating demand for human labour and hence by peculiar staffing arrangements involving contractors, temporary staff, agency staff and volunteers. However, event personnel play a crucial role in staging a successful event. As a result of the change and vivacious demand for human labour, most events are staffed with short- term personnel in peculiar work arrangements. Even though some might not be directly engaged by the Event organization and a few might not even be remunerated at all (volunteers), it’s the responsibility of Human Resource Management to align all these people behind the common goal of delivering a thriving Event. Thus, an event leader should employ a transformational leadership approach that appears appropriate for unifying, inspiring and encouraging such a diverse workforce. This is especially crucial since all the workers considerably contribute to visitors’ experience of the Event and their assessment of service quality.

*All the reviews have different way of saying but come to one conclusion that the number, multiplicity and popularity of Events have grown throughout the*

Source:

46) John-N., S., (2015): A book on “How to successfully manage an Event”, Event Management Consultant and Compere

62) Pillwatsch. Madeleine (2003), Northumbria University: “Human Resource Management in the events” context. (<http://www.academia.edu/8283155>)

*phase. As the number of Events raises up, there is a growing apprehension about the long-lasting need to develop Event management professionals who are able to create, systematize, and manage events.*

*For organizing an Event, there are various factors to kept in mind like, Event Advertising and Promotion, Event Sponsorship, Uniqueness in Events, Managing the social and cultural things during an Event, Event Theming, Managing Human Resource Management, Eye Tracking System during an Event, organizing an Event to create more tourism and so on.*

*The present research reflects that it is true, there is rise in income of people. They want to get organize some unique and lavish Events. Many people want to spend money on the Wedding functions and want to earn some memorable moments from it, but due to shortage of time and efforts, in next few years the trend of hiring an Event professional will increase.*

*These days the willingness of client decides to spend the money in different way as from others. Like they are more interested in Destination Wedding or Theme Wedding which is more in culture today, and for this the public is ready to spend money lavishly.*

*Udaipur and Jodhpur Event organizers in Rajasthan are already organizing these types of Wedding. Moreover a pre-wedding shoot is also done for bride and groom to have a special feeling and for which both of them are very excited.*

# **Chapter Three**

## **Event Planning, Organizing and Marketing**

## **Chapter - Three**

### **Event Planning, Organizing and Marketing**

In contemporary times, the festival and Event industry has gone through a thunder. More populace and company need festivals or events for all kinds of reasons. Commencing from award shows to weddings or the corporate functions events are flattering needed across the world. The flawlessly planned event can bring together families as well as join entire communities.

Event processing is not just an easy process, it involves several different steps. An Event planner has to spot the target audience, design concept and setup and accomplish the rules and policies of an event. It is a prolonged process that requires time and assurance.

The magnitude of an Event Management Company for Successful Event Corporate events and gatherings hold unique consequence for employees that are part of an organization. In order to turn an average and standard corporate event into a completely thrilling and personalized event to remember, firms will need to look into hiring a professional events Management Company, with their proficiency in carrying out the required tasks related to the planning, their responsible staff can effectively manage any event.

Whether the person is looking to get a corporate party or a themed party arranged, event planners design and create the perfect party ambience for the special occasion. Scheduling for corporate events can undoubtedly be stressful and difficult at times but with a professional team of event planners to make sure that the events is a success, all while doing their best to avert any possible delay or embarrassment.

Planning and organizing an event is the key role of an event management company. Planning an event requires the event manager to understand what the event is all about and what the profile of the company or person who is throwing or hosting this event is.

Event planning is a reasonable process to sketch or map out a festival, ceremony, concert, competition, party or convention. These all events include budgeting, establishing as well as having alternative dates, selecting the venue or event location after doing there observation, acquiring legal permits as well as coordinating parking and transportation. Along with these arrangements, event planning also includes many other things which depend on the event which includes step up of a theme or motive of the event, arrangement of décor, tents, chairs, tables, installation & arrangement of sound system, coordination of location support (like electricity & other utilities). Furthermore, it also includes catering, cleanup, security, police, parking, fire, signage, portable toilets, healthcare professionals and contingency plans.

Sometimes, in event planning, the impression that attracts the attention of the audience is the choice of venue. If the choice of the venue fits the event then it is a good start. In some cases, however, creating a good ambiance for events gets challenging when the venue does not suit the event theme and effort put together to transform it.

### **3.1 Planning an Event**

The event planning can also be explained as ten basic steps which are required for planning an event:

**Step 1:** Identify what type of event/activity the client would like to do.

**Step 2:** Determine the goals, objectives and the outcome of the event or activity and what the client would like to accomplish. Also identify the target audience and Event emphasis: Education, Health etc.

**Step 3:** Decide on the schedule i.e. date and time for the affair or action.

**Step 4:** Consider locations, space, seating arrangement, capacity required for the event.

**Step 5:** Consider establishing partnerships with other organizations or people to assist with the execution of the event and identify their role when determining key decisions.

**Step 6:** Create an event/program budget. Categorize the sources and amount of potential income and expenditure. Revise for realistic and necessary true price and revenue updates.

**Step 7:** Create an occasion or event timeline. Summarize all essential decisions/activities in a time chronological order from the point of initial consideration to decision being finalized and decisions being executed. Communicate the timeline to everybody concerned within the designing or fulfillment of the event

**Step 8:** Determine Key Decisions i.e. order of the activities, determine if presenters/speakers are needed, identify what equipment is necessary for the event, evaluate the cost of the equipment, and identify the method which will be used to publicize the event or activity

**Step 9:** Take into consideration these special additions/items if needed:

Food, Music, Decorations, Flowers, Photography/video, Clean up

**Step 10:** Planning is complete and are ready to go. Have a flourishing and great Event!

*In short, a manager needs to answer 5 W; s while doing the planning, they are:*

- 1) Why – to hold an event?
- 2) Who – will be the stakeholders (Target Audiences)?
- 3) What – kind of event is it (Formal or Informal)?
- 4) Where – to organize the event (Venue)?
- 5) When – the event should be held (Time)?

### **Role of an Event Manager**

Event manager is a personality of idea, liveliness, and promise in a position of responsibility and authority. An event manager plays inestimable professional roles. Event managers and their staff are repeatedly behind-the-scenes operating the event. Event managers is also concerned in additional than simply the design and execution of the event, however additionally in whole building, selling and



communication strategy. The event manager is experts in arty, technological and logistical elements that facilitate an event success. It includes event method, audio-visual production, screenplay, logistics, budgeting, and concession and, of course, shopper service. In short, Event Manager works multi-dimensionally.

Making arrangement for an important day becomes easy and manageable with the help of good Event manager. An event planner has an ability to work under stressful conditions.

An event manager is a:

- Assignment director: Set and define goals; agenda and assign tasks
- Employees supervisor: Choose, motivate, and evaluate team members
- Talent director: Propose theme, decorations and printed materials
- Decision-making: Estimate long term results and construct decisions
- Accountant: Sketch the budgets and balance the books
- Amenities experts: Find and use a site to its fullest latent
- Public relations practitioners: Mark the audience and enlarge publicity campaigns.
- Salesperson: Sell the event to the society, financial sponsors, and the public
- Box office consultants: Voucher sales and listing process.
- Program superintendent: Develop and timetable programming.
- Caterer: Create nourishing menus and administer food preparation.
- Commander: Choose and implement food service system.

In other words, an Event manager has to look 3 things or covers 3 points during planning:

- 1) Pre-Event
- 2) During Event
- 3) Post Event

- Pre-Event – It covers Proposal, Budget, Venue or site selection and Design, Speaker and Supplier checklist, Production Schedule, Sponsorship, Guest List, Marketing, Promotion and Risk Management.

- During Event - It includes the Running Sheet of an Event.
- Post Event – It covers Evaluation, Shut Down and Reporting.

### **Qualities of a Successful Event Manager**

- 1) Tremendous time management- The talent to coordinate and to plan the entire team helps in making an event successful. It's all about planning, and re-planning and scheduling.
- 2) Flexible -In any event, things can change within a moment.
- 3) Responsible - Apart from of what goes right and what goes wrong, the success of an event, and all its coordinates, is the manager's accountability.
- 4) Plans for the best - Well prepared for the worst and equipped to turn around the worst to the best advantage.
- 5) Know your Consumer
- 6) Work within budgets
- 7) Ability to quickly find easy solutions to any problems
- 8) Event Concept to match Corporate goals
- 9) Customer Retention Management
- 10) Self - Motivated

### **3.2 Event Organizing**

It is not essential that event manager is skilled in all aspects of event management but they should attempt to surround themselves with helpers who have a range of useful skills. Event organizing committee has three functions:

- **Planning and advice-giving function**

To support and advise the event director while formulating plans and policies. Planning is generally improved when thoughts and issues are discussed in a group atmosphere. There is less possibility of something being elapsed or ignored when a group makes a decision to a certain extent than a single individual.

- **Executive Function**

The organizing committee can aid in the process of managing the innumerable of odd jobs that need to be done. Committee members, having good information of the Event management plan, are well positioned to provide guidance, direction and assist to alternative personnel concerned within the organization of the event.

- **Worker Function**

Preferably, the organizing committee comprises people with good knowledge, skills and practice of events. Members of the organizing committee will frequently wish to openly carry out the event tasks. Organizing committee members lean to be the most reliable and hard-working, and often they execute such work on an intentional basis. It is important that the event director and the organizing committee work jointly with close assistance

### **3.3 Planning an Event Budget**

The event financial statement is a ledger (forecast) of the pay packet and payout that the event will acquire based on plans made and information collected.

Harmonizing an event financial plan is one the foremost challenges that event planners face, and the cause of most money troubles can be traced back to the initial discussion stages. It is relentlessly finest to begin designing an event approximately the amount of financial resources available and not vice versa.

The grounding of a budget is a decisive fraction of Event management. It is deeply essential that Event managers are capable to foretell with pragmatic accurateness whether the event will result in a profit, a loss or will break-even. This is achieved by identifying and costing all probable expenditures and by accumulating all probable revenues (income). By comparing expenditures and revenues, it then becomes promising to estimate the pecuniary outcome of the event.

The prediction of financial effect of the event requires taking place very untimely in the planning stages. There is no employ on setting dates, booking location or sites, preparing tactic until there has been some effort to determine whether the event is financially realistic. The budget so allows the Event Managers to create sound financial choices regarding varied selections and expenditure on an entire vary of things as well as promotion, equipment and staffing. The formula of budgeting also enables to scrutinize how much profit is needed to phase the event in accordance with the designed level of expenditure.

### **Budgeting Principles**

It is important to have an excellent acquaintance of budgeting principles that can make the differentiation in the financial health of the organization. Disenchantment to employ the sound budgeting processes would grade as one of the main reasons why corporation and organizations don't succeed.

#### **1) Be traditional not hopeful**

The first rule of budgeting is to shun budgeting at the beginning that everything will turn out as predictable. Be very watchful about sanguine forecasts. Attempt to construct in a safety factor by nursing to misconstrue the income and overvalue the expenses. There is forever an unanticipated expenditure during an event and therefore a universal strategy in developing a budget is to pop in an extra expense called "contingencies".

#### **2) Team work and discussion**

One of the most important principles is that it requires teamwork and talk. While one person may be answerable for the by and large set of the budget, one person should not be steady for all the work involved. Participation by copious folk in budgeting could slow the process down, however the solution is way additional at risk of be precise and trustworthy.

#### **3) Allow plenty of time**

Budgeting is not an action that is accomplished in just few hours. A good budget may be worked on for several weeks. The method of budgeting is time intense as much research and discussion should be dispensed before individuals involved with in the process are often assured of the figures they provide.

#### **4) Provide Training**

It is obligatory to make sure people who have a crucial role in the budgeting process have a rational thoughtful of the principles of budgeting, how it relates to the tactical and equipped plans, and how everyone must live with the consequences of the finalized budget in the year ahead.

#### **Typical Event Expenditure**

Events costs will depend on the level and kind of event. Not all the categories underneath pertain to every event:

- **Location Costs**
  - 1) Room Charge
  - 2) Safety Deposit
  - 3) Insurance Exposure
  - 4) Parking
  
- **Food and Cuisine**
  - 1) Meals
  - 2) Drinks
  - 3) Bartender/Server Labor cost
  - 4) Tax and Service/Gratuity Fees
  
- **Audio/Visual**
  - 1) Microphones
  - 2) Screens and Projectors
  - 3) Internet Access

- **Third-Party-Vendor**

These groups represent all of the items and services complete by vendors external of the host venue. Each one will bill separately, so it is important to keep close check on everyone, working with.

- **Event Rentals**

- 1) Linens, Table Skirting, and Chair Covers
- 2) Tents, Staging, and Amusement Attractions
- 3) Physical Items Not Provided by Venue
- 4) Labor and Delivery for Setup/Teardown

- **Décor Vendors**

- 1) Accent Lighting
- 2) Flowers and Centerpieces
- 3) Balloons

- **Entertainment**

- 1) Musicians or DJ
- 2) Speaker Fees
- 3) Contract Riders (food, lodging, transportation)

- **Production Expenses**

Production includes all of the personnel and resources mandatory to plan and execute the event. This operating cost starts with the moment the event is dreamed up and continues through the post-event rules and regulations. In short, this group shows the cost of organizing the event, attracting attendees, and running the administrative elements.

- **Marketing and Registration**

- 1) Print and Design Work
- 2) Advertisements
- 3) Invitations
- 4) Registration Management

- **Planning and Organization**
  - 1) Event Planner Fees
  - 2) Part-time and Temporary Employees
  - 3) Office Supplies
  - 4) Communication Costs
  - 5) Travel Expenses
  
- **Administrative Expenses**
  - 1) Salaried Employee Assignments
  - 2) Accounting Costs
  - 3) Legal Fees
  - 4) Consultant Fees

**(Table - 4) Steps/Process involved in Event Budgeting**

<b><u>Process</u></b>	<b><u>Activity</u></b>
<b><u>Step 1:</u></b> Set goals	Commencement of Planning
<b><u>Step 2:</u></b> Establish Objectives	Identify Event activities to achieve goals
<b><u>Step 3:</u></b> Design Plan	Describe technique of reaching the goals
<b><u>Step 4:</u></b> Budget Approval and Preparation	Calculate income and expenditures based upon forecasts and agree same with area Committee and/or Region
<b><u>Step 5:</u></b> Seek Quotation	Source at least three quotations for the supply of the required goods or services. This provides a firm basis for deciding the suitable supplier. Best estimates may be used in situations where numbers or quantities have not been established.
<b><u>Step 6:</u></b> Monitor Progress	Scrutinize income and expenditure against the budget

*(www.specialolympics.ie/Portals/0/public\_documents/Ev\_Mgmt\_1.8\_How\_to\_budget\_for\_your\_Event.pdf)*

### **3.4 Planning the Staffing of Events**

“Make sure that the organization must have enough people to do the event right.”

In other words, to translate the hopes for a successful fundraiser into reality:

- Money to cover costs.
- Volunteers, with some staff oversight, to carry out the many tasks that will need to be done before and during the event.

To run short on people or funds at best makes the whole project much more difficult and at worst can damage both the finances and the reputation of the company.

The success of an event largely depends on the event staff working and how well they interact and engage with the audience. Not only is the event staff the face of the brand, but it also helps to erect and create associations with your most valued customers. However, many times staffing is ignored which can, therefore, harm the event. There are few mistakes that are to be avoided by the event planners and they are:

- 1) Not Consulting Your Team
- 2) Not Interviewing Event Staff
- 3) Not Asking for Updated Photos & Resume
- 4) Not Sharing Your Company & Product Information
- 5) Not Investing Enough Money
- 6) Hiring Based on Looks
- 7) Not Understanding Your Event needs i.e. how much staff is required, their age group, gender, qualification etc.
- 8) Delaying the Decision Process of hiring the staff.

### **3.5 Assessing Risk and Ensuring Safety**

The success of every event is measured in many ways and safety is one of them. As an element of any fine planning process hazards should be acknowledged and risks assessed and forbidden to minimize the potential for injury or harm. Events vary in size, character and kind, but all events necessitate scrutiny for hazard, manage and monitor of risks.



There must be a balance between ensuring the safety of people and making an event successful.

Risk measurement or assessment is the process of estimating the probable effects or harm of a danger to establish its risk rating. By shaping the intensity of risk, event organizers can set the priority of risks to ensure methodical elimination or minimization. In order to determine a risk rating the event manager should consider:

- The consequence - what will turn out, the scope and size of harm; and
- The likelihood - odds or possibility of its happening

The risk template or matrix determines a ‘risk rating’, depending on the likelihood and consequence of threat.

**(Table: 5) Risk Matrixes**

		<b>Likelihood</b>			
<b>Consequences</b>	<b>Rare</b>	<b>Unlikely</b>	<b>Possible</b>	<b>Very Likely</b>	<b>Certain to occur</b>
<b>Catastrophic</b>	Fair	Fair	High	Critical	Critical
<b>Prime</b>	Low	Fair	Fair	High	Critical
<b>Fair/Moderate</b>	Low	Fair	Fair	Fair	High
<b>Small</b>	Very Low	Low	Fair	Fair	Fair
<b>Insignificant</b>	Very Low	Very Low	Low	Low	Fair
<b>Consequences (C)</b>	<b>How Severely could someone be hurt?</b>				
<b>Catastrophic</b>	Death or everlasting disability				
<b>Major</b>	Serious injury, hospital treatment required				
<b>Fair/Moderate</b>	Injury requiring medical action and some lost time				
<b>Minor</b>	Minor injury, first aid only essential				
<b>Insignificant</b>	Injuries requiring no action or first aid				

<b>Likelihood (L)</b>	<b>How likely are the consequences?</b>
<b>Rare</b>	May happen only in exceptional circumstances
<b>Unlikely</b>	Could happen some time
<b>Possible</b>	Might occur occasionally
<b>Very Likely</b>	Will probably occur in most circumstances
<b>Certain to occur</b>	Anticipated to happen in most situation

**Action Required**

<b>Risk Level Rating</b>	<b>Action Required</b>
<b>Critical</b>	Immediate action needed. Short term action may be obligatory to reduce the risk level and then medium and long term plans to manage the risk to as low as rationally feasible using the Hierarchy of Controls.
<b>High</b>	Action needed speedily (within 1-2 days). The task should not carry on unless the risk is assessed and control options preferred based on the Hierarchy of Controls.
<b>Moderate</b>	Action required eradicating or minimizing the risk using the Hierarchy of Controls.
<b>Low</b>	Action compulsory within a reasonable timeframe (2-4 weeks) eliminating or minimizing the risk using the Hierarchy of Controls.
<b>Very Low</b>	Risk to be eliminated or minimized when possible using the Hierarchy of Controls.

Realistic planning by event organizers means not anything should be left to chance. Using a disciplined process of detection, measurement and organize, relevant safety risks can eliminate or minimize the risk of inconvenient outcome for the event and the organizer.

When planning an event it is important to commit to memory that each event is different; from the type and number of people attending, to the nature of the event.

### **3.6 Planning the Event Marketing**

An Event is the reflection of the corporate entity. It is a part of direct marketing the corporate has programmed. It gives direct access to the target market which it needs to deal with be it a sales conference, a dealers convention, a live performance, a fund raiser, a religious function, a road show or any other event. An Event provides the corporate a centre on the right audience and keeps in creating the audience attentive of the policies, programs, the promoting of ideas to the current target group. There is direct exchange of information between the corporate and the target audience. It develops a bond between the management and the audience for whom the event has been organized. Event marketing is fast emerging as a great promotional catalyst compared to traditional marketing communication tools.

It can include the promotion and advertising for many different kinds of events like annual meetings, trade shows, fundraisers, sporting events, conventions and many others. The intention of doing event marketing is to attract people and ask them to attend the event.

The means of promotion should be considered from the beginning i.e. in the viability analysis. Organizers should think promotional strategies in array to guesstimate the whole costs of the event. They must select strategies that are most unswerving and cost efficient in terms of achieving the target contribution or investment.

Endorsement is an important aspect in Event Management and also commendable adequate human and financial resources. Appointing a manager

or coordinator for promotion is a astute strategy. Strategies for promoting an event includes or the rules for event marketing are:

- Use of Social Media
- Rewarded advertising online
- Compensated advertising offline
- Open publicity via television, radio or print media
- Promotional events foremost up to the main event
- Signage and banners

Organizers are repeatedly unhappy when the consequences of their promotional efforts are fewer than desired. One key concept to consider is that decisions to "purchase" a good or a service are usually the result of frequent disclosure to promotional messages.

Choosing to partake or spectate in an event is a outline of deciding to purchase. Prospective purchasers need recurring exposure to information and promotional messages about the event. With every publicity, the potential customer's attitudes and intentions to purchase may change. The diagram below (Promotion Escalator) serves to illustrate how this works in theory.



Figure:6 (Source: <http://www.leoisaac.com/evt/top090.htm>)

To ensure that the event is marketed effectively, the organizers or the event managers have to make sure that they are able to incorporate all of the 7 Ps into marketing the event to attain organizational goals through creating value for customers or stakeholders, the 7 Ps are product, place, partnership, promotion, programming, people and price.

### Product

A product is something that can be reachable to a market for deliberation, acquisition, use or consumption that might satisfy a need or want. There are 4 levels of a product, the core product, facilitating product, supporting product and augmented product.

### Place

It is a awfully key strategy in marketing. It creates and destroys the good inkling of a company. In corporate event management the environment of the venue or location should be prominent to the guests.

### Promotion

It is also known as Marketing Communications mix – that consists of advertising, public relations, personal selling, sales promotion and direct marketing apparatus by which that company uses to commune customer worth and build a liaison.

### Programming

Programming is the flow of the event and also the quality of the events happening within the larger event which includes the schedule of the event.

### People

It is the interaction between customers, the setting, and the staff constitutes a large part of the event which includes the hospitality received by the customers.

### Partnership

Partnership means the sponsors or stakeholders of the event.

### Price

The price is the sum of the values consumers exchange for the benefits of having the product or service, it includes those that are free such as time and travel cost.

### **3.7 Event sponsorship**

An increasingly common form of promotional activity is sponsorship.

Lagae says that sponsorship is “a business harmony involving two parties. The sponsor provides funds, goods, services or experience. In exchange, the sponsored person or company offers rights and associations that the sponsor utilizes commercially”

Shank explains sponsorship as an “investment in an entity like athlete, league, team or some sports event to hold up largely organizational objectives, marketing and promotional strategies”.

There are many kinds of sponsorship:

1) Television and radio programme sponsorship- The increasing fragmentation of television in all over the world, through new digital channels is providing many more opportunities for sponsorship.

2) Sports sponsorship- Major sporting events have the advantage of being attended and (more importantly) watched by large numbers of people e.g. IPL, Cricket World Cup. They also attract significant media coverage.

3) Arts sponsorship- Arts events are not as well attended as sports events but are often regarded as more “admirable” and more in keeping with the indication of certain businesses and brands.

4) Educational sponsorship- This can take several forms from the sponsoring of individual students at college through to the condition of books and computers nationwide using the release of product or store-related vouchers.

### **Criteria for Sponsorship**

Smith suggests a six-stage process to decide what and how to sponsor:

1) Investigate the current circumstances i.e. look at which other businesses are sponsoring in the mark area. Are competitors already doing this and is it providing them with a advantage?

- 2) Define the sponsorship objectives: e.g. raise responsiveness of the brand; build an image; promote a new product.
- 3) Concur the strategy: whether the sponsorship robust in with any other promotional movement or not?
- 4) Develop the campaign i.e. agree the minutiae of what to sponsor, price, timing etc
- 5) Classify the target audience.
- 6) Think about what resources are needed to make the sponsorship a success.

Another Jim Karrh suggests four criteria for a business to use in determining whether to sponsor something:

- 1) **Relevance** - The event, organization, or cause that the company is considering for sponsoring must have some degree of importance to the services or products you provide. For example, a shoe company may consider sponsoring a sports event, but it really doesn't make much sense for a local brewery to do so.
- 2) **Brand fit** - The brand fit must fit the event. A computer company sponsoring a gaming event using a game that is not well-matched with its computer makes no sense and may be counter-productive.
- 3) **Mission alignment** - The interests of the event or organization should not conflict with the interests of the company. For example a tobacco/Cigarette company sponsoring a cancer awareness walk may not work out that well for the tobacco company.
- 4) **Business result** - The Company must have a realistic basis to believe that the sponsorship will create a materialistic business result. It doesn't necessarily have to produce a profit, but it should at least increase company awareness, brand awareness, or help foster a positive view of the company.

In present economy, budgets have been slashed in more or less every area, including marketing dollars. In the world of advertising, the public is being bombarded every day with messages of new and improved products and

services. Traditional ads that shout buzz words about how different they are from their competition or why someone should buy something, have lost their impression and prove to be a waste of money. A more successful substitute is becoming an event sponsor. Here are few reasons why it's a powerful way or few benefits that a sponsor can enjoy from a carefully selected sponsorship:

- 1) Raise brand awareness and create preference.
- 2) Craft optimistic Public Relation (PR) and lift up awareness of the organization as a whole.
- 3) Provide attractive content for a range of products and services.
- 4) Build brand positioning through associative imagery.
- 5) Support a sales promotion campaign.
- 6) Create internal emotional commitment to the brand.
- 7) Act as corporate hospitality that promotes good relations with clients.
- 8) Leveraged Lead Generation.
- 9) Generate New Sales & Form NEW Business Partnerships.
- 10) Tax Deduction & Write Off

Before sponsoring associate activity, the sponsor should feel certain that the event/organization are successful; encompasses a established track record, rational prediction and habitually be related to the sponsor's brand and business objectives. Sports sponsorship or Film Fair Awards is the majority familiar and may range from international to regional and native events.

The organization getting the support (sponsee) stands to profit amazingly and other kind of backing from a recognized partner, on condition that each party have united a gaggle of common objectives to underpin the sponsorship.

### **3.8 Conducting an Event Risk audit**

Conducting a risk audit is a crucial element of developing an event management plan. A risk audit involves distinctive and assessing all risks in order that a thought are often place in situ to accord with any incident of any unwanted event that causes harm to people or impairment to the organization.



A risk audit involves:

- Checking the proposed venue for possible hazards.
- Observing other similar events to see how participants are likely to interact with the event environment.
- Reviewing or checking an Event management systems, policies and measures and ensuring they are up to date.
- Interviewing event personnel to check whether they have received appropriate training.

### **Risk Control**

In order to control the risk, work out the best method/s of treating the risk.

Few are the following methods, which are referred to as the ‘ladder of controls’, to eradicate or reduce the risk.

- Abolition – By removing the hazard totally all the way through new design or implementing a new process
- Exchange – By replacing dangerous materials or methods with less hazardous alternatives
- Engineering – By separating, enclosing or containing the hazard or through design improvements
- Directorial – By ensuring safe operating measures are in place, and that effective training, induction and monitoring is accessible to all in the workplace
- Personal protective equipment (PPE) – By constructing sure that suitable safety equipment, such as gloves, hats, sunscreen etc. are available.

### **Emergency procedures**

The measures for staff and volunteers to be followed in a crisis should include:

- Raising the alarm
- Informing the public
- Onsite emergency response, i.e. use of fire extinguishers
- Summoning the emergency services

- Crowd management, including evacuation, where necessary
- Evacuation of people with disabilities
- Traffic management, including emergency vehicles
- Incident control
- Liaison with emergency services
- Providing first aid and medical assistance

### **Key Human Resource Management Issues**

Human Resource Management is generally concerned with planning and forecasting the requirement for human labour, organizing and structuring tasks and allocating them to various departments and positions, establishing suitable communication channels and coordination, and directing and controlling work performance.

Due to some particularities of the Event industry, this environment poses a demanding and energetic framework for Human Resource Management. Due to the change and constant growth in the Event industry, Human Resource Management requires special consideration and thought in the event context. Firstly, events, as contrasting to other more permanent and stable business operations, can be classified as projects. (Bladen et al., 2012, p. 23) Projects are clear as unique, temporary endeavours (Schwalbe, 2009, p.4) with specific objectives that are to be completed within a limited time and budget frame, requiring the synchronization of different functional areas (Kloppenborg, 2012, p. 4). Therefore, the entire event must be handled and managed as a divergent and detach entity.

This explanation also holds true for professional event organizations, which constantly plan and deliver plentiful events as part of their day-to-day business processes, as well as for events which are re-occurring in timely intervals or in other locations.

Secondly, not only employment requires differ from event to event, but they are also unpredictable and dynamic within each event project: During the planning

and conceptualization stage of an event the need for human labour might be very little. On the other hand, as the Event comes closer and is executed, the number of collaborators might enlarge extensively only to decrease again to the original event team after the event was delivered, resulting in a so-called exciting organization. (Goldblatt, 2011, p. 134)

The challenges posed by the project characteristics of events and the short-term requirement for (specialized) event personnel in order to deliver the event, can be approached by recruiting volunteers, hiring temporary or agency staff or contracting out services.

Many times Events are run at least to some amount with the support of third-party contractors who distribute certain event services such as catering, security, staging, cleaning, etc. For the event organization this has certain advantages:

- 1) Firstly, the respective service is carried out by experienced professionals in this field, who possess the required expertise and licenses. (Van der Wagen, 2007, p – 11)
- 2) Secondly, it allows for greater cost accuracy and facilitates budget forecasts since the required expenses for a certain service are laid out explicitly in the outsourcing contract.
- 3) Finally, it enables the event team to be lean and focus on their core activities and competencies. (Bowdin et al., 2011, p. 201)

The irregular stipulate for human labour in the events industry will often make it obligatory to recruit supplementary personnel. This could be in the form of temporary employees, informal workers or agency staff. Temporary employees usually have a regular employment liaison but are only assigned for a limited duration of time for a specific task (like volunteer coordination, fundraising, etc.) informal workers, on the other hand, are salaried on an hourly basis usually with a higher hourly rate which compensates for the lack of sick leave and other benefits.

For the bulk of events volunteers are the necessary part of the workforce; Goldblatt (2011, p. 141) even calls them the livelihood or lifeblood of many

events without which these events could not be delivered. Volunteers commit their time, skills and attempt to the benefit of an event without financial compensation. In order to effectively recruit, reward and keep volunteers it is thus decisive to know why they are volunteering and what they expect from it. (Shone, Parry, 2004, p. 195)

In order to make certain unremitting commitment and fulfillment among all volunteers, it is crucial that the event organization provides a favorable working environment. According to Elstad (2003) the most important appropriate factor is (positive) feedback and gratitude from the event management team. Giving frequent gratitude for their voluntary efforts will greatly contribute to a loyal and devoted volunteer team (Goldblatt, 2011, p. 142).

Finally, it should be stressed once again that Human Resource Management in the event industry deserves careful attention due to the special and challenging context. As a result of the irregular and vivacious demand for human labour, most events are staffed with short-term personnel in peculiar work arrangements. Even though some might not be directly employed by the event organization (agency staff and contractors) and some might not even be employed and remunerated at all (volunteers), it is the responsibility of Human Resource Management to align all these people behind the common goal of delivering a successful event.

### **3.9 Event Logistics**

Logistics management is extremely essential in delivering the business results expected from the event.

The Event Logistics Management (ELM) team works with the clients to determine the best possible event management and ground transportation plan for each event. ELM coordinators produce a complete A to Z plan that encompasses:

- Scope of work identification
- City impact and Traffic management plan

- Customized routing design
- Operational and Communication system
- Identification of optimal load zones
- Online booking tools
- Shuttle route planning
- Schedules, agendas, scripts and other information needed by speakers as well as participants
- Guest accommodations, including travel, hotel, car rental, downtime while here, and any guests who need special accommodations
- Need for registration table, stage, podium, flowers, and flags
- Coat racks/hangers for guests during wintery months
- Seating Charts, linens, place cards
- Gifts for speakers/attendees
- Reserved parking for speakers, special guests, and participants
- Photographer
- Signage for your event
- Thank-you notes to be sent to those who contributed

### **3.10 Legal Consideration while organizing an Event**

The complexity of event organization means there may be legal issues to address before, during and after the event. It is important that the professionals must seek some legal advice before planning an event. Some matters that may require legal advice are:

- Contracts with staff, volunteers, suppliers, performers, sponsors, contractors, venues, any other relevant parties
- Use of intellectual property including copyright material.
- Conduct of revenue-raising activities.
- Necessary insurance
- Wages and other employee entitlements e.g. correct wages must be paid to all staff including performers, as well as superannuation and other entitlements that

might arise in relation to a particular engagement. The relevant union for arts workers is the Media Entertainment and Arts Alliance.

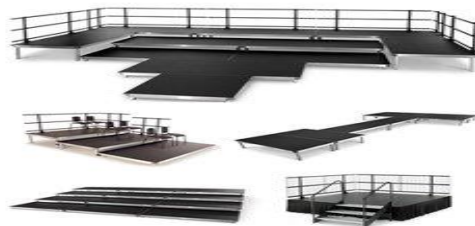
- Taxation issues, including GST where applicable.
- Need for obtaining relevant licenses and approvals for the event e.g. planning approval, liquor license, working with Children Check etc.
- Environmental protection laws, including those for noise and waste management.
- Compliance with other applicable laws.

### **3.11 Staging an Event**

Staging an event means bringing simultaneously all the fundamentals of a dramatic production for its presentation on stage – be it a once-off event or a recurring festivity. As the theme is the powerful factor to discriminate various events from each other, event organizers have to focus on “Theming and design” as the vital part of the event formation process.

Staging is a progression or style of presenting a play or Event on the stage. It is a short-term pedestal or collection of posts and boards for support, as in building; scaffolding. There are various types of Staging, few of them are:

#### 1) Stage Tek Staging



*Image: 2 Stage Tek Staging (Source: Images:www.google.co.in/search?q=staging+an+event)*

A moveable stage and riser system that's strong, flexible and effortless to set up. Everything about Stage Tek is encroachment. The developed, smart design is the effect of wide research, engineering and technical advancements in materials and manufacturing. The result is the stage which is lighter, stronger, easier to handle and faster to set up.

## 2) Showmobile Mobile Stage and Canopy



*Image:3 (Source: Images:www.google.co.in/search?q=staging+an+event)*

This type of stage is taken anywhere outdoor for the event.

Fetch a full-scale, thrust-style stage somewhere to put on a big show. Its cantilevered gloom, state-of-the-art acoustical shell, built-in transparency lighting, leveling jacks, stairways and far a lot of create this a tremendous mobile, skilled stage.

## 3) Stagehand Staging



*Image: 4 Stagehand Staging (Source: Images:www.google.co.in/search?q=staging+an+event)*

The one-person set-up stage — fast & no tools required. It's easier to hold than any other one-person setup stage. Just roll it where it is needed and the gas-assisted springs help to slower it efficiently and carefully into position. And when the Event is done, folds up just as easily and nests compactly. It's durable and extremely stable with a full balance of garnishing that are easy to add. This is the one stage that's always ready to save the time, space, and money.

## 4) Versalite Staging



*Image: 5 Versalite Staging (Source:Images:www.google.co.in/search?q=staging+an+event)*

Versalite can minimally edge into multi-level stages, graduation stages, speaker platforms, and much more. The frivolous aluminum decks and split, compatible legs make it simple to create just about any alternative to meet the altering needs. It's the all-in-one system that doesn't compromise strength, durability, or ease of setup.

### **3.12 Event Theming**

Theming is the vital element of the deliberate realization process for any event. Previously a decision has been reached on the largely concept, the theme should be urbanized into shapes and unifies all aspects of the event. The theme will establish the overall look, style, colors, sounds and atmosphere which are decisive for a unique event experience (Allen and Harris, 2002).

The theme needs to be linked to the purpose of the event and should be completely compatible with customer needs and expectations.

Theming is an important artistic component of the event, which should ideally appeal to all senses. Before choosing an event theme, firstly decide:

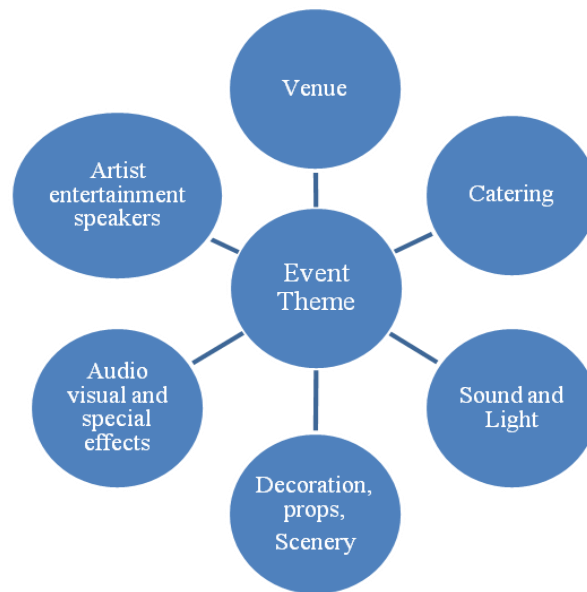
- 1) What is the goal of the event, and 2) Who the audience is?

While selecting the theme few things to be kept in mind:

- Be Creative and Keep it simple as well to be able to understand.
- Selecting a unique venue, food or entertainment.
- Check the calendar/season (beachy summer festival or winter white party could be a ton of fun!)



- Party for a cause.



*Figure: 7 Event Theme (Source: A thesis on “Basic strategy on corporate event management”: University of Applied Science: Sept. 2012, Anthony Sopuruchi Anih)*

### **3.12.1 Types of Themes for various Events**

There is much type of Events that are organized around us, and one wanted to create and organize unique Event for the guest so that it can be remembered forever.

For this there are lots of themes according to the occasion or parties. Themes can be on traditional or modern basis, few themes for various occasion are as below:

#### **Birthday Party Theme:**

Theme can be like Retro Manhattan Birthday Party, A Wet and Wild Wipeout Party, A Sweet, Sprinkles-Inspired Party, A Bold, Brit-Inspired Birthday Party.

#### **Wedding and Reception Theme:**

Theme can be like Vintage Wedding Theme, Ethnic Wedding Theme, Seaside Celebration, Classic Luxury Red and Gold Wedding Theme and many more.

#### **Corporate Event Theme:**

Theme can be like 1001 Arabian Night, Black and White Theme party, Fire and Ice theme party, Desert Survival especially for corporate Events, Burlesque theme party and many more.

**School or College Event Theme:**

During seminar or conference the theme can be like Connect the knowledge, Innovation in you and during the activity or fest the theme can be like The All Night Long Treasure Hunt.

**Dance party Theme:**

The theme for dance party can be like Masquerade Ball, Hollywood Style, Carnival, Neon Lights, Happily Ever After, Haunted House and many more.

**Social Events:**

The theme for Social Event can be like Black and white classy theme, Flowers, Flowers and Flowers, Balloons and Childhood, Around the World in One Event.

**Music Shows and Concerts:**

The themes are like Sound of Color, Tasty tunes, Salute to Heroes and Heroines.

**Fashion Shows Event:**

The themes for fashion show can be like Trends of different decades, Seasonal theme, Clothes for specific audience, Classic books theme and many more.

**3.13 (Table -6): Overall factors that affect the Planning and Design of Events**

<b><u>Setting</u></b>	<b><u>Management System</u></b>	<b><u>People</u></b>
<b>Location</b>	<b>The Event Programme</b>	<b>Staff and Volunteers</b>
Accessibility	Rituals	Customer Orientation
Parking	Celebrations	(Host and Guest contact)
Visibility	Entertainment and Art	Service Quality
Centrality	Education	Uniform/Designation
Clustering	Spectacle	
Appropriateness to the Event Theme	<b>Amenities/Services</b>	<b>Participants</b>
Cost of use/Rental	Comfort, Food and Beverages	Performers
<b>Site Characteristics</b>	Welcome and Hospitality	Vendors
Infrastructure	Communication and Media,	Suppliers
Size/Shape	Light, Sound	Sponsors
Capacity	Special Needs (For Disabled Guest)	
Ventilation/wind		
Aesthetics	<b>Controls</b>	<b>Audience</b>
Support Services	Ticketing	Numbers
Surface texture	Security/Safety/Risk Management	Demographic
Noise	Traffic Flow	Origin (Tourist or Residents)
<b>Social-Cultural Context</b>	Environmental (Green operation)	Expectations
Heritage Value (Authenticity)		
Community Significance	<b>Design</b>	
<b>Generic Event Setting</b>	Theming	

Assembly (Plaza) Procession (Street) Open Space (Parking)	Decoration and Costumes Atmosphere <b>Site Planning</b> Legibility (Entrance, pathways, Districts, Landmarks) Capacity (Desired attendance)	
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*Table: 6 Sources: 2004, "Event Management and Event Tourism": Donald Getz, Professor, University of Calgary, Canada*

### **3.14 Role of Media in Events**

Announcements in the media about the events can produce the benefits for the organization, like:

- Creating awareness, enthusiasm and public support for your organization and its endeavors.
- Increasing good will toward your attendees during their visit.
- Bringing attention to a cause or social responsibility program.
- Strengthening your organization's brand.

Therefore, there should be collaboration between Event Management Company and the media.

There are two types of Media:

**Traditional media:** Traditional media such as print media like newspapers, electronic media like radio and television, and outdoor media like banner or billboard advertisements. Each of these medium provides ways to reach consumers with advertisements.

**Digital media:** It includes web, social networking and social media sites, which is a modern way or method for the organizations to interact with consumers

because it releases news, information and advertising from the technological limits of print and transmit infrastructures. Digital media is currently the most valuable way for brands to accomplish their consumers on an every day basis.

With the increase of scientific advances, promotions can be done exterior of local contexts and crosswise geographic borders to reach a greater number of possible consumers. The ambition of a promotion is then to attain the most people possible in a time competent and a cost efficient manner.

Perception is reality. If the media reports that the festival or event is a good idea, and that it is a success. If the newspaper, radio, television or digital media give attention to the event, it will not only receive invaluable exposure to potential attendees, but will also add to the credibility of the festival or event for potential sponsors and other potential partners.

For example:

#### 1) Create Video People Will Share

Because events take place in person, they engage the senses in a way online content can't. Create a video with immense visuals and sound can not only help drive people to the event, it also increases the chances people will want to share it with friends.

#### 2) Create an Event on Face book

A Face book event listing provides an easy way for attendees to share the event with their friends. Each time someone shares that they are attending the event creates the potential to drive more people to your Face book Page.

### **3.14.1 Media Conferences**

A media conference can be a good means to broadcast the event to the public-but only if it is well organized. Here are some points to be kept in mind during media conference and they are:

- Be sure to have it well scripted, with preferably, more than one person speaking.

- If the speakers are lined up or important attendees registered. Release their names.
- Have “ringers” in the audience to ask the questions they want to address: sponsors already signed on, anticipated economic impact, “more info” contacts, etc.
- Have media kits put together to hand out with the schedule of events and other pertinent information. Always include economic impact information and a contact and telephone number for more information.
- Have a media release printed up complete with quotes included in the packet.
- Be aware while talking to the media that “sound bites,” or short, catchy phrases are much more likely to be quoted than long, involved sentences.
- Plan the timing of the event carefully. Check with the marketing expert who will undoubtedly have day and time recommendations.

### **The Role of Event Management Companies**

Event management companies have a affluence of links supplying of all types of services involving to the events industry and obtain on the liability of coordinating all the logistics involved in creating the event work to the client’s fulfillment. This essentially involves doing all the running around, booking the venue, arranging the catering and amusement still as all alternative supplementary services necessary to form the event run to the client’s complete satisfaction.

Stress reduction is the primary benefit of hiring an event management company. All the anxiety is absorbed by the Event Organizers. The knowledge, skills and experience an Event management company is precious when it comes to planning events. The past experience has prepared to tackle any type of emergency situation with ease.

# **Chapter Four**

## **Research Methodology for Event Management Companies**

## Chapter – Four

### Research Methodology

#### 4.1 Introduction

The word 'research' means to search for knowledge. It is a vigilant examination or inquiry especially through search for new facts in any branch of knowledge.

Clifford Woody describes research as crucial part and redefining the difficulties, thereafter formulating the hypothesis and suggesting the solutions by collecting, organizing and evaluating facts making deductions and receiving conclusions; and at as charily testing the conclusions to resolve whether they robust the formulating a hypothesis.

According to M S Sridhar (Head, Library & Documentation ISRO Satellite Centre, Bangalore), research is-

“A systematized effort to gain new knowledge; a movement from the known to the unknown”-

- Search for (New) facts through objectives, systematic and scientific technique of finding solution to a dilemma.
- Implicit question + Explicit answer + Data to answer the question
- Not identical with commonsense, but systematic, objective (purposeful), reproducible, relevant activity having control over some factors.

#### Types of Research

**1. Descriptive** – It includes surveys and fact-finding exploration of different kinds and report of the state of affairs as it exists at present.

**2. Analytical** - In Analytical research, utilization of facts or information available earlier is done by the researcher and also analyzes the same fact to make a considerable evaluation of the material.

**3. Applied** - Applied research aims at finding a solution to an immediate problem in front of by a society or an industrial/business organization.



**4. Fundamental-** Research is mainly apprehensive with generalizations and with the formulation of a theory. “Congregation knowledge for knowledge’s sake is termed ‘pure’ or ‘basic’ research.”

**5. Conceptual-** Conceptual research is that research which is correlated to some speculative idea or presumption.

**6. Empirical research** –It relies on experience or examination alone, often with no due regard for system and assumption.

#### **4.2 Research process**

During the research the following research process/ steps are being followed:

- 1) Identifying and defining the problem and research objectives
- 2) Planning the research design
- 3) Selecting research methods (observations, surveys, experiments, secondary data studies, and Schedule)
- 4) Selecting a sampling method (probability sampling and non probability sampling)
- 5) Data collection (primary and secondary sources)
- 6) Evaluating data
- 7) Preparing and presenting research report

#### **4.3 Data Collection Method**

The few methods used to collect or obtain data for statistical analysis are:

- Direct Observation
- Experiments and
- Questionnaire Surveys.

Surveys may be administered in a variety of ways, like

- Personal Interview
- Telephone Interview and
- Self-Administered Questionnaire.

To collect the information for research, Questionnaire Survey method is adopted in which both open ended and close ended questions are taken.

- 1) Primary data collected through detailed discussions with event management companies.
- 2) Secondary data - The secondary information that is collected from various marketing journals and books on event marketing, sales promotions and publicity as well as from websites. Also newspaper reading is done, in order to keep a track of various kinds of events also proved helpful.

#### **4.3.1 Benefits of Close Ended Questions**

- 1) It is easier and faster for respondents to respond.
- 2) The answers of different respondents are easier to evaluate.
- 3) Answers are easier to code and statistically analyze.
- 4) The response choices can simplify question meaning for respondents.
- 5) Respondents are more likely to answer about sensitive topics.
- 6) There are fewer inappropriate or confused answers to questions.
- 7) Less clear or less literate respondents are not at a disadvantage.
- 8) Duplication is easier.

#### **4.3.2 Benefits of Open Ended Questions**

- 1) They are allowed to give an unlimited number of possible answers.
- 2) Respondents can reply in detail and can meet the criterion and make clear responses.
- 3) Unanticipated findings can be discovered.
- 4) They permit adequate answers to complex issues.
- 5) They permit creativity, self-expression, and richness of detail.
- 6) They reveal a respondent logic, thinking process, and frame of reference.

### **4.3.3 Limitations of Close Ended Questions**

- 1) Respondents with no opinion or no awareness can answer anyway.
- 2) Respondents can be annoyed because their preferred answer is not a choice.
- 3) Misinterpretation of a question can go unnoticed.
- 4) Distinctions between respondent answers may be hazy.
- 5) Clerical mistakes or marking the erroneous response is possible.
- 6) Respondents are forced to give simplistic responses to complex issues.
- 7) Respondents are forced to make choices they would not create in the real world.

### **4.3.4 Limitation of Open Ended Questions**

- 1) Various respondents provide different degrees of detail in answers.
- 2) Responses given may be inappropriate.
- 3) Comparisons and statistical analysis become difficult.
- 4) Coding responses is difficult to eloquent and highly literate respondents can have an advantage.
- 5) A larger amount of respondent time, attention and effort is necessary.
- 6) Respondents can be intimidated by questions.
- 7) Lots of space in the questionnaire is required.

## **4.4 Problem Statement**

The problem statement is:

- 1) There are many Event Management Companies in Rajasthan but general public is not aware about the benefits of hiring an Event Organizing Company.
- 2) How effective are events organized by the event management companies at getting attention, creating interest, arousing desire, and getting action.
- 3) There is gap between clients' desired result and actual result of the events which has been organized by event Management Company.

#### **4.5 Objectives of the study**

- 1) To find out the growth strategies of the event management companies in Rajasthan.
- 2) To find a concise overview of the approaches towards managing events in a changing market environment and summarizes issues of responsibility, sustainability and quality management within events organizations.
- 3) To study which type of event is mostly taking place in the state.
- 4) To identify the opportunities for a person to enter into event management industry, and to fill the vacuum.

#### **4.6 Type of Research**

The Research is Descriptive and Conceptual in nature.

#### **4.7 Hypothesis**

Based on the review of literature, the following hypothesis can be framed:

**H1:** There is high potential in event management and customers are willing to take full advantage from them in organizing their events.

**H2:** In spite of many efforts taken by the event organizers they are not fully satisfying the customers. Customers want some more attractive and reasonable packages offered to them.

**H3:** Any type of a gathering, ceremony, competition, convention, happening, festival, media event, party or sporting event comes under the purview of the event management market. Event management is quite new in Rajasthan and gaining momentum to creating market.

**H4:** Rajasthan being rich in heritage and culture holds plentiful events throughout the year. Due to this factor there are huge opportunities of growth in this sector.

#### **4.8 Sampling Framework:-**

**Universe** - For the proposed study, five Divisional Headquarters were selected i.e. Jaipur, Jodhpur, Udaipur, Kota and Ajmer.

These five places are selected on the basis of:

**Jaipur** – Being the capital of Rajasthan, many Events are organized in Jaipur city

**Jodhpur** –Wedding Destination and Tourist place

**Udaipur** –Wedding Destination and Tourist place

**Kota** – Being an Educational/Coaching Hub, more scope of Meeting, Conferences and Seminar Events.

**Ajmer** – Combination of Tourism, Education and Belief on Ajmer Dargah Sharif and Pushkar, many celebrities visit to this place.

**Sample Size** – 49 Event Management Companies

**Data Collection Method** – Semi-structured Questionnaire (Both Open Ended and Close Ended questions)

# **Chapter Five**

## **Data Analysis, Tabulation, Graphical Representation and Interpretation of the Data of Five Cities and their Comparison**

## Chapter - Five

### Data Analysis, Tabulation, Graphical Representation and Interpretation of Data of five cities of Rajasthan

The data analysis is based on questionnaire that is filled by the Event Management Companies of five cities of Rajasthan.

- 1) There are total 21 questions that are being filled by the Event Management Companies.
- 2) Percentage Method, Ranking Method, Graphical Representation and Interpretation are done of these questions.
- 3) Demographic classification is done on the basis of Age, Gender and Formal position.

All the data are represented in form of pie-charts and bar graphs also.

Cumulative Frequency and Cumulative Percentage is also calculated.

The cumulative frequency is calculated by adding each frequency from a frequency distribution table to the sum of its predecessors. The preceding value will constantly be equivalent to the total for all observations, since all frequencies will already have been added to the previous total.

Cumulative percentage is calculated by dividing the cumulative frequency by the total number of observations (N), and then multiplying it by 100 (the last value will always be equal to 100%). Thus,

$$\text{Cumulative Percentage} = (\text{Cumulative Frequency} \div N) \times 100$$

**(Table 7) Scale: ALL VARIABLES**

<b>Case processing Summary</b>			
		<b>Frequency</b>	<b>Percentage</b>
<b>Cases</b>	<b>Valid</b>	49	100
	<b>Excluded</b>	0	0
	<b>Total</b>	49	100

## Frequencies

<b>Statistics</b>				
		<b>Age</b>	<b>Gender</b>	<b>Formal Position</b>
<b>Frequency</b>	<b>Valid</b>	49	49	49
	<b>Missing</b>	0	0	0

**Table 7.1 Gender Wise Classifications of Event Organizers**

		<b>Kota</b>	<b>Udaipur</b>	<b>Ajmer</b>	<b>Jaipur</b>	<b>Jodhpur</b>	<b>Total</b>
<b>Gender</b>	<b>Male</b>	9	11	5	14	8	47
	<b>Female</b>	0	1	0	0	1	2
	<b>Total</b>	9	12	5	14	9	49

**Table 7.2 Position or Designation wise Classification**

		<b>Frequency</b>	<b>Percentage</b>
<b>Owner of the Company</b>	<b>Valid</b>	49	100
	<b>Excluded</b>	0	0
	<b>Total</b>	49	100



**Table 6.3 Age wise Classification**

Age					
	Frequency	Percentage	Valid Percentage	Cumulative Frequency	Cumulative Percentage
<b>Up to 25 years</b>	4	8.163265	8.163265	4	8.16327
<b>26 to 30 years</b>	19	38.77551	38.77551	23	46.93878
<b>31 to 35 Years</b>	12	24.4898	24.4898	35	71.42858
<b>36- to 40 Years</b>	9	18.36735	18.36735	44	89.79593
<b>41 to 45 Years</b>	4	8.163265	8.163265	48	97.95919
<b>Above 45 years</b>	1	2.040816	2.040816	49	100
<b>Total</b>	49	100	100		

**(Table – 8) Tabulation, Graphical Representation and Interpretation of Data of Kota City**

**Q.1) Name of the Event Organization and event organizer of Kota city.**

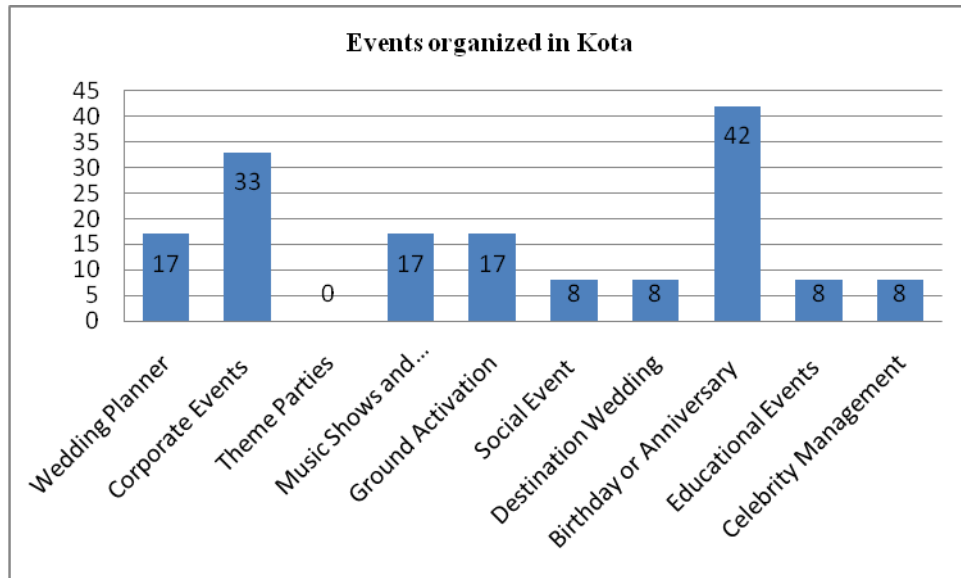
<b>S.No.</b>	<b>Event Organization</b>	<b>Event Organizer</b>
1	Infinium India Group	Mohammad Ali
2	JC Events	Amit Thakur
3	Euphoria Events	Akhil Saxena
4	D Cubes Events and Entertainment Pvt. Ltd.	Ronak Maheshwari
5	Eatos Events	Nilesh
6	Kohinoor Publicity	Ahetsham
7	Mangalam Mantra	Ankit Ojha
8	Pentagon Events	Jitendra Manglani
9	RK Events	Imran Khan

**Interpretation:**

The above table revealed that in a city like Kota 9 Event Management Companies are working for the benefit of customers and various other corporate clients, which shows positivity towards the Event Company.

**Q.2) Which types of Events are usually organized by these various companies of Kota?**

<b><u>S.No</u></b>	<b><u>Type of Events Organized</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Wedding Planner	2	16.66667
2	Corporate Events Like Product or Brand Launch	4	33.33333
3	Theme Parties	0	0
4	Music Shows and Concerts, Stage Shows	2	16.66667
5	Ground Activation	2	16.66667
6	Social Event like Health Camp	1	8.333333
7	Destination Wedding	1	8.333333
8	Birthday or Anniversary or New Year Parties	5	41.66667
9	Educational Events like Seminars and Conferences	4	33.33333
10	Celebrity Management	1	8.333333



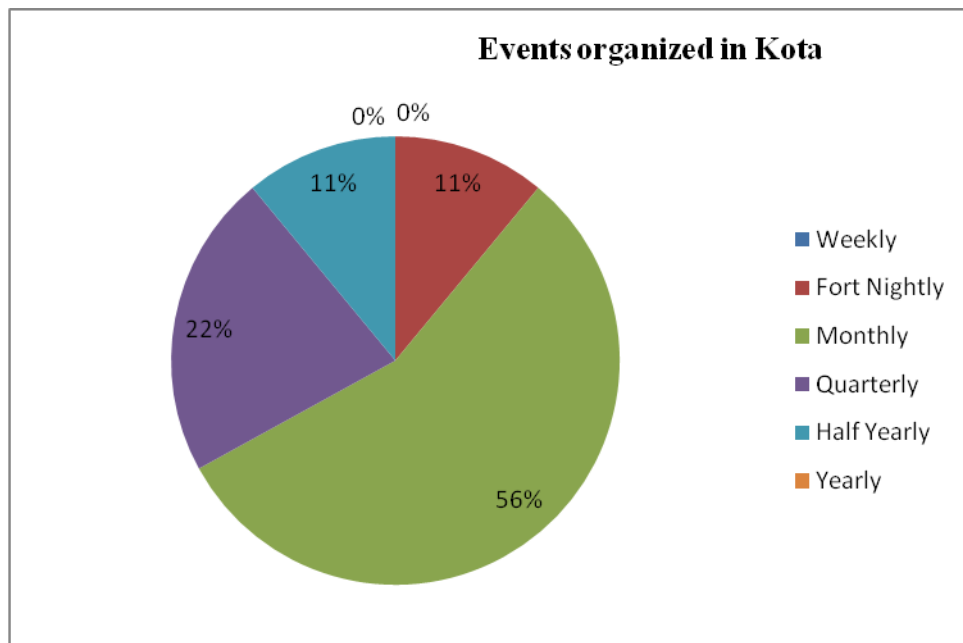
### **Interpretation**

From the above data we came to know that in Kota more private Events are organized and secondly Kota being an education hub, organizes Educational Event too more.

- 42% Companies have organized Birthday, Anniversary or New Year Parties.
- 33% Event Management Companies have organized Educational Events like Seminars, Conferences.
- 33% Event Management Companies have also organized Corporate Events like Product or Brand Launch.
- 17% Companies worked as Wedding Planners.
- 8% Companies arranged Social Event like Health camp.
- 8% Event Management companies also arranged Destination Wedding.
- None of them has arranged theme party.

**Q.3) How Often the Events are Organized in Kota by the Company?**

<u>S.No</u>	<u>Events are Organized by the Companies</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Weekly	0	0
2	Fort Nightly	1	11.1111
3	Monthly	5	55.5555
4	Quarterly	2	22.2222
5	Half Yearly	1	11.1111
6	Yearly	0	0

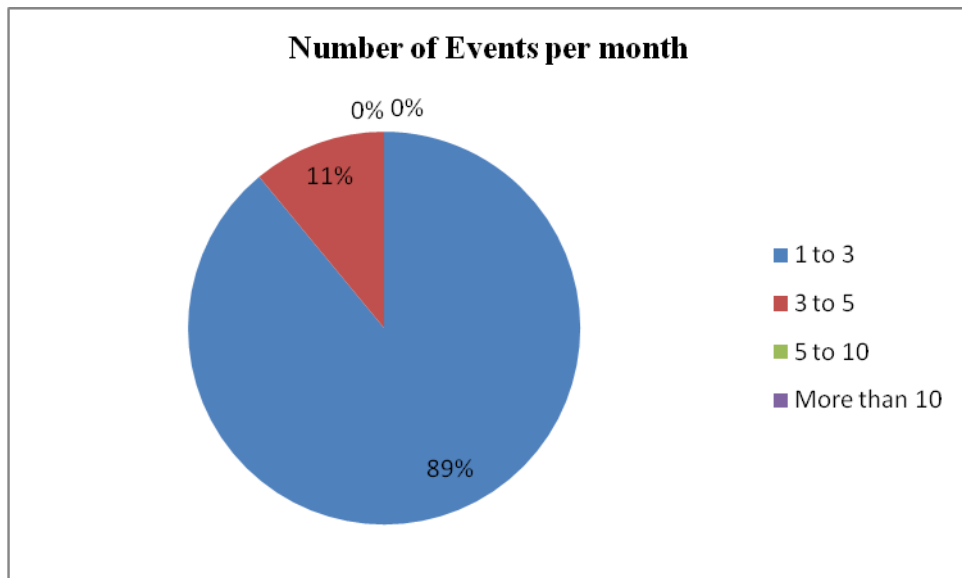


**Interpretation**

It is found that Kota Event Companies doesn't organizes Event on daily or weekly basis but it is interestingly too that 56% companies organizes the Events on Monthly basis, 11% of them on Half Yearly basis, 22% on quarterly basis and 11% on Fort Nightly basis.

**Q.4) The number of Events organized per month by the Company.**

<u>S.No.</u>	<u>Number of Events</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	1-3	8	88.8889
2	3-5	1	11.1111
3	5-10	0	0
4	More than 10	0	0

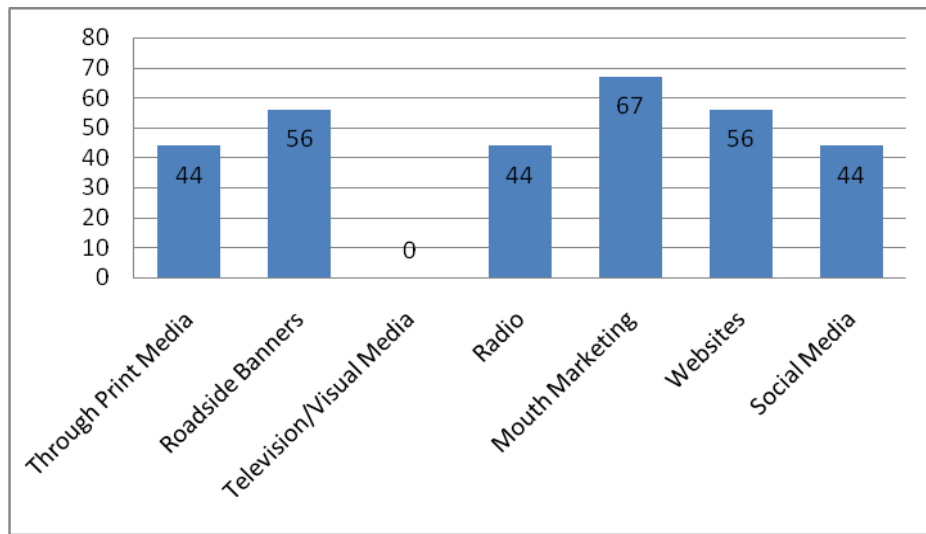


**Interpretation**

- According to the study, in Kota 89% of Event Management Company organize 1-3 events per month.
- 11% Event Management Company organizes 3-5 Events per month.
- None of the Company organizes more than 5 Events in a month.

**Q.5) The method of promoting an Event adopted by the Event Management Company.**

<u>S.No.</u>	<u>Method of Promotion</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Through Print Media	4	44
2	Roadside Banners	5	56
3	Television/Visual Media	0	0
4	Radio	4	44
5	Mouth Marketing	6	67
6	Websites	5	56
7	Social Media	4	44



**Interpretation:**

As there are two types of Media - Traditional Media and Digital Media, both of them have various Advantages.

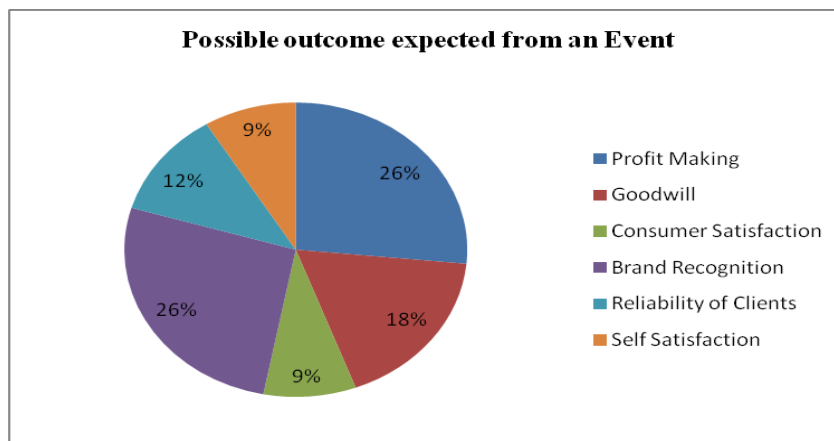
- 67% Companies believe that Word of Mouth Communication or Mouth Publicity or Mouth Publicity plays an important role in communicating the message.

- Now a day's Digital Media that is Internet is used by maximum people and it is very easy method to reach to general public in a short span of time, therefore 44% companies uses Social Media like Face book, Twitter, LinkedIn as a source of promotion.
- Print Media which is a traditional media that includes News Paper, Magazines etc. Used by 44% of the Companies.
- 56% Companies uses Roadside Banners or Hoardings for their promotion.
- 44% Companies uses Radio as a means of promotion.
- 56% Companies also have their websites to promote their Events.



**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

<u>S.No.</u>	<u>Possible Outcome from an Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Profit Making	9	100
2	Goodwill	6	66.66667
3	Consumer Satisfaction	3	33.33333
4	Brand Recognition	9	100
5	Reliability of Clients	4	44.44444
6	Self Satisfaction	3	33.33333



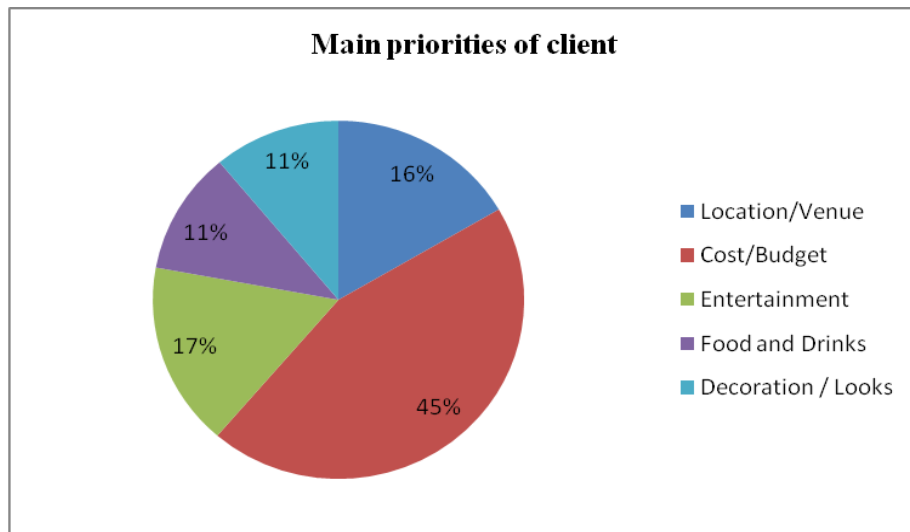
**Interpretation**

Business is done for some general or specific outcomes, in the same way the Event Organizers provide their services for some reasons.

- All the 100% organization primarily wishes to earn profit.
- Secondly, all the Event organization wants to recognize their Brand name.
- 33% works for Self satisfaction as well as for Client Satisfaction.
- 67% Event organization expect their improved Goodwill from the Event.
- 44% Event organizers supports reliability of clients.

**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

<u>S.No.</u>	<u>Main Priorities of Client</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Location/Venue	3	33.33333
2	Cost/Budget	8	88.88889
3	Entertainment	3	33.33333
4	Food and Drinks	2	22.22222
5	Decoration / Looks	2	22.22222

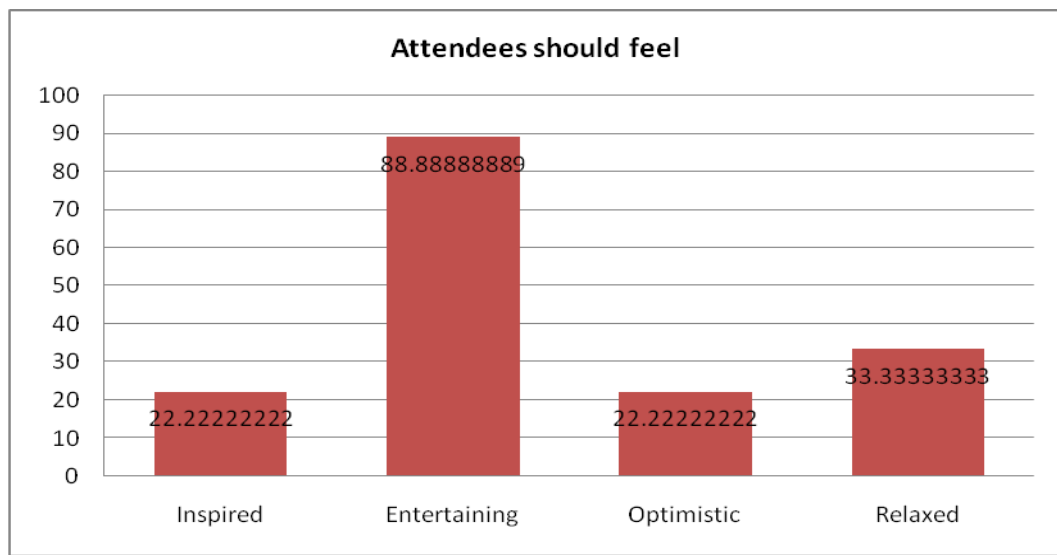


**Interpretation**

- As for any type of Event money is essential, 44% client looks towards the Cost and Budget involved.
- Secondly, 17% client looks to the Venue/Location/Place where the Event is going to organize to check whether it is in reach to the attendees or not.
- Cost of the Event depends on selection of the Venue also.
- 17% clients think for the Entertainment also for the attendees.
- 11% clients search for Food, Drinks, Decoration and Looks as well.

**Q.8) During an Event, the attendees should feel.**

<u>S.No.</u>	<u>Attendees should feel</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Inspired	2	22.222222
2	Entertaining	8	88.88888
3	Optimistic	2	22.222222
4	Relaxed	3	33.333333



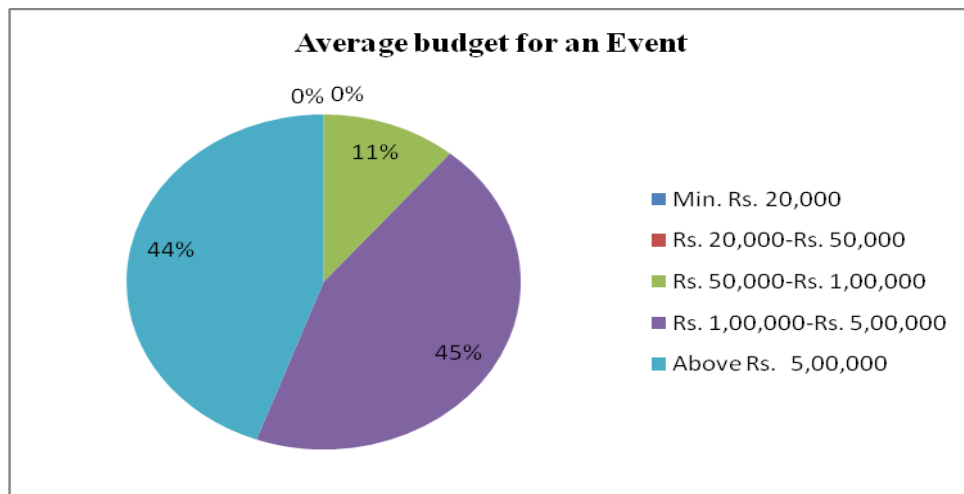
**Interpretation**

As in this busy life everyone wants to relax and get entertained from their busy schedule therefore the client and Event organizers thinks for the guest and accordingly organize the Event.

- Therefore from the above study we conclude that, 88% attendees should feel entertaining during an Event.
- 33% Event Organizers says that the client wishes that their attendees should feel Relaxed during an Event
- 22% says that the attendees should feel Inspired and Optimistic, especially Events organized for Social cause.

**Q.9) Average Event Budget (in Rs.) on which the company works of the various Company.**

<u>S.No.</u>	<u>Average Budget for the Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Min. Rs. 20,000	0	0
2	Rs. 20,000-Rs. 50,000	0	0
3	Rs. 50,000-Rs. 1,00,000	1	11.11111
4	Rs. 1,00,000-Rs. 5,00,000	4	44.44445
5	Above Rs. 5,00,000	4	44.44445



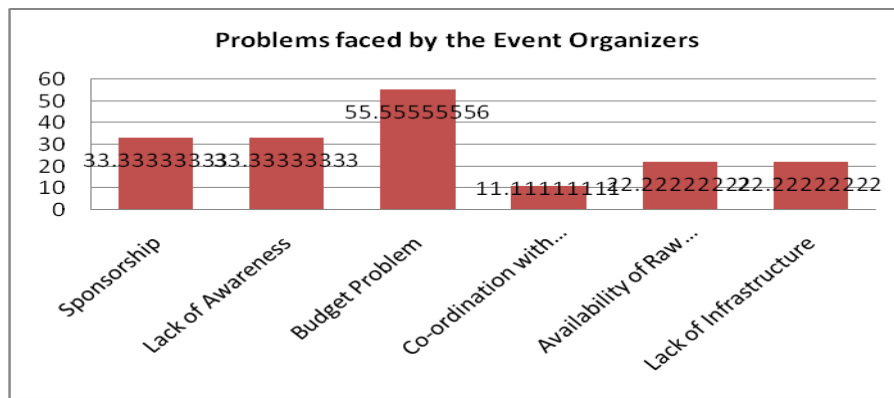
**Interpretation**

As organizing an Event, money is required; the companies have their minimum budget for organizing a particular Event.

- The companies having budget of Rs. 5, 00,000 or above are planning for Wedding or big Corporate Events.
- 45% Event Companies planning for Seminars, Conferences or Product launch having a budget of Rs. 1, 00,000 to Rs. 5, 00,000.
- 11% Companies organizes small Events like Birthday party having a budget of Rs. 50,000 to Rs, 1,00,000

**Q.10) The problems that are faced by the Event Management Company and their Organizers.**

<u>S.No.</u>	<u>Problems faced by the Event Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Sponsorship	3	33.33333
2	Lack of Awareness	3	33.33333
3	Budget Problem	5	55.55556
4	Co-ordination with the client	1	11.11111
5	Availability of Raw Material	2	22.22222
6	Lack of Infrastructure	2	22.22222

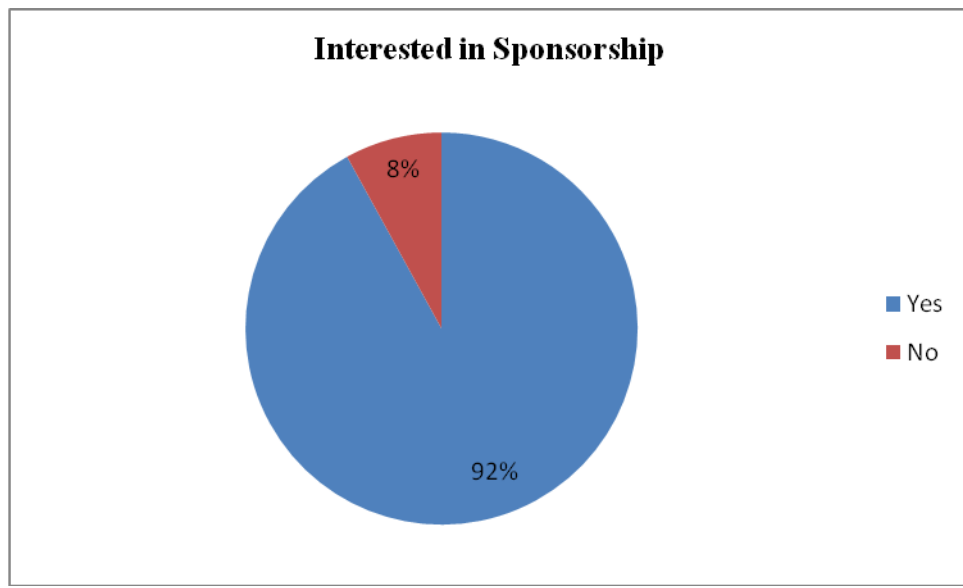


**Interpretation**

- According to the study, the main problem faced by the 55% of the Event Organizers is Budget problem.
- Due to lack of Awareness of Event Management companies among the general public, they are facing Budget problem.
- According to 22% Companies there is also a lack of Infrastructure and less availability of Raw Material.
- 11% company says the co-ordination problem between the Clients and Event Organizers.

**Q.11) Are the company interested in gaining Sponsorship.**

<u>S.No.</u>	<u>Interested in Sponsorship</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Yes	8	92
2	No	1	8



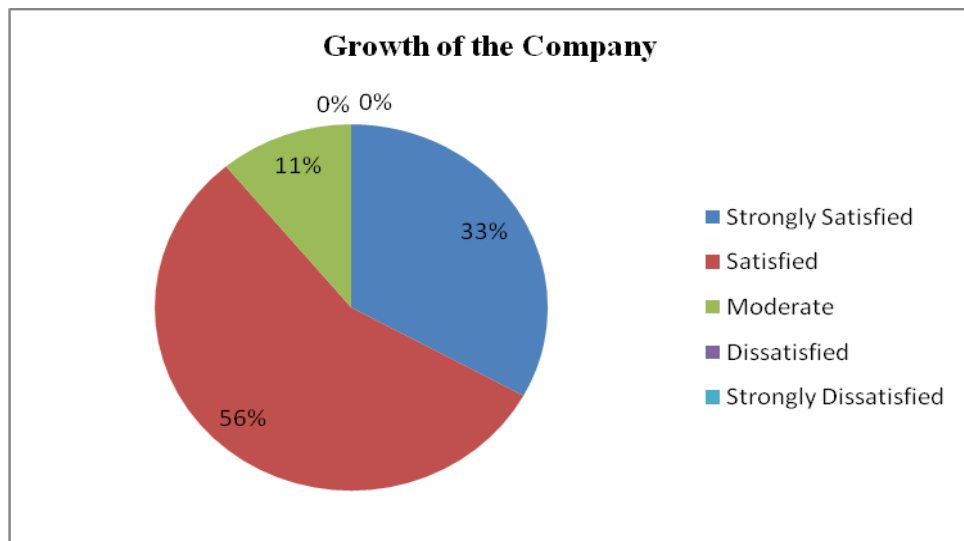
**Interpretation**

Finance is the major factor that plays an important role in organizing an Event. If an Event Company is organizing some public Event then they wish to have some sponsors who can help them in making an Event successful.

- 92% Companies are interested in gaining sponsorship as money plays an important role in organizing an Event.
- 8% says no to sponsorship because it only organizes only private Events like Birthday party or wedding where there is no sponsorship is required

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Strongly Satisfied	3	33.33333
2	Satisfied	5	55.55555
3	Moderate	1	11.11111
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0



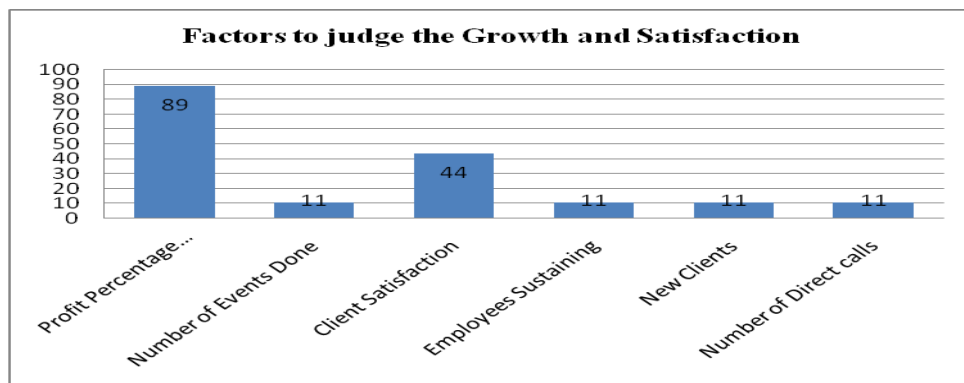
**Interpretation**

If the Event organizers are satisfied with the growth of the company then only they can work better, which also helps in giving client satisfaction and indirectly also helps in mouth publicity.

- Mostly, Event Management Companies are either Satisfied or Strongly Satisfied with the growth of the company.
- 56% Companies are Satisfied with the company’s growth.
- 33% Companies are strongly satisfied with the growth of the company.
- 11% Companies are moderate with the company’s growth.

**Q.13) The growth and satisfaction of the company can be judged by.**

<u>S.No.</u>	<u>Factors to Judge the growth and satisfaction</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Profit Percentage Maximization	8	88.88889
2	Number of Events Done	1	11.11111
3	Client Satisfaction	4	44.44444
4	Employees Sustaining	1	11.11111
5	New Clients	1	11.11111
6	Number of Direct calls	1	11.11111



**Interpretation**

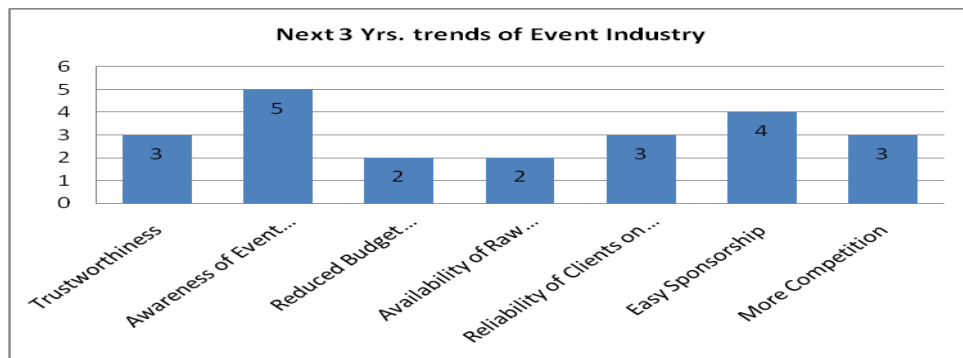
There are various factors on which the particular company can judge their growth. Different companies can have different parameters for judging.

- 88% Event organizers judge their company’s growth on the basis of Profit percentage Maximization.
- Client satisfaction also plays an important role for the growth of the company for 44% Event Organizers.
- 11% Event Organizers judge their growth and satisfaction on the basis of Number of Events done, Employees Sustaining, New Clients and Number of Direct Calls.



**Q.14) The next three years trends in the Event Industry.**

<u>S.No.</u>	<u>Next three Years trends</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Trustworthiness	3	33.333
2	Awareness of Event Management Organization	5	55.5556
3	Reduced Budget Problem	2	22.2222
4	Availability of Raw Material	2	22.2222
5	Reliability of Clients on Event Organization	3	33.333
6	Easy Sponsorship	4	44.4444
7	More Competition	3	33.333



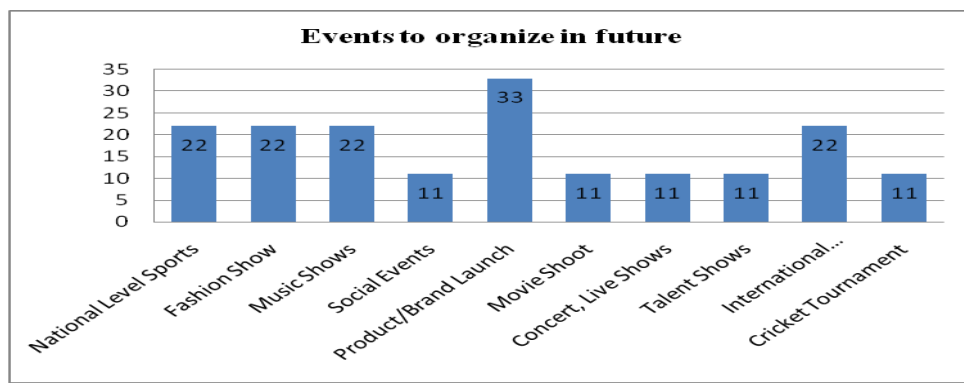
**Interpretation**

Event Organizers expect different things from market as well as from clients in next three years. They expect some new trends or new taste in coming years.

- Availability of Raw Material will be reduced in next three years.
- 55% Event Organizers says that people will get more aware about Event Management Companies in future
- 33% Companies says that Event Industry will grow and will have competition in next 3 years.
- 44% Event Organizers says that gaining sponsorship will be easier.
- 33% Companies says Trustworthiness and 22% says Reliability on Event Organizers will increase.

**Q.15) Which Event the company wishes to organize in near future?**

<u>S.No.</u>	<u>Event to Organize in Future</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	National Level Sports	2	22.222
2	Fashion Show	2	22.222
3	Music Shows	2	22.222
4	Social Events	1	11.111
5	Product/Brand Launch	3	33.333
6	Movie Shoot	1	11.111
7	Concert, Live Shows	1	11.111
8	Talent Shows	1	11.111
9	International Exhibitions, Fairs	2	22.222
10	Cricket Tournament	1	11.111



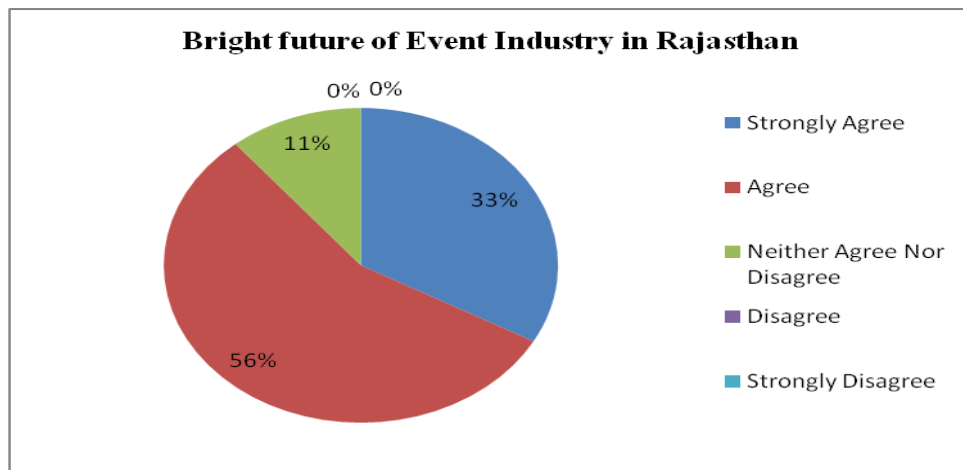
**Interpretation**

- As everyone tries to move further in future and do something new, in the same way the Event Management Companies wishes to do something new.
- 33% Companies are more interested in organizing Product or Brand Launch.
- 22% companies are interested in organizing National Level sports, Fashion shows, Music shows and International Exhibition and Fairs.

**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

**(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)**

<u>S.No.</u>	<u>Factors</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Strongly Agree	3	33.333
2	Agree	5	55.555
3	Neither Agree Nor Disagree	1	11.111
4	Disagree	0	0
5	Strongly Disagree	0	0



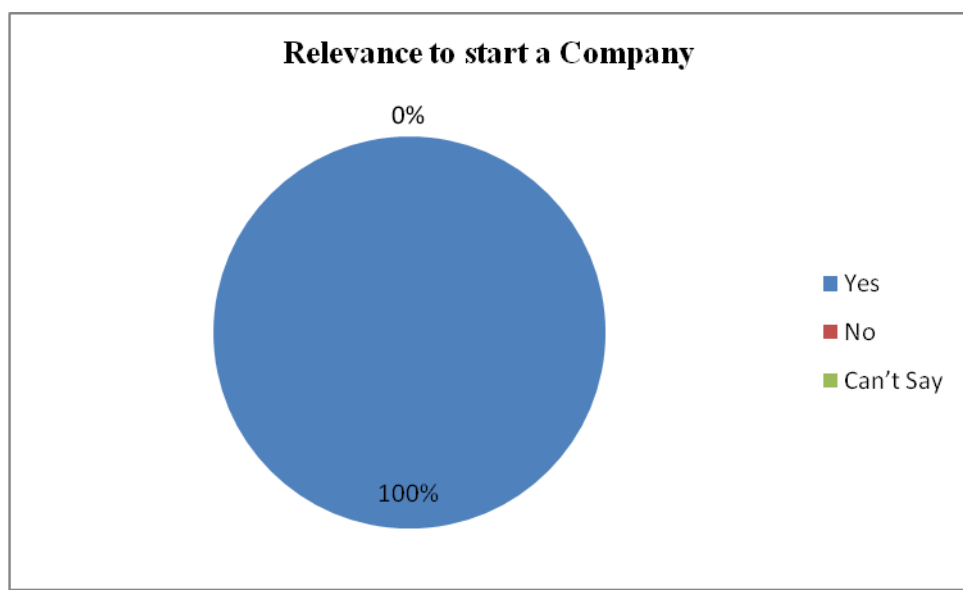
**Interpretation**

As Rajasthan market is not fully tapped by the Event Management Company and also due to shortage of time and experience, maximum company believes that the general public will hire the Event organizers in future.

- 56% Event companies agrees that there is a bright future in Rajasthan for Event Organization.
- 33% strongly agrees that Rajasthan has a bright future.
- 11% Companies neither agree nor disagree with this statement.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<u>S.No.</u>	<u>Relevance to start a company</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Yes	9	100
2	No	0	0
3	Can't Say	0	0

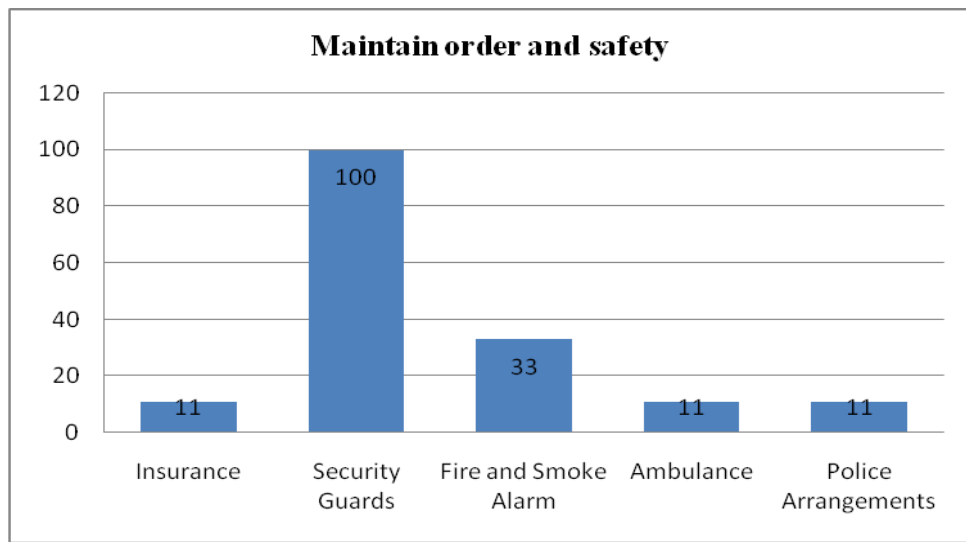


**Interpretation**

- 100% Companies feel that it's relevant to start an Event Management Company in Rajasthan.
- Due to perfection and uniqueness in Event the public will utilizes the Event organizers services.
- General Public has money, but they don't have sources and contact to get best for an Event so they will hire the Event Management Company.

**Q.18) Planning to maintain order and safety in case of a chaos.**

<b><u>S.No.</u></b>	<b><u>Order and Safety through</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Insurance	1	11.111
2	Security Guards	9	100
3	Fire and Smoke Alarm	3	33.333
4	Ambulance	1	11.111
5	Police Arrangements	1	11.111



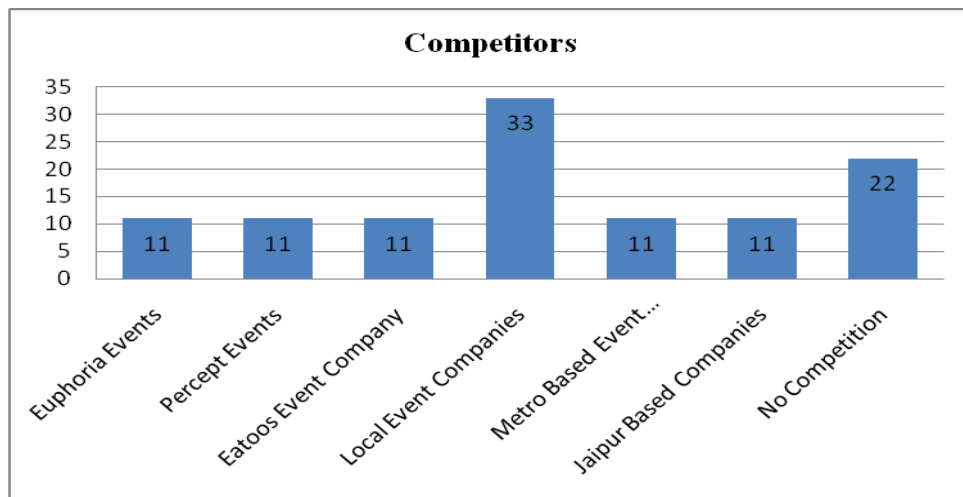
**Interpretation**

The show must go on or everyone wants to have perfect Event but sometimes there are unsticky situation which arises during an Event so the best Event planner is to get rid out of it. For that situation there are various measures that are taken by the different Event companies.

- All the 100% Companies prefer for Security Guards during the Events.
- 33% Event Management Companies prefer Fire and Smoke Alarm also.
- 11% Companies are also interested for Insurance, Ambulance and Police Arrangements.

**Q.19) Company's strongest competitor.**

<u>S.No.</u>	<u>Competitor</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Euphoria Events	1	11.11111
2	Percept Events	1	11.11111
3	Eatoos Event Company	1	11.11111
4	Local Event Companies	3	33.33333
5	Metro Based Event Companies	1	11.11111
6	Jaipur Based Companies	1	11.11111
7	No Competition	2	22.22222



**Interpretation**

- For 33% Event companies in Kota, other local based Event organizers are the competitors.
- 22% Event organizers says that there is no competition for them.
- For few 11% Event organizers either Euphoria Event or Eatoos Event or Percept Event act as a competitor.

**Q.20) According to the experience as an Event organizer, what is the future of Event Management Company?**

<u>S.No.</u>	<u>Name of Event Organization</u>	<u>Future of Event Management Company</u>
1	Infinium India Group	There will be growth in this industry but parallel companies needs to focus on their services and Return on Investment.
2	JC Events	Due to lack of time demand will be high for quality management of events in future and sector will definitely grow.
3	Euphoria Events	Trends will grow of making special occasion into managed events and so event companies will have bright future.
4	D Cubes Events and Entertainment Pvt. Ltd.	Surly the industry will take path of growth as public perception is towards organized things.
5	Eatos Events	Our industry is currently growing rapidly and pace will remain accelerated as people wants to add new occasion in regular life.
6	Kohinoor Publicity	Industry will be in demand as current advertiser has started picking event option to integrate with targeted client.
7	Mangalam Mantra	Market is growing day by day and investors too so due to market competition and this industry will grow but parallel it would be tough to work in this market in future.
8	Pentagon Events	It has enough possibilities to get grow due to increase in demand and effortlessness execution in every event.
9	RK Events	Industry will grow because there is a huge gap between coming demand and service provider for events.

**Table 8: Tabulation, Graphical Representation and Interpretation of Data of Udaipur City**

**Q.1) Name of the Event Organization and event organizer of Udaipur city.**

<b>S.No.</b>	<b>Event Organization</b>	<b>Event Organizer</b>
1	Sampurna Solution	Dhiraj Sukhwat
2	Believe Happenings	Yogi Sachadev
3	Event Gurus	Sumit Kumawat
4	P Square	Kushal Suwalka
5	Ariham Events	Bhopal Singh
6	Dream Makers Event & Entertainment	Mohit Dodeja
7	Tarz Event	Javed Hussain
8	The Refuge	Anand Davda, Nilay Verma
9	Purple Planet Events Pvt. Ltd.	Pooja Pokharna
10	V Care the Wedding Planet	Arvind Mehta
11	Raghav Outdoor and Events	Dheeraj
12	Kanku Events	Kailash Choudhary

**Interpretation:**

The above table reflects that in Udaipur city, there are 12 Event Management Companies that are working presently for organizing various types of Events.

An interesting fact arose that there is at least one female Event Management Company owner.



**Q.2) Which types of Events are usually organized by these various companies of Udaipur?**

<b><u>S.No</u></b>	<b><u>Type of Events Organized</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Wedding Planner	12	100
2	Corporate Events Like Product/Brand Launch	8	66.66667
3	Theme Parties	7	58.33333
4	Music Shows and Concerts, Stage Shows	2	16.66667
5	Gala Parties	2	16.66667
6	Road Shows	1	8.333333
7	Destination Wedding	3	25
8	Birthday or Anniversary Parties	4	33.3333
9	Rajasthani Cultural Events	2	16.66667
10	Religious Events	1	8.333333
11	Educational Events like Seminars and Conferences	3	25
12	Logistic and Artist Management	1	8.333333
13	Mall Activation	2	16.66667
14	Date Planner	1	8.333333



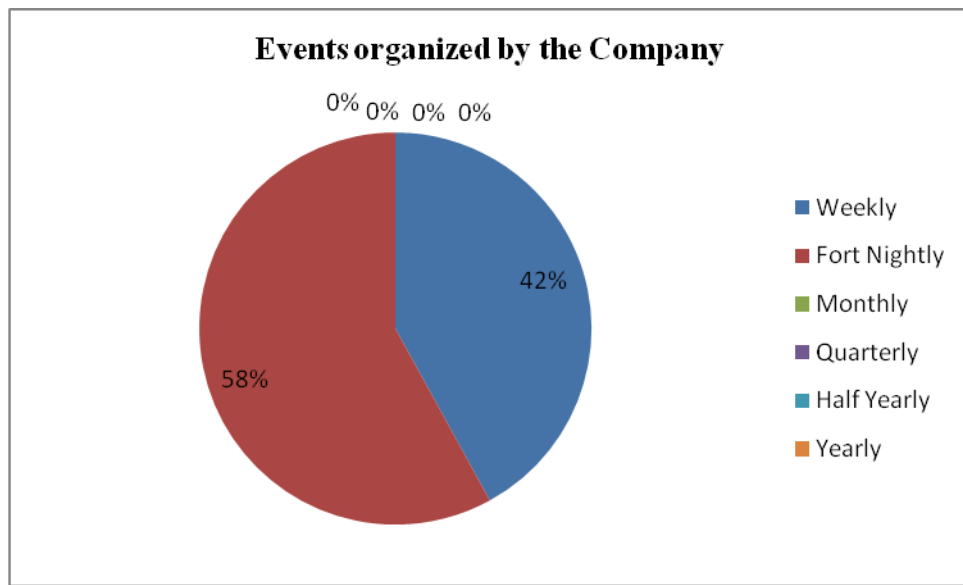
### **Interpretation:**

Udaipur, known as the city of Lakes and a destination place, a lavish royal residence organizes many Events. A place also known as for Destination Wedding.

- From the above study we come to know that in total there are 14 kinds of Events that are organized by the companies of Udaipur.
- All 100% companies plan for Wedding, but out of those only 25% plan for Destination Wedding.
- Out of 14 Events, 8% companies do Logistic and Artist Management.
- 8% Companies are also Date Planner, which is a new concept for the society.
- As Rajasthan is rich in culture and heritage, therefore 17% companies plan Rajasthani Cultural Events.
- Corporate Events like Product or Brand Launch or promotional activity for the product are planned by 67% of the companies.
- 8% companies organize Religious Events.
- 33% companies plan for small Events like Birthday or Anniversary parties and 58% plan for Theme Parties.
- 25% Event organizers plan Educational Events like Seminars, Conferences.
- 17% organizes Music shows and Concerts.
- 17% Companies organizes Mall Activation Events.
- Gala Events are organized by 17% of the companies.

**Q.3) How Often the Events are Organized in Udaipur by the Company?**

<u>S.No</u>	<u>Events are Organized by the Companies</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Weekly	5	41.6666
2	Fort Nightly	7	58.3333
3	Monthly	0	0
4	Quarterly	0	0
5	Half Yearly	0	0
6	Yearly	0	0



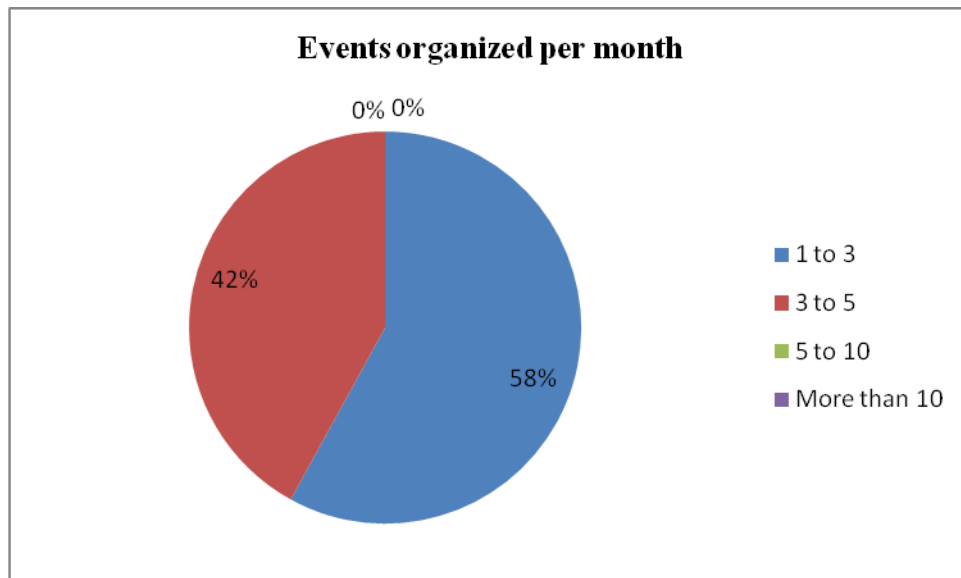
**Interpretation**

Udaipur, with its picturesque landscape, lakes, and historic palaces and architecture, is a major destination for most tourists, both domestic and foreign nationals visiting the state. Therefore the Events in Udaipur are organized on weekly basis too, so as to attract more and more tourist.

- 58% Companies organizes Events Fortnightly.
- 42% Companies organizes Events Weekly.

**Q.4) The number of Events organized per month by the Company.**

<b><u>S.No.</u></b>	<b><u>Number of Events</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	1-3	7	58.33333
2	3-5	5	41.66667
3	5-10	0	0
4	More than 10	0	0



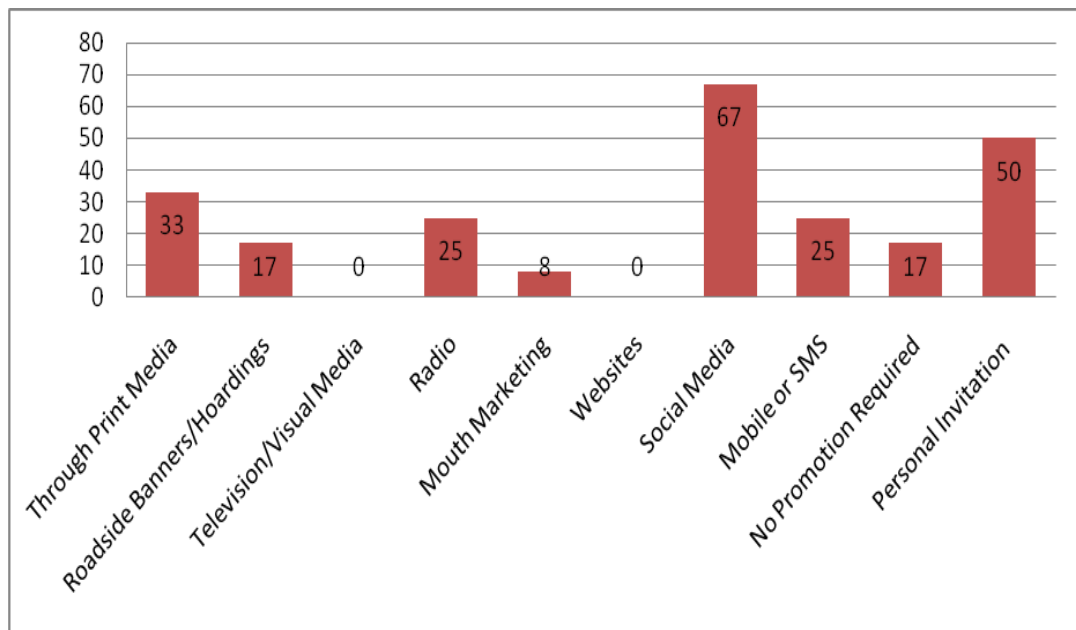
**Interpretation**

Due to attract more tourists at this beautiful place, various Events are organized on monthly basis.

- 58% companies organize 1 to 3 Events monthly.
- 42% companies organize 3 to 5 Events monthly.

**Q.5) The method of promoting an Event adopted by the Event Management Company.**

<u>S.No.</u>	<u>Method of Promotion</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Through Print Media	4	33.33333
2	Roadside Banners/Hoardings	2	16.66667
3	Television/Visual Media	0	0
4	Radio	3	25
5	Mouth Marketing	1	8.33333
6	Websites	0	0
7	Social Media	8	66.66667
8	Mobile or SMS	3	25
9	No Promotion Required	2	16.66667
10	Personal Invitation or Connection	6	50



**Interpretation:**

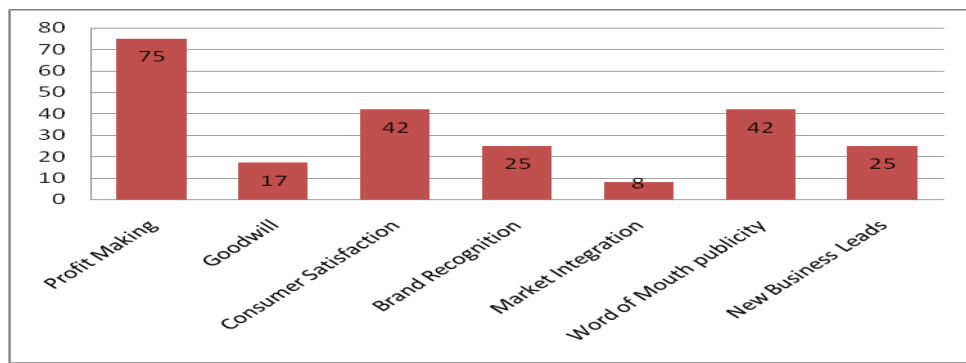
As to reach the information to the general public there must be some medium through which information can be passed on, therefore various companies uses different ways.

Presently, the time is of Digital Media, therefore many companies' wishes to make use of it so as to reach customers.

- Maximum Companies that is 67% uses Social Media as a source for promotion of Events.
- 17% Companies says that they don't require any promotion as they completely organize family Events like Birthday, Anniversaries or Wedding, where no promotion is required.
- 50% companies are interested on personal Invitation or Connection.
- 25% Companies are interested for promotion through sending messages on Mobile.
- 25% companies rely on Radio for promotion.
- 8% companies trust on Mouth marketing for promotion.
- 17% interested for Road side Banners and Hoardings.
- 33% Companies are interested through Tradional media like Print Media.

**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

<u>S.No.</u>	<u>Possible Outcome from an Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Profit Making	9	75
2	Goodwill	2	16.66667
3	Consumer Satisfaction	5	41.66667
4	Brand Recognition	3	25
5	Market Integration	1	8.333333
6	Word of Mouth publicity	5	41.66667
7	New Business Leads	3	25



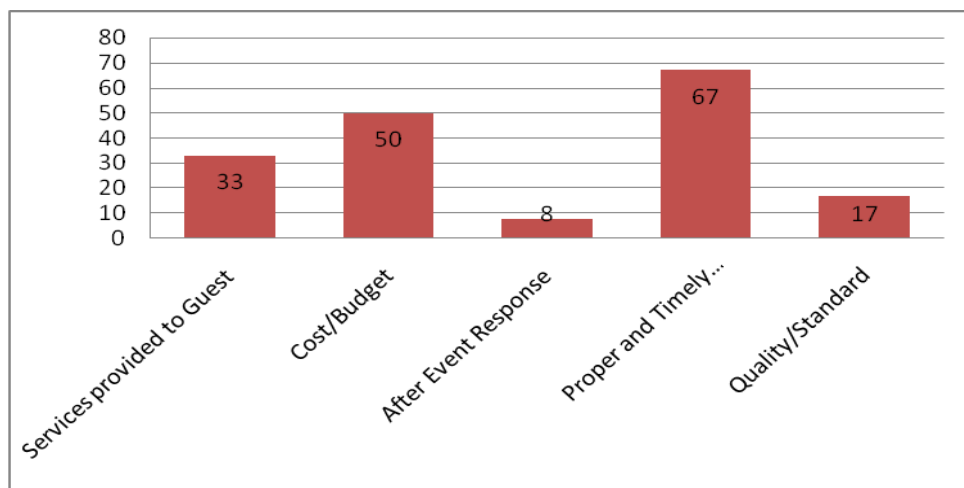
**Interpretation**

As everyone starts a business with some aim, motive and to earn something not only money but to earn position or satisfaction etc. In the same way these Event Organizers also have a mixture of factors to earn during their full time business.

- 75% Companies expect Profit from the Event.
- 42% expect Customer Satisfaction and Word of Mouth Publicity from the Event done by them.
- 25% believes in Brand Recognition from the Event.
- 17% says that they expect Goodwill from the Event.
- 8% expect Market Integration.

**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

<u>S.No.</u>	<u>Main Priorities of Client</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Services provided to Guest	4	33.33333
2	Cost/Budget	6	50
3	After Event Response	1	8.333333
4	Proper and Timely Arrangements on Current trends	8	66.66667
5	Quality/Standard	2	16.66667



**Interpretation**

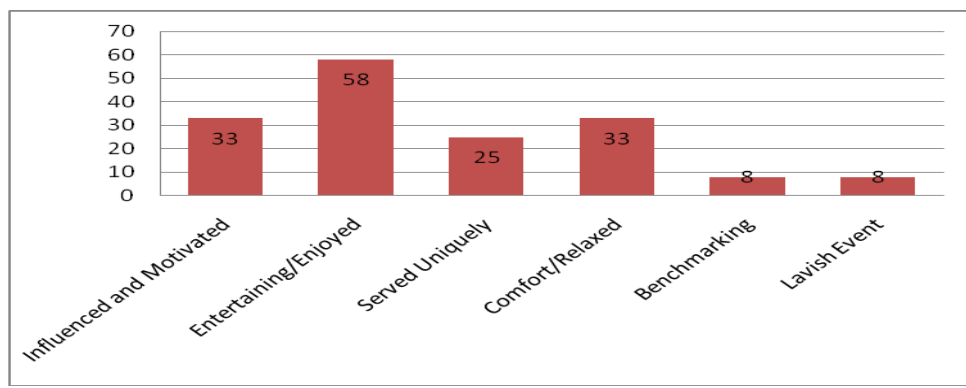
When client spends money on anything like purchasing something or hiring someone for an Event they look for the priorities.

- According to the Event Organizers, 67% client prefers proper and timely arrangements done for the Event.
- 50% Client looks towards the cost or budget involved during an Event.
- 33 % client expects good services provided to their guest.
- 17% looks towards Quality and standard shown during an Event.
- 8% clients are interested in after Event response.



**Q.8) During an Event, the attendees should feel.**

<u>S.No.</u>	<u>Attendees should feel</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Influenced and Motivated	4	33.33333
2	Entertaining/Enjoyed	7	58.33333
3	Served Uniquely	3	25
4	Comfort/Relaxed	4	33.33333
5	Benchmarking	1	8.333333
6	Lavish Event	1	8.333333



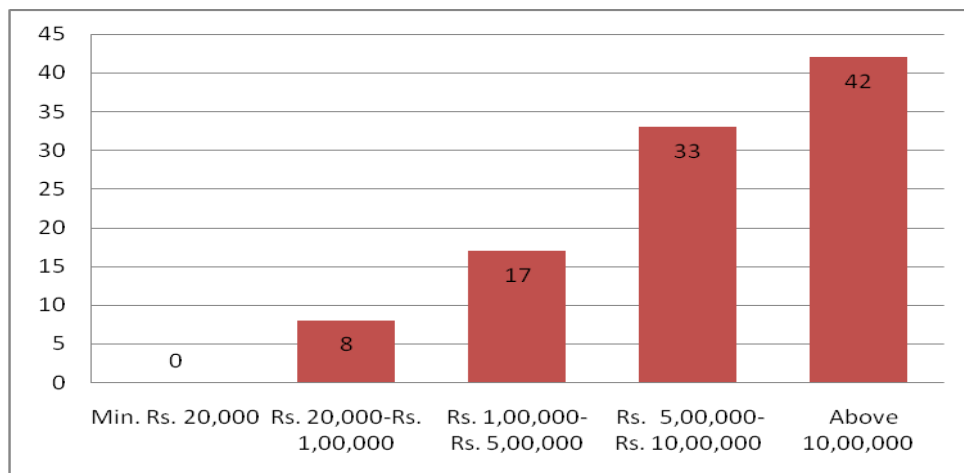
**Interpretation**

A client also feels that the Event they are organizing should get some publicity or exposure as much of his/her funds are engaged into it. They have different choices like-

- 58% client says that their guest or attendees should entertain and enjoy during an Event.
- 33% client stressed on comfort zone of the attendees.
- 33% client also says that guest should get influenced or motivated during an Event.
- 25% clients are interested on the services provided during an Event.
- 8% client says that their Event should have a lavish feel for the guest.
- And another 8% clients are interested in Benchmarking.

**Q.9) Average Event Budget (in Rs.) on which the company works.**

<u>S.No.</u>	<u>Average Budget for the Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Min. Rs. 20,000	0	0
2	Rs. 20,000-Rs. 1,00,000	1	8.33333
3	Rs. 1,00,000-Rs. 5,00,000	2	16.66667
4	Rs. 5,00,000-Rs. 10,00,000	4	33.33333
5	Above 10,00,000	5	41.66667



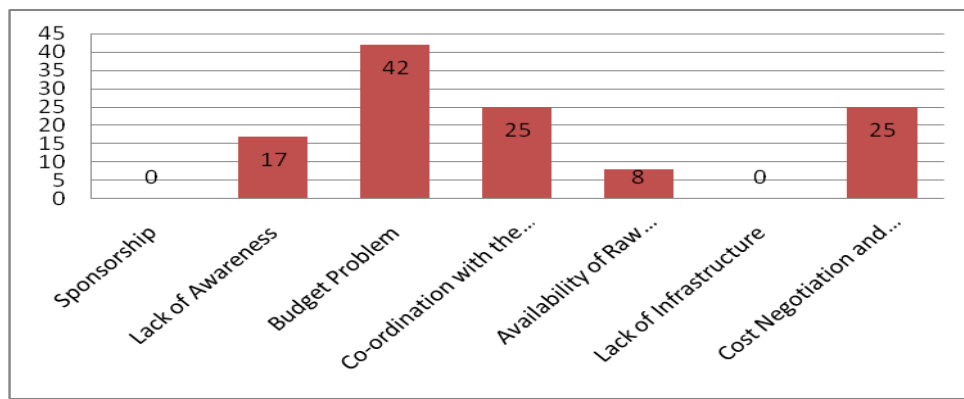
**Interpretation**

Being a tourist place, whether availability of the raw materials or the infrastructure, is so costly that the Event Organizers charges a high amount for organizing an Event.

- No Event management company works below Rs. 20,000 in a city like Udaipur.
- 42% Company works on an average budget of above Rs. 10, 00, 000.
- 33% Event Company have their budget between Rs. 5,00,000 to Rs. 10, 00,000.
- 17% works on an average budget of Rs. 1,00,000 to Rs. 5,00,000.
- 8% Event Company have their budget between Rs. 20,000 to Rs. 1,00,000.

**Q.10) The problems that are faced by the Event Management Companies.**

<u>S.No.</u>	<u>Problems faced by the Event Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Sponsorship	0	0
2	Lack of Awareness	2	16.6667
3	Budget Problem	5	41.66667
4	Co-ordination with the client	3	25
5	Availability of Raw Material	1	8.33333
6	Lack of Infrastructure	0	0
7	Cost Negotiation and Decision Making	3	25



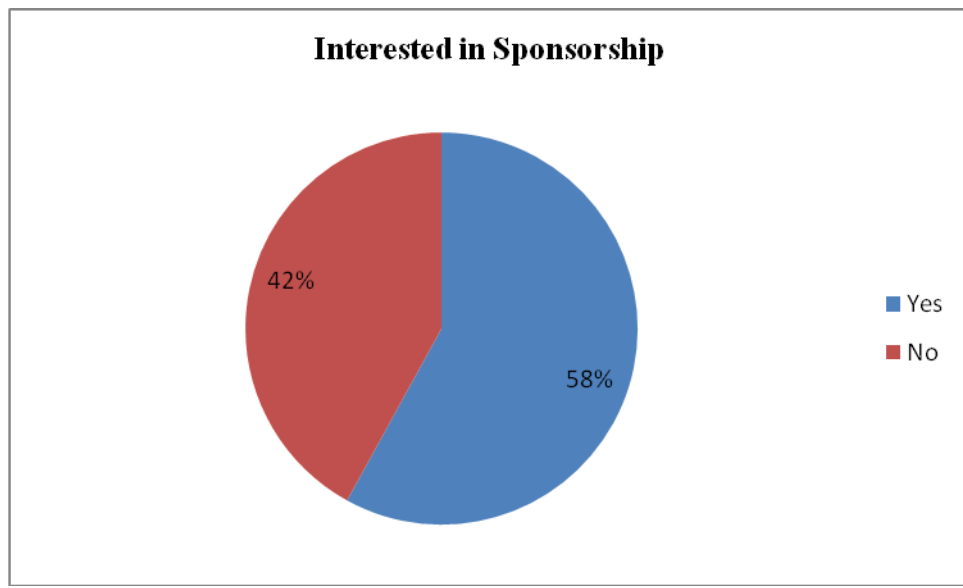
**Interpretation**

No Event is complete without a problem, therefore here also Event organizers faces some problems from the clients and others.

- No problem of sponsorship in Udaipur city.
- 42% Event organization faces Budget problem while organizing an Event.
- 25% Companies have co-ordination problem with the client.
- 8% companies have the problem with availability of raw material.
- 25% Event companies have cost negotiation problem with the client.
- No problem with the Infrastructure.

**Q.11) Are the company interested in gaining Sponsorship.**

<u>S.No.</u>	<u>Interested in Sponsorship</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Yes	7 (For public Events)	58.33333
2	No	5	41.66667



**Interpretation**

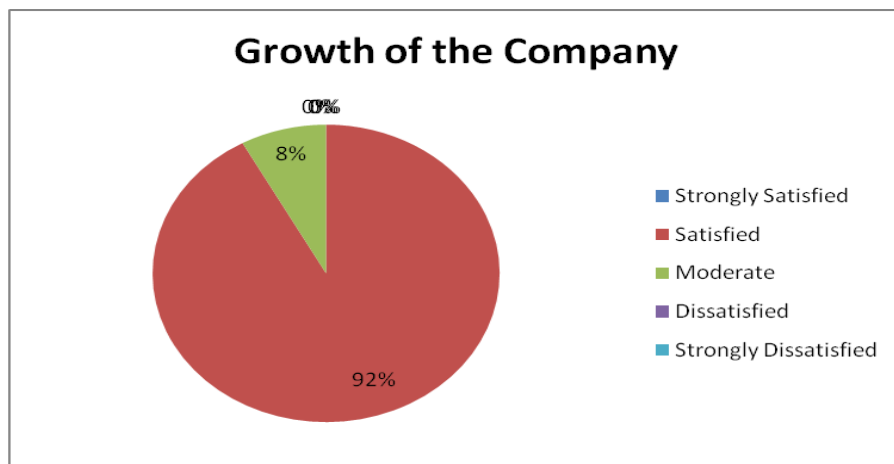
Sponsorship is a necessary part for organizing a public Event.

Both the Event Management Company and the Sponsors have the benefits of this sponsorship. As during an Event a large number of gatherings are there, the sponsor will get a promotional benefit and the Event organizer will have more finance, to make an Event successful.

- 58% Event companies are interested in gaining sponsorship.
- 42% Event Companies are not interested in gaining sponsorship, as they organize family Event which is totally a private affair, where there is no need of Sponsorship.

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Strongly Satisfied	0	0
2	Satisfied	11	91.66667
3	Moderate	1	8.333333
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0



**Interpretation**

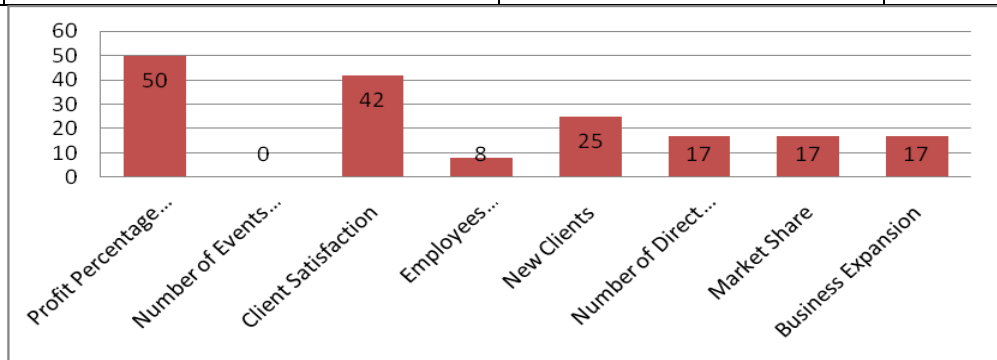
If a person is satisfied with the work done by him then only, he can do better in future.

In Event Management Company if the organizer is satisfied with the work or services provided to the clients by the company then only they can move further towards expansion for business.

- 92% Event Management Companies are satisfied with the company’s growth.
- 8% Event Companies are moderately satisfied.

**Q.13) The growth and satisfaction of the company can be judged by.**

<u>S.No.</u>	<u>Factors to Judge the growth and satisfaction</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Profit Percentage Maximization	6	50
2	Number of Events Done	0	0
3	Client Satisfaction	5	41.66667
4	Employees Sustaining	1	8.33333
5	New Clients	3	25
6	Number of Direct calls	2	16.6667
7	Market Share	2	16.6667
8	Business Expansion	2	16.6667



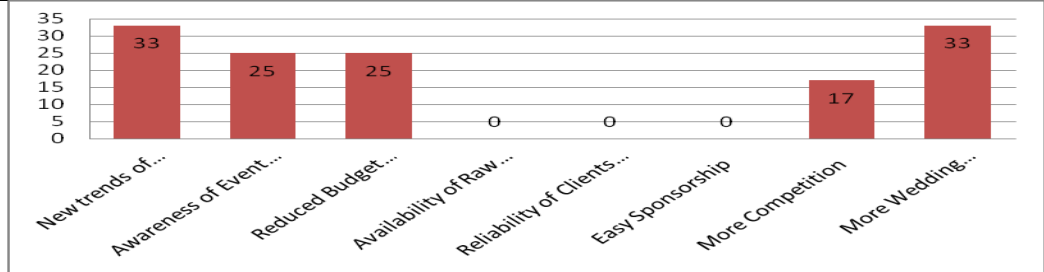
**Interpretation**

As said earlier by the researcher, that business is done for some specific purpose then there are various factors on which Growth and Satisfaction can be judged by different Event Organizers.

- 50% Event companies judge their growth on the basis of Profit Percentage.
- 42% Event organizers says that client satisfaction is also important.
- For 25% Event organizers coming new clients is important.
- For other 17% Market share, Business expansion, Number of direct calls plays an important role.

**Q.14) The next three years trends in the Event Industry.**

<u>S.No.</u>	<u>Next three Years trends</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	New trends of celebration	4	33.33333
2	Awareness of Event Management Organization	3	25
3	Reduced Budget Problem	3	25
4	Availability of Raw Material	0	0
5	Reliability of Clients on Event Organization	0	0
6	Easy Sponsorship	0	0
7	More Competition	2	16.66667
8	More Wedding Planner due to limited time	4	33.33333

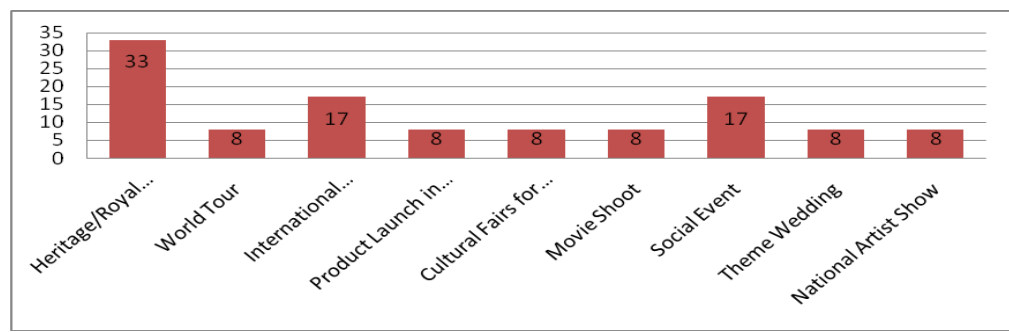


**Interpretation**

- 33% Event Company believes that in next three years, new trends of celebration will be preferred.
- Another 33% Event organizers says that public will hire more wedding planner due to short span of time.
- 25% thinks that public will be more aware about event organization.
- 25% believes that cost or budget problem will be reduced.
- 17% Event companies says that there will be more competition in next 3 years.
- No problem of getting sponsorship.

**Q.15) Event that the company wishes to organize in near future.**

<u>S.No.</u>	<u>Event to Organize in Future</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Heritage/Royal Wedding	4	33.33333
2	World Tour	1	8.333333
3	International Award Ceremonies	2	16.66667
4	Product Launch in International Market	1	8.333333
5	Cultural Fairs for International Guest	1	8.333333
6	Movie Shoot	1	8.333333
7	Social Event	2	16.66667
8	Theme Wedding	1	8.333333
9	National Artist Show	1	8.333333



**Interpretation**

Everyone wants to grow in future, nobody wants get fixed at one place. Every Event organizer has its own wish to do something new in next few years.

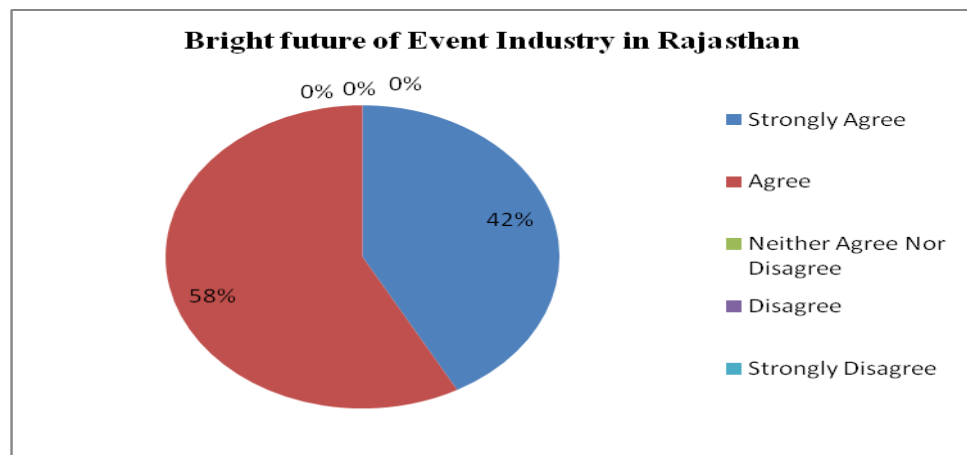
- As 33% Event Management Companies already organized simple wedding now they want to organize Heritage /Royal Wedding.
- 17% Companies wants to do Events at International Level.
- 17% Companies are willing to organize Event for social cause.
- 8% Companies wants to do Events like Product launch at International level, Movie Shoot, Theme Wedding, National Artist show and to organize world tour.



**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)

<u>S.No.</u>	<u>Factors</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Strongly Agree	5	41.66667
2	Agree	7	58.33333
3	Neither Agree Nor Disagree	0	0
4	Disagree	0	0
5	Strongly Disagree	0	0



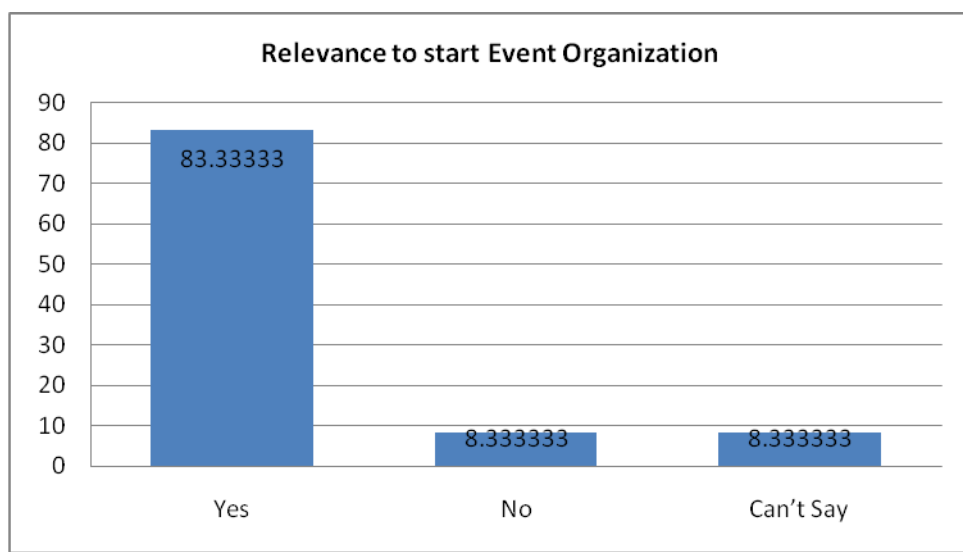
**Interpretation**

Rajasthan being rich in heritage and culture has more scope of organizing an Event and to attract the local public as well as tourist. But it needs some hard work and some more time to achieve.

- 58% Event organization agreed that there is a bright for Event Management Company in Rajasthan but it will take some time to grow as compared to metros.
- 42% Event organization strongly agreed that there is a bright future in Rajasthan.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<u>S.No.</u>	<u>Relevance to start a company</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Yes	10	83.33333
2	No	1 (Less profit Margin)	8.333333
3	Can't Say	1	8.333333



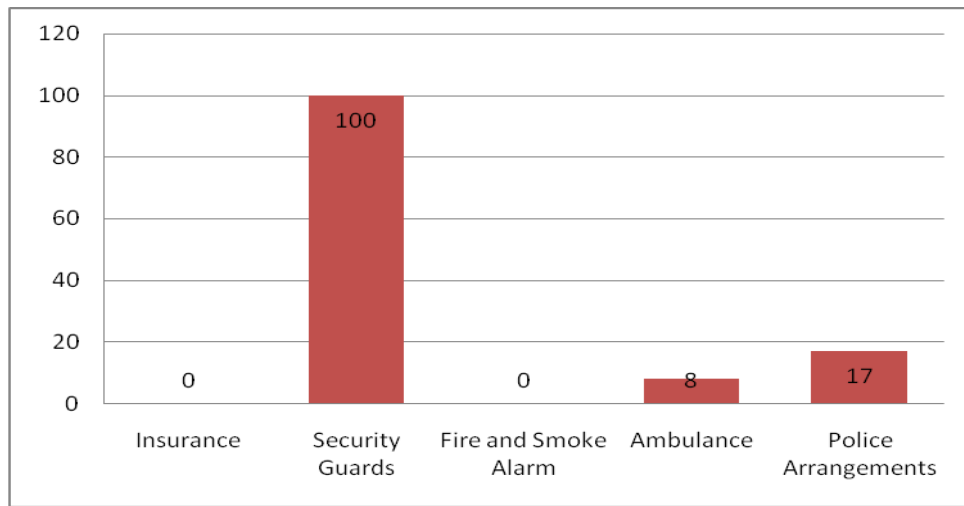
**Interpretation**

It is relevant to start an Event Management Company as the public wants to spend money for an Event like Wedding and wants some uniqueness in their Event but there is less number of service providers to help them in all cities.

- 83% Event Management Company says that it is relevant to start an Event Organizing company in Rajasthan.
- 8% Event Company can't say about the relevance for starting an event organizing company.
- 8% Event Management Company said that it is not relevant to start the company in Rajasthan because of fewer profit margins as compared to metro cities.

**Q.18) Planning to maintain order and safety in case of a chaos.**

<u>S.No.</u>	<u>Order and Safety through</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Insurance	0	0
2	Security Guards	12	100
3	Fire and Smoke Alarm	0	0
4	Ambulance	1	8.333333
5	Police Arrangements	2 (During public event)	16.66667



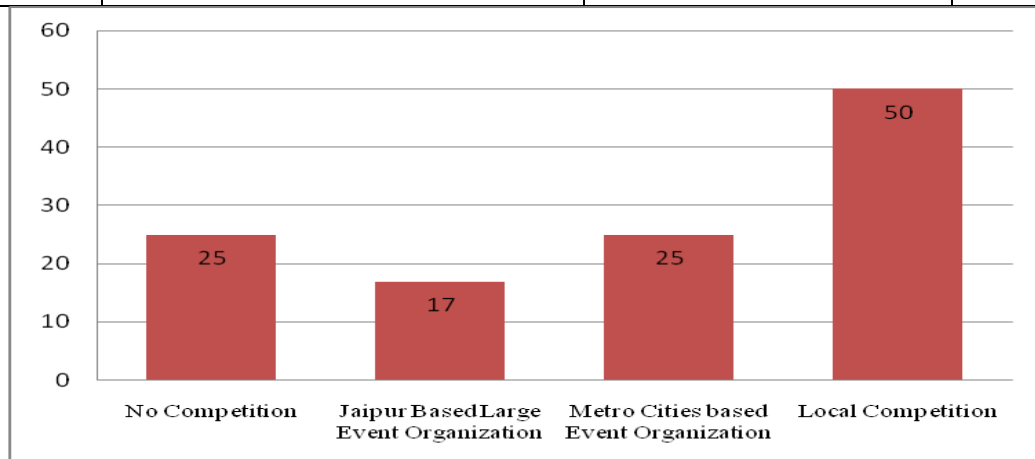
**Interpretation**

Safety and Security is an important factor during an Event. A large number of gathering is there so if any mishappening occurs, then who will be responsible for that situation. So to overcome these circumstances the company plans for safety of the clients and public.

- 100% Event Management companies arranges for security guards during an event.
- 17% Companies also makes police arrangements during public event.
- 8% Event companies makes arrangement of Ambulance also.

**Q.19) Company's strongest competitor.**

<u>S.No.</u>	<u>Competitor</u>	<u>Number of companies</u>	<u>Percentage</u>
1	No Competition	3	25
2	Jaipur Based Large Event Organization	2	16.66667
3	Metro Cities based Event Organization	3	25
4	Local Competition	6	50



**Interpretation**

When one is doing a business, he/she is not only one in the market. There are various others to compete with and those who are providing the same services.

- According to 50% Event companies in Udaipur, local competition is much more there.
- 17% Event organizers says that Jaipur based Event organization is there strongest competitor.
- Few of 25% Event organizers says that there is tough competition with Metro based Event companies.
- And there is no competition for 25% of Event Management Companies.

**Q.20) According to the experience as an Event organizer, what is the future of Event Management Company?**

<u>S.No.</u>	<u>Name of Event Organization</u>	<u>Future of Event Management Company</u>
1	Sampurna Solution	There is high Gap between demand and Quality Service like technology usage for quality event, concept, creative so many things has to come on the way and that's why future is bright
2	Believe Happenings	Celebration is in our blood and we are there to manage your each moment, each celebration into good memories, due to changing trends of celebrations there would be great future of event management companies
3	Event Gurus	Definitely Overall industry will grow due to corporate and consumer connections, corporate now a day's integrating audience by doing public events and one to one marketing
4	P Square	Event industry will surly grow by multiple of percentage due to monetary potential in Rajasthan specially for Weddings
5	Ariham Events	Future is bright as everyone require effortless service in each event, so on service part event industry will grow enormously
6	Dream Makers Event & Entertainment	Event industry has a bright future in coming era as everything require expertise like same event management is vast subject to work upon.

7	Tarz Event	Same as Rajasthan Event industry is having a bright and growing future worldwide due to many other aspect of events like sports, movies , destination wedding etc
8	The Refuge	According to current trends future will be bright due to increasing awareness day by day
9	Purple Planet Events Pvt. Ltd.	Event especially in Entertainment and Arranged family function will enjoy high growth rate in future.
10	V Care the Wedding Planet	In term of Wedding Planning future is so advanced as now a days everything is getting advised and planning starting from dress material to honeymoon planning
11	Raghav Outdoor and Events	In Long run each vertical will create business in event industry be it wedding, be it corporate events, be it public events
12	Kanku Events	Event Industry will have accelerated growth pattern in future due to perfection aspect of each event function and meanwhile event industry will share a big portion in economy due to rich cash flow for this kind of services.

**Table 9: Tabulation, Graphical Representation and Interpretation of Data of Ajmer City**

**Q.1) Name of the Event Organization and event organizer of Ajmer city.**

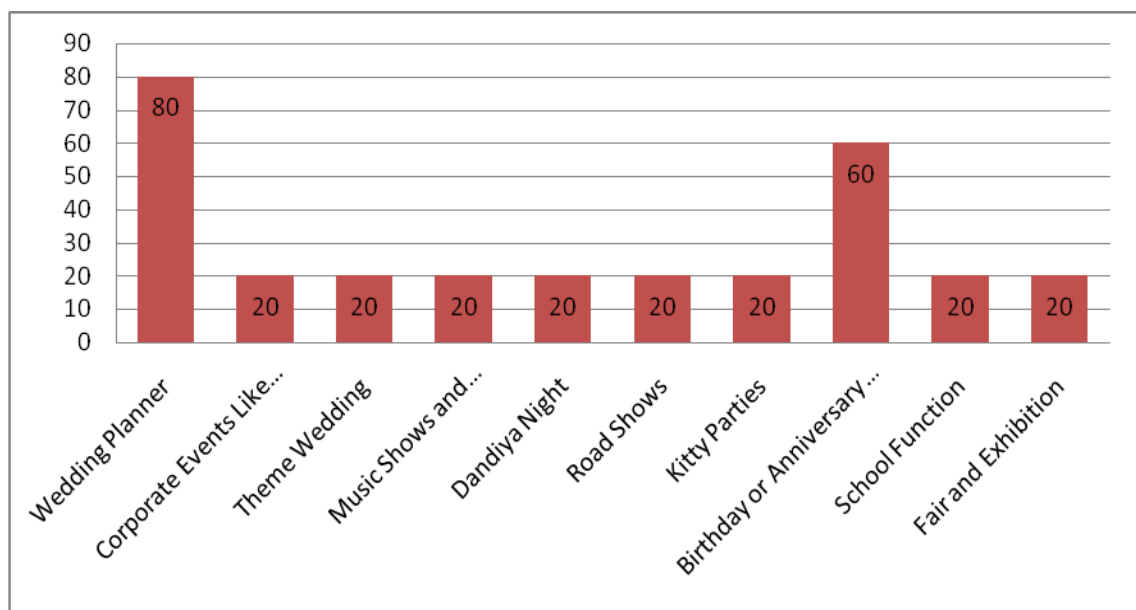
<b>S.No.</b>	<b>Event Organization</b>	<b>Event Organizer</b>
1	Aradhan Tent Event Management	Rajesh Bhargav
2	Aparky Wire Events and Entertainment	R.K Sharma
3	Ragaas	Varun Atrey
4	Om Events	Rajeev Singh
5	Vcan Event Entertainment	Manoj Agarwal

**Interpretation:**

The above table highlights that in Ajmer there are total 5 Event Management Companies which are helping various customer to give perfection to the Events.

**Q.2) The Events that are usually organized by these various companies of Ajmer.**

<b><u>S.No</u></b>	<b><u>Type of Events Organized</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Wedding Planner	4	80
2	Corporate Events Like Product Launch	1	20
3	Theme Wedding	1	20
4	Music Shows and Concerts, Stage Shows	1	20
5	Dandiya Night	1	20
6	Road Shows	1	20
7	Kitty Parties	1	20
8	Birthday or Anniversary Parties	3	60
9	School Function	1	20
10	Fair and Exhibition	1	20





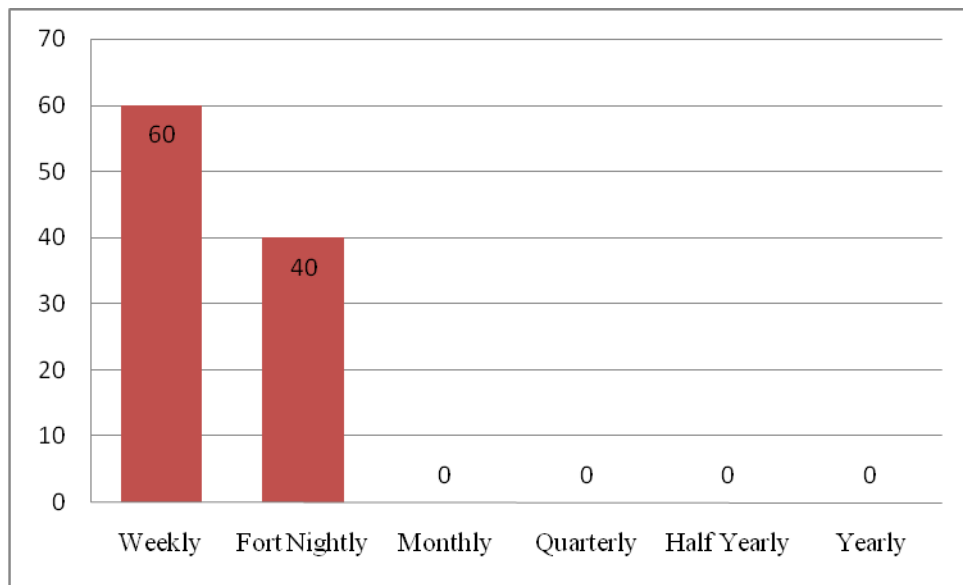
**Interpretation:**

In a city like Ajmer more of private Events are organized by the Event Management Company. As Ajmer is not such a big city, there is less number of Event Companies.

- 80% Event Management Company are wedding planner.
- 60% Event Management Company had organized Birthday or Anniversary parties.
- 20% Companies have either organize Theme wedding or Dandiya night, or Kitty parties, or School functions, Fair and exhibition or Road shows, or corporate event like Launching of product of promotion of product.

**Q.3) How Often the Events are Organized in Ajmer by the Company?**

<u>S.No</u>	<u>Events are Organized by the Companies</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Weekly	3 (In season)	60
2	Fort Nightly	2	40
3	Monthly	0	0
4	Quarterly	0	0
5	Half Yearly	0	0
6	Yearly	0	0



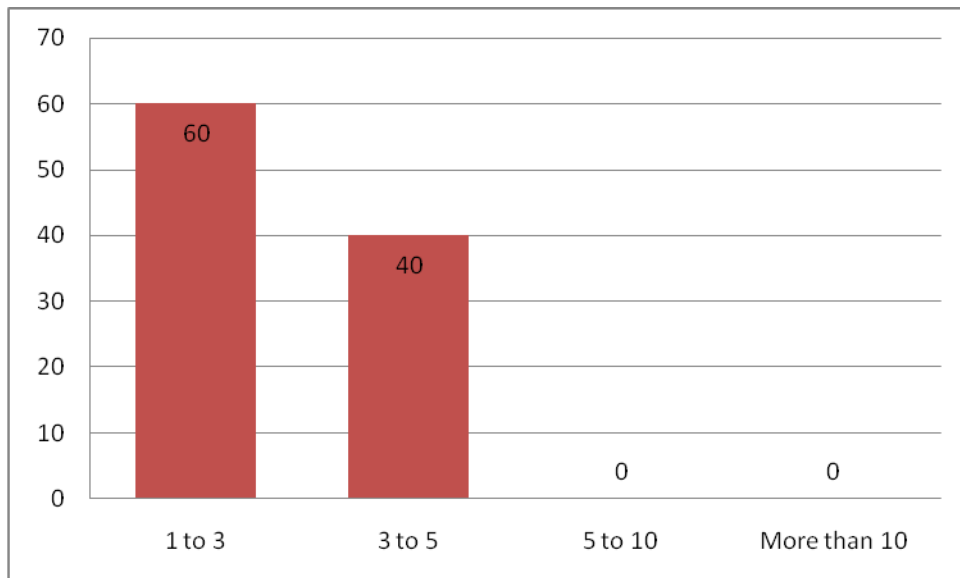
**Interpretation**

Being a small city, during Wedding season or festive season the Event Company organizes Weekly Events, which shows a positive sign towards the growth of Event Management Company.

- 60% Event Management companies organizes event on weekly basis in season.
- 40% Event Management companies organizes event on fortnightly basis.

**Q.4) The number of Events organized per month by the Company.**

<b><u>S.No.</u></b>	<b><u>Number of Events</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	1-3	3	60
2	3-5	2	40
3	5-10	0	0
4	More than 10	0	0



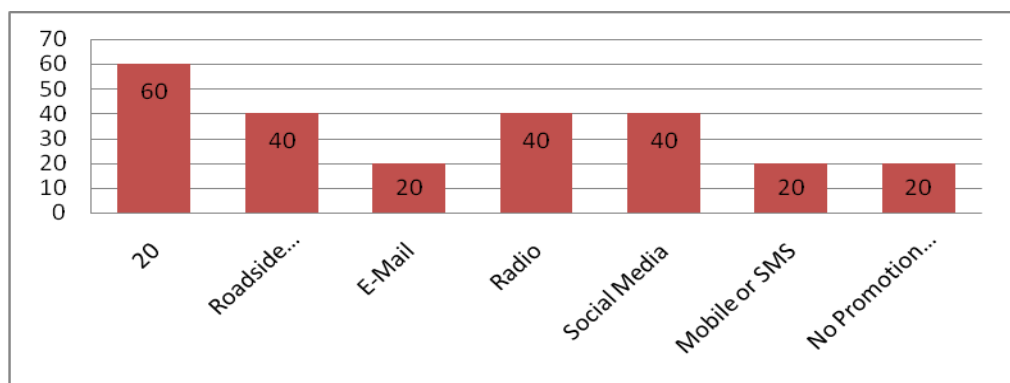
**Interpretation**

This is also an encouraging indication that the company is organizing an Event on monthly basis.

- 40% Event companies in Ajmer organizes 1 to 3 Events per month.
- 60% Event companies in Ajmer organizes 3 to 5 Events per month.

**Q.5) The method of promoting an Event adopted by the Event Management Company.**

<u>S.No.</u>	<u>Method of Promotion</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Through Print Media	3	60
2	Roadside Banners/Hoardings	2	40
3	E-Mail	1	20
4	Radio	2	40
5	Social Media	2	40
6	Mobile or SMS	1	20
7	No Promotion Required	1	20



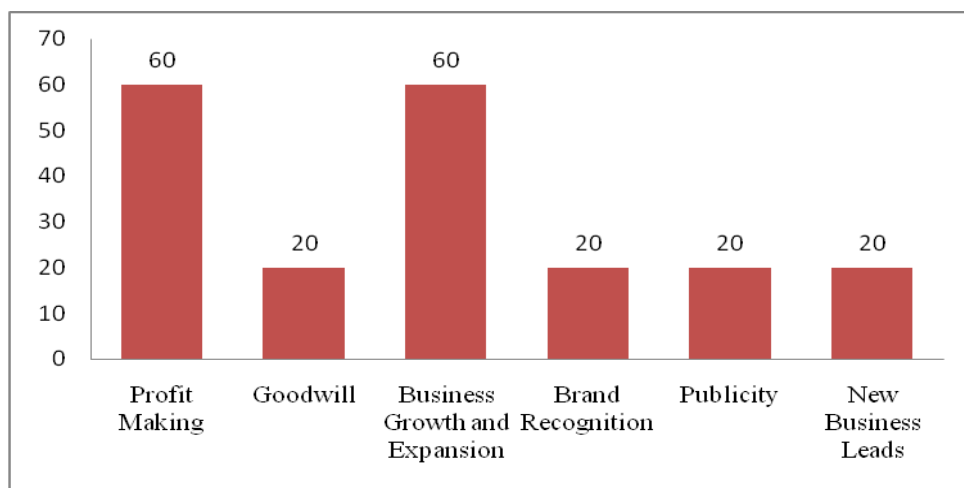
**Interpretation:**

To know that a company is working in market, it needs a promotional activity or tool to reach information to the public that they exist.

- 60% Companies promote their Event through Print Media.
- 40% Event Companies prefer Radio or Social Media or Road side banner for promoting their Event.
- 20% Companies are interested in promoting their Event through E-mail or Mobile messages.
- 20% Companies says that they don't require promotion for their Event as they organize private Event.

**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

<u>S.No.</u>	<u>Possible Outcome from an Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Profit Making	3	60
2	Goodwill	1	20
3	Business Growth and Expansion	3	60
4	Brand Recognition	1	20
5	Publicity	1	20
6	New Business Leads	1	20



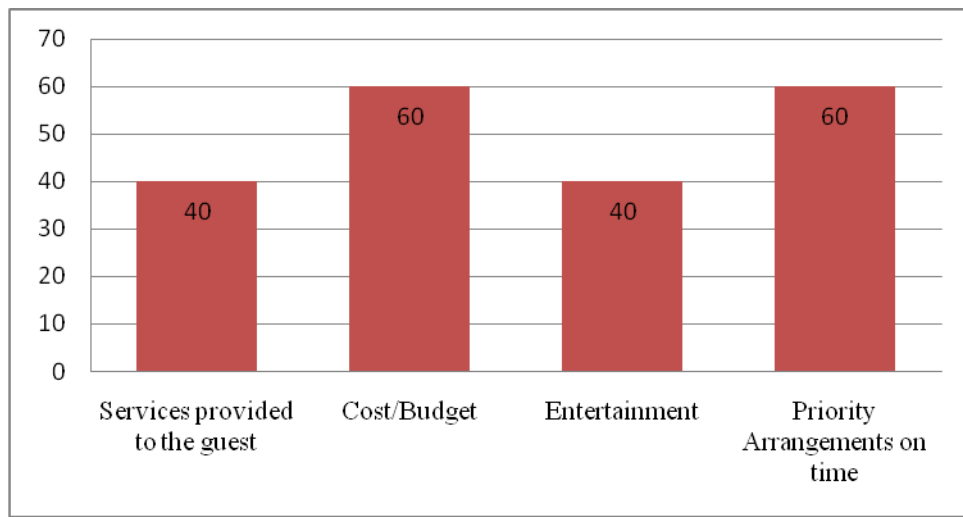
**Interpretation**

When money is invested in a business, the person wants Return on Investment (ROI) for motivating themselves to work more in near future.

- 60% Event companies are interested in Profit making from an Event.
- Another 60% Event Management Companies are interested in Business growth and Expansion from an Event.
- 20% Companies prefer their improved Goodwill from an Event.
- 20% companies looks for Brand Recognition.
- Another 20% Companies prefers their Publicity through an Event.

**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

<u>S.No.</u>	<u>Main Priorities of Client</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Services provided to the guest	2	40
2	Cost/Budget	3	60
3	Entertainment	2	40
4	Priority Arrangements on time	3	60



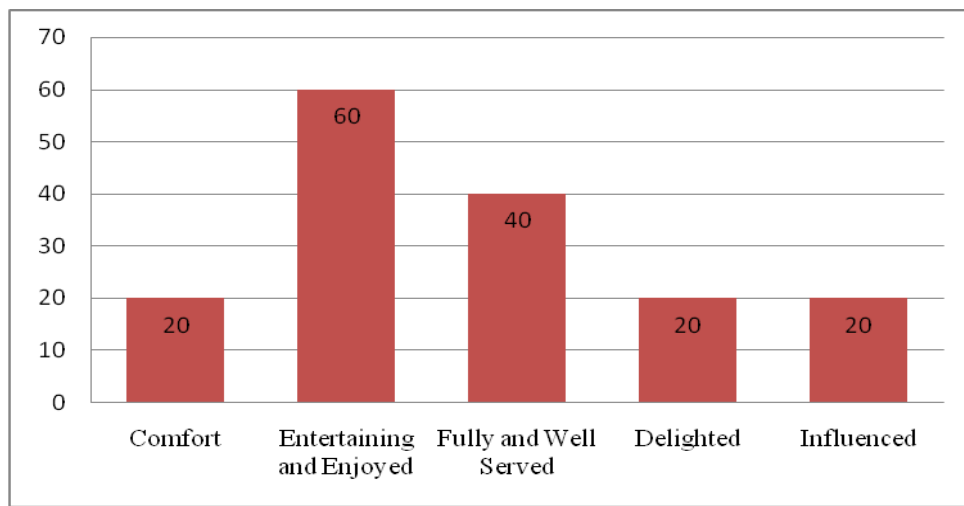
**Interpretation**

Various clients have various preferences from the organizers that is organizing their Event. Client or the Customer is very much self-interested when money is involved.

- 60% Event management Company says that client prefer Budget or Cost involved in the Event.
- 60% Event management Company says that client main priority is Arrangement made by the company on time.
- Another 40% Event management Company says that clients prefer services provided to the guest during an Event.
- 40% Company says that, for client entertainment is also necessary.

**Q.8) During an Event, the attendees should feel.**

<u>S.No.</u>	<u>Attendees should feel</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Comfort	1	20
2	Entertaining and Enjoyed	3	60
3	Fully and Well Served	2	40
4	Delighted	1	20
5	Influenced	1	20



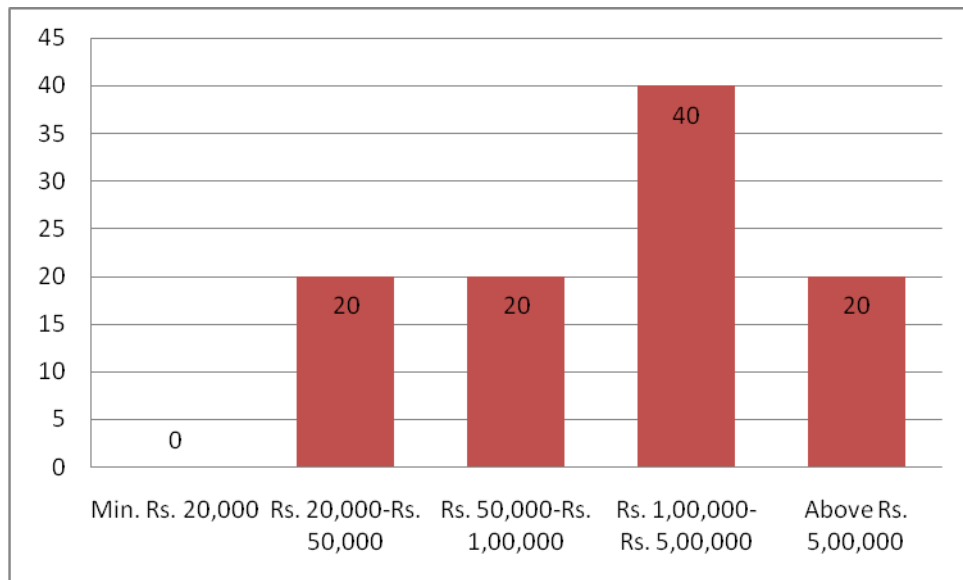
**Interpretation**

As the client organize the Event for the guest and wants to gain more popularity in society so a number of preferences are there from clients perspective.

- 60% Event Companies says that attendees should feel Enjoyed and get entertained during an Event.
- 40% Event Companies says that attendees should fully and well serve during an Event.
- Another 20% Companies says that the client looks for comfort zone for the attendees during an Event.
- The attendees should feel Delighted and Influenced during an Event said by another 20% Event Management Companies.

**Q.9) Average Event Budget (in Rs.) on which the company works of the various Company.**

<u>S.No.</u>	<u>Average Budget for the Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Min. Rs. 20,000	0	0
2	Rs. 20,000-Rs. 50,000	1	20
3	Rs. 50,000-Rs. 1,00,000	1	20
4	Rs. 1,00,000-Rs. 5,00,000	2	40
5	Above Rs. 5,00,000	1	20



### **Interpretation**

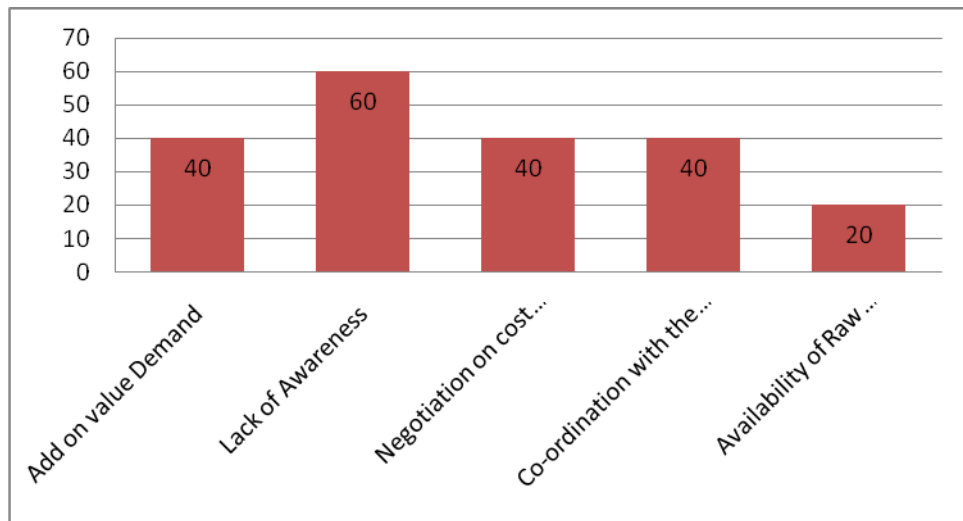
As the things are expensive and more valuable, a city like Ajmer being not a big city has its some minimum value for organizing an Event by the Event Management Company.

- No Event management company works below Rs. 20,000 in a city like Ajmer.
- 20% Company works on an average budget of above Rs. 5,00,000.
- 20% Event Company have their budget between Rs. 50,000 to Rs. 1,00,000.
- 40% works on an average budget of Rs. 1,00,000 to Rs. 5,00,000.
- 20% Event Company have their budget between Rs. 20,000 to Rs. 50,000.



**Q.10) The problems that are faced by the Event Management Companies.**

<b>S.No.</b>	<b>Problems faced by the Event Company</b>	<b>Number of companies</b>	<b>Percentage</b>
1	Add on value Demand	2	40
2	Lack of Awareness	3	60
3	Negotiation on cost /services/others	2	40
4	Co-ordination with the client	2	40
5	Availability of Raw Material	1	20

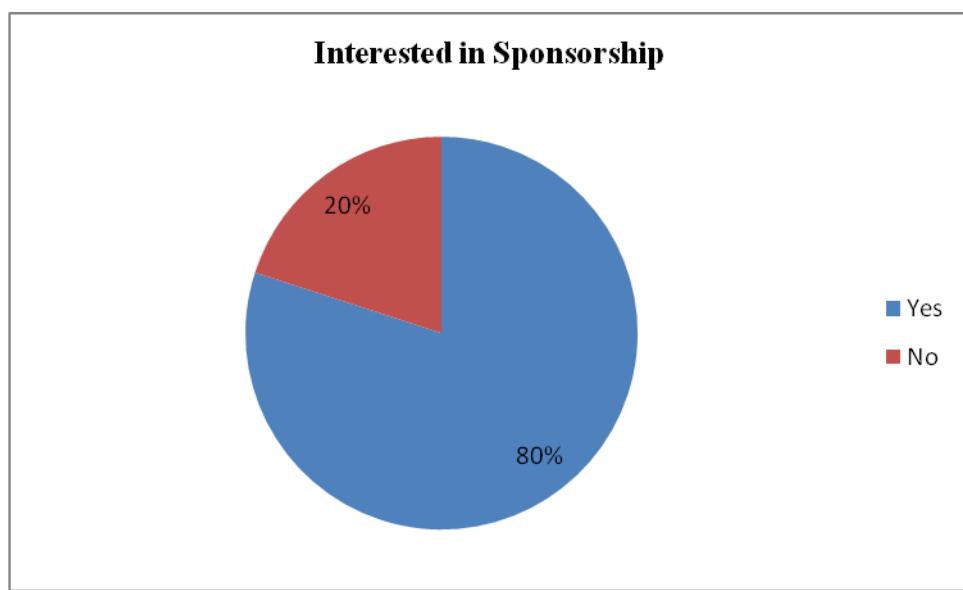


**Interpretation**

- 60% Event companies faces the problem of Awareness of Event Management Company in Ajmer.
- 40% Companies have the problem of negotiation with the clients regarding cost, services and others.
- Another 40% Event Management Company faces the co-ordination problem with the client.
- Some companies have added on value demand problem, the clients demand more on low cost.
- Problem on availability of raw material faced by 20% Event Organization.

**Q.11) Are the company interested in gaining Sponsorship.**

<b><u>S.No.</u></b>	<b><u>Interested in Sponsorship</u></b>	<b><u>Number of companies</u></b>	<b><u>Percentage</u></b>
1	Yes	4	80
2	No	1	20



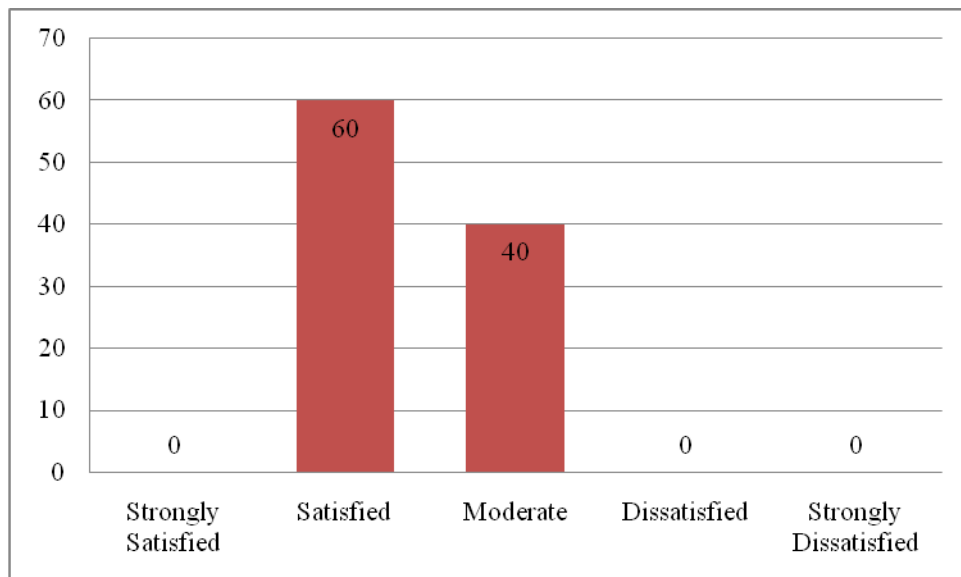
**Interpretation**

Funding plays an important role in organizing an Event. If the Company is organizing some public Event like Health Camp, then they wish to have some sponsors who can help them in making an Event victorious.

- 80% Event companies are interested in gaining sponsorship.
- 20% Event Companies are not interested in gaining sponsorship, as they organize family Event which is totally a private affair, where there is no need of Sponsorship.

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>Number of company</u>	<u>Percentage</u>
1	Strongly Satisfied	0	0
2	Satisfied	3	60
3	Moderate	2	40
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0



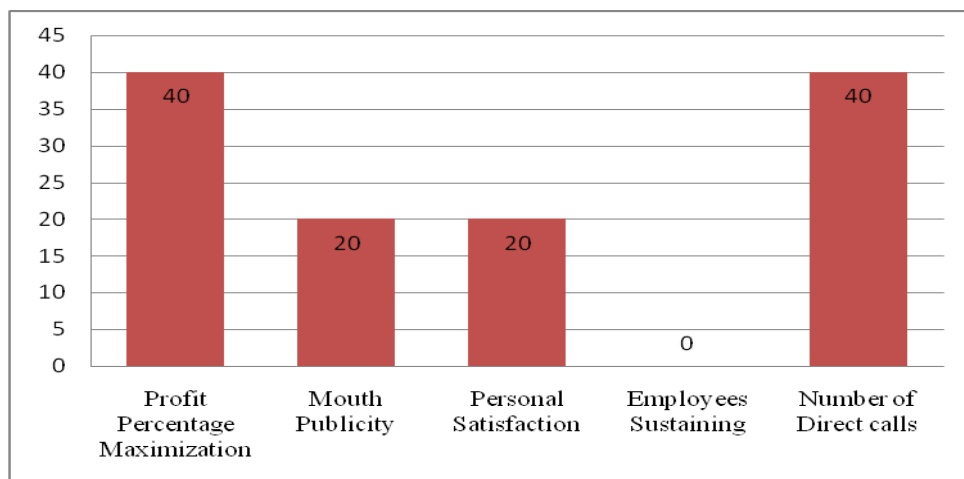
**Interpretation**

If the Event organizers are pleased with the growth of the company then only they can perform their duties better and can provide services on time, which indirectly gives the Company mouth publicity.

- None of the Event Management Company is strongly satisfied with the growth of the company.
- 60% Event Management Company are satisfied with the Company’s growth.
- 40% Event organization are moderate (Neither satisfied nor dissatisfied).

**Q.13) The growth and satisfaction of the company can be judged by.**

<u>S.No.</u>	<u>Factors to Judge the growth and satisfaction</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Profit Percentage Maximization	2	40
2	Mouth Publicity	1	20
3	Personal Satisfaction	1	20
4	Employees Sustaining	0	0
5	Number of Direct calls	2	40



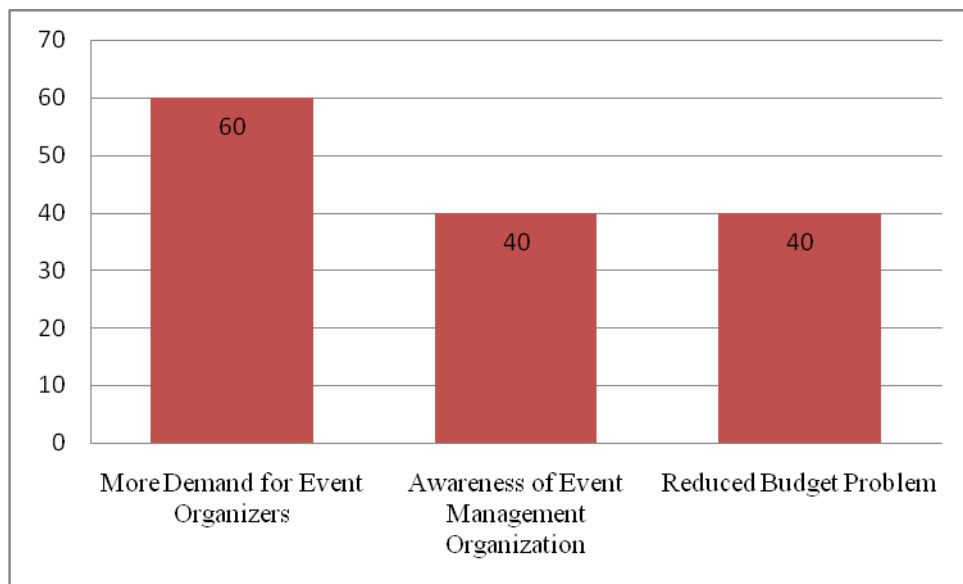
**Interpretation**

To judge that the money invested in business is right or wrong, can be seen by various factors.

- 40%Event Companies judge their growth and satisfaction on the basis of Profit percentage maximization.
- Another 40%Event Companies judge their growth and satisfaction on the basis of Number of direct calls from the clients.
- 20% Companies checks their company’s growth on the basis of mouth publicity.
- And another 20% Companies judge their company’s growth on the basis of Personal satisfaction.

**Q.14) The next three years trends in the Event Industry.**

<b><u>S.No.</u></b>	<b><u>Next three Years trends</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	More Demand for Event Organizers	3	60
2	Awareness of Event Management Organization	2	40
3	Reduced Budget Problem	2	40



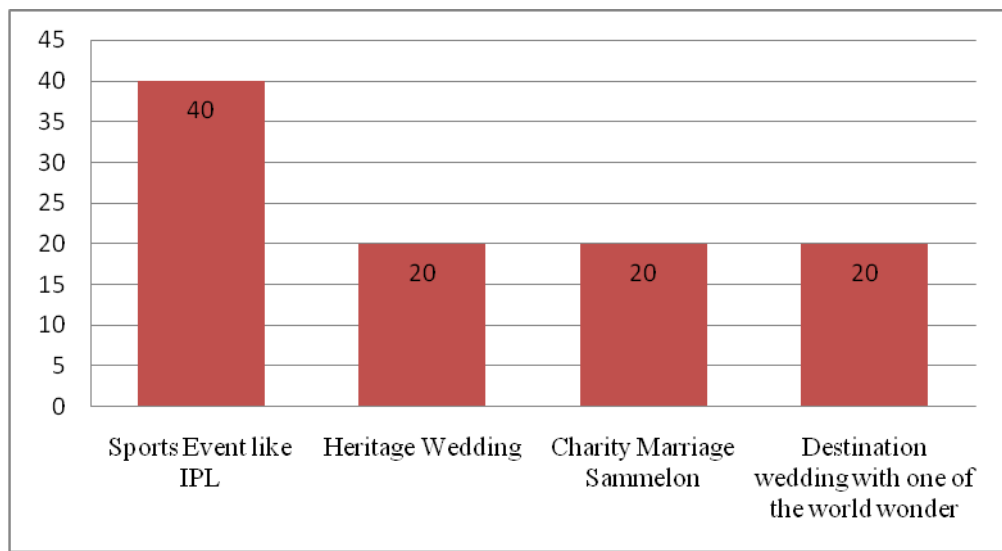
**Interpretation**

In next three years the Event Organizers expect diverse things from market as well as from clients. They expect some new trends of celebration, new taste and preferences.

- According to 60% Event Management Company, there will be more demand for hiring the Event organizers.
- 40% Organizers says that the awareness level for Event organization will increase.
- 40% Organizers says that the budget problem will be reduced in next 3 years.

**Q.15) Which Event the company wishes to organize in near future?**

<u>S.No.</u>	<u>Event to Organize in Future</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Sports Event like IPL	2	40
2	Heritage Wedding	1	20
3	Charity Marriage Sannelon	1	20
4	Destination wedding in one of the world wonder	1	20



**Interpretation**

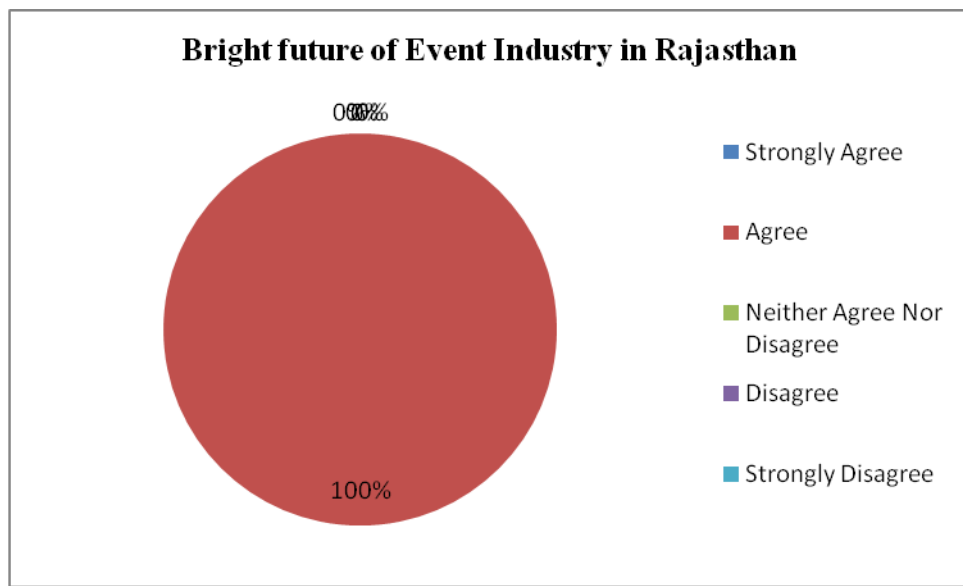
As the person wants to expand the business, in the same way Event Company organizers wants to do some new Events in future, apart from today's Event.

- 40% Event organizers wants to organize sports events in near future.
- 20% Event Organizers wants to organize Heritage wedding or Destination wedding with one of the world wonder.
- Another 20% Event Management Company wishes to organize charity marriage.

**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

**(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)**

<u>S.No.</u>	<u>Factors</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Strongly Agree	0	0
2	Agree	5	100
3	Neither Agree Nor Disagree	0	0
4	Disagree	0	0
5	Strongly Disagree	0	0



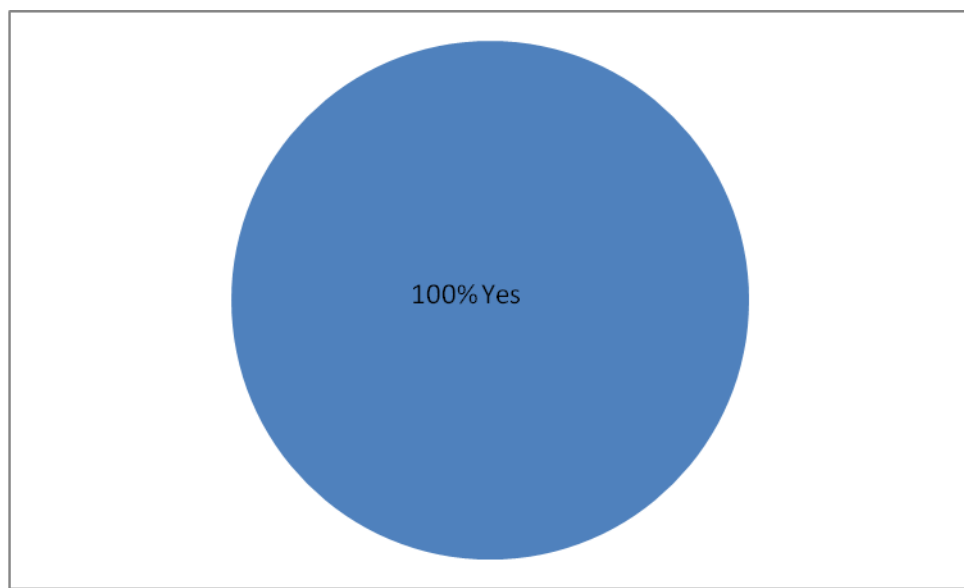
**Interpretation**

According to Event Management Company of Ajmer, they are 100% agreed that there is a bright future for the industry due to untapped market in Rajasthan.

If proper awareness program is done by the Event Management Company such as inform the public about the benefits of hiring the Event Management Company, which saves time and efforts.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<b><u>S.No.</u></b>	<b><u>Relevance to start a company</u></b>	<b><u>Number of Company</u></b>	<b><u>Percentage</u></b>
1	Yes	5	100
2	No	0	0
3	Can't Say	0	0



**Interpretation**

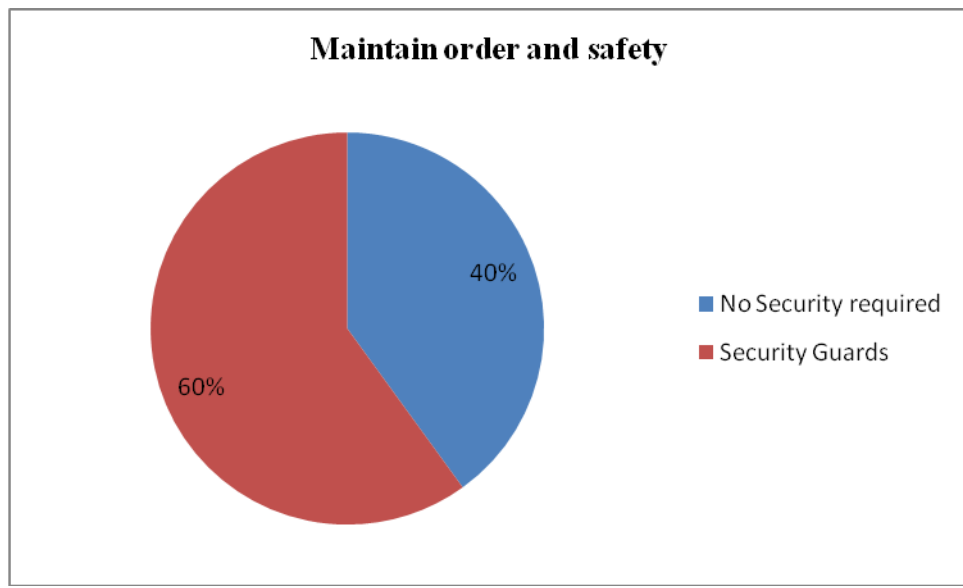
According to all Event Management Company of Ajmer, it is relevant to start the company in Rajasthan.

In next few years, just to show the status symbol, exclusivity in Events the public will hire Event organizers. An Event Management Company is more experienced in organizing an Event and has much contacts that general public will have a bright future.



**Q.18) Planning to maintain order and safety in case of a chaos.**

<b><u>S.No.</u></b>	<b><u>Order and Safety through</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	No Security required	2	40
2	Security Guards	3	60



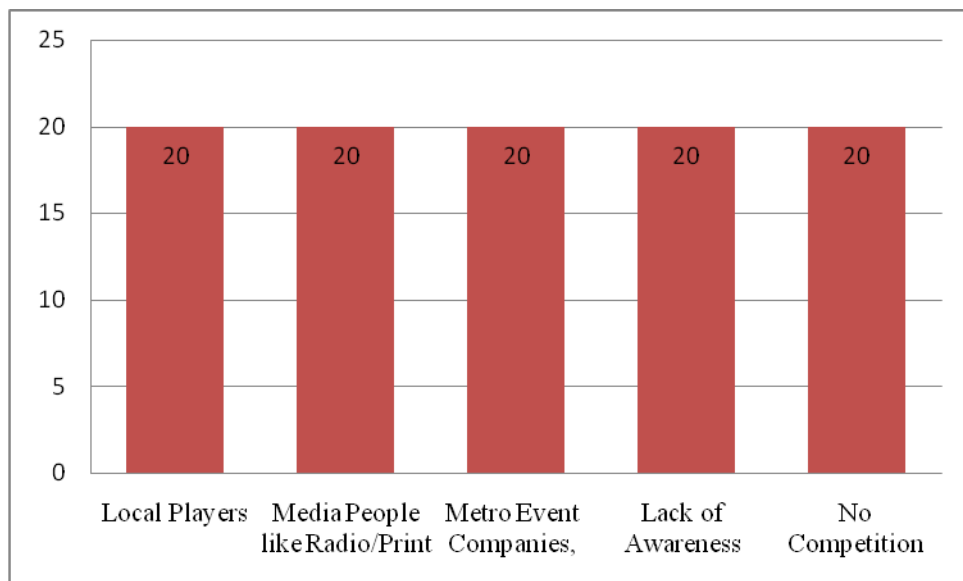
**Interpretation**

Sometimes the problems arise during an Event so the best Event planner is to get relieve out of it. For that situation there are various actions that are taken by the different Event companies.

- According to 60% Event Management Companies, they arrange for security guards during an Event.
- But 40% Event organizers says that they don't require any type of security.

### Q.19) Company's Strongest Competitor

<u>S.No.</u>	<u>Competitor Name</u>	<u>Number of Company</u>	<u>Percentage</u>
1	Local Players	1	20
2	Media People like Radio/Print	1	20
3	Metro Event Companies, if Client Approaches them	1	20
4	Lack of Awareness is itself a competition to fight	1	20
5	No Competition	1	20



### Interpretation

Different persons can have different competitors. All the Companies in Ajmer has different competitor. Like it can be local player, metro based Event companies and the important is lack of Awareness of Event Management Company among people is a tuff competition.

**Q.20) According to the experience as an Event organizer, what is the future of Event Management Company?**

<b><u>S.No.</u></b>	<b><u>Name of Event Organization</u></b>	<b><u>Future of Event Management Company</u></b>
1	Aradhan Tent Event Management	Event Management industry is having bright future aspect in terms of managed event demand.
2	Sparky Wire Events and Entertainment	Future is too good as coming era will create competition and this competition will increase business, awareness, technology and finest will be there.
3	Ragaas	Event is in regular practice of corporate in big cities but they are turning to capture B and C grade cities so Industry is having bright future.
4	Om Events	Future is bright as still many of the streams of event industry are unopened.
5	Vcan Event Entertainment	Already there is lot and lot awareness in metros but still non metro and rest cities have enough potential (in terms of monetary expenses) for event management.

**Table 10: Tabulation, Graphical Representation and Interpretation of Data of Jaipur City**

**Q.1) Name of the Event Organization and event organizer of Jaipur city?**

<b><u>S.No.</u></b>	<b><u>Event Organization</u></b>	<b><u>Event Organizer</u></b>
1	Saksham Events	Satish Goplani
2	U &V Entertainment	Nitin Sharma
3	Freedom House	Sunil Kumar Sharma, Varun Chadha, Vaibhav Mishra
4	Seven Spectrum	Anurag Jain
5	Splash Events and Promotion	Rishi Singh
6	Sathiya Events and Wedding planning	Bharat Khandelwal
7	Sarang Events	Sarang Sahey
8	The Forth Event Management Company	Santosh Kumar Chaudhary
9	Swishin Events	Mahavir Pratap Sharma
10	Fiestro Events and Wedding Planners	Sajjan Gill
11	Pink city Weddings	Puran
12	Sanyog Events	Charudutt Joshi, Ankit Gupta, Deepal
13	Tec India Entertainment Pvt. Ltd.	Bhupesh
14	Panache Events Pvt. Ltd.	Deepal Upadhayay

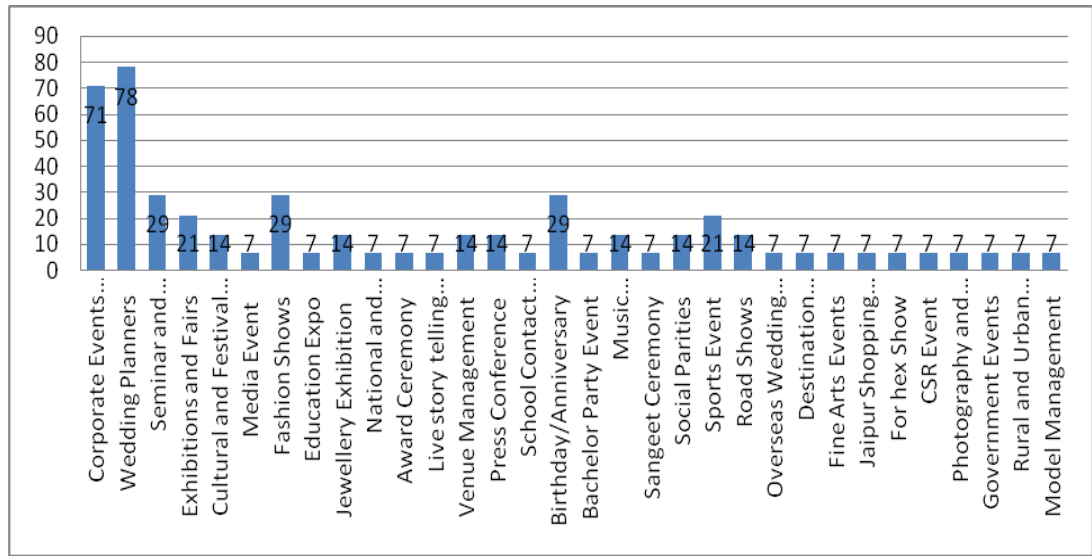
**Interpretation:**

The above table revealed that in Jaipur city maximum 14 Event Management Companies are working as compared to other cities which provide various services to the clients according to their choices.

**Q.2) The Events that are usually organized by these various companies of Jaipur.**

<b><u>S.No</u></b>	<b><u>Type of Events Organized</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Corporate Events like Product Launch/Brand Promotion	10	71.428
2	Wedding Planners	9	77.777
3	Seminar and Conferences	4	28.571
4	Exhibitions and Fairs	3	21.428
5	Cultural and Festival Execution	2	14.2857
6	Media Event	1	7.1428
7	Fashion Shows	4	28.571
8	Education Expo	1	7.142857
9	Jewellery Exhibition	2	14.28571
10	National and International Property Fair	1	7.142857
11	Award Ceremony	1	7.142857
12	Live story telling session and workshop session for Kids	1	7.142857
13	Venue Management	2	14.28571
14	Press Conference	2	14.28571
15	School Contact Programmes	1	7.142857
16	Birthday/Anniversary	4	28.57143

17	Bachelor Party Event	1	7.142857
18	Music Shows/Concerts	2	14.28571
19	Sangeet Ceremony	1	7.142857
20	Social Parities	2	14.28571
21	Sports Event	3	21.42857
22	Road Shows	2	14.28571
23	Overseas Wedding Management	1	7.142857
24	Destination Management	1	7.142857
25	Fine Arts Events	1	7.142857
26	Jaipur Shopping Festival	1	7.142857
27	For hex Show	1	7.142857
28	CSR Event	1	7.142857
29	Photography and Cinematography Activities	1	7.142857
30	Government Events	1	7.142857
31	Rural and Urban Promotional Activities	1	7.142857
32	Model Management	1	7.142857



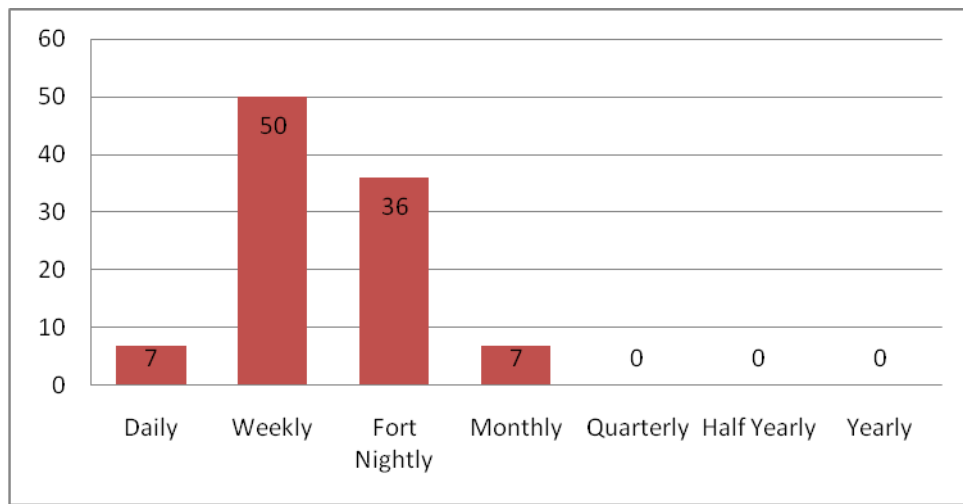
### **Interpretation:**

City like Jaipur and capital of Rajasthan has mixed types of Events due to large number of population; people are more interested in organizing new types of Events for their entertainment.

- In a city like Jaipur, a study done on 14 Event Management Companies, we concluded that there are total 32 types of Events that are organized.
- 78% Companies have organized Wedding.
- 71% Event Management Companies have organized Corporate Events like Product Launch and Brand Launch or any product promotional activity.
- 29% Companies have already organized Seminars and Conferences.
- 29% Companies have organized Fashion Shows.
- 29% Companies planned for Birthday Party or Anniversary Party.
- Exhibition and Fairs are organized by 21% companies.
- Sports Events are planned by 21% Companies.
- Various 14% Event Management Companies have organized Events like Cultural and Festival Execution, Press Conference, Venue Management, Jewellery Exhibition, Social Parties and Road Shows.
- Different 7% Companies have organized Events like Media Event, Award Ceremony, CSR Event, Forhex Event, Government Event, Overseas Wedding Planning, Destination Management, Bachelor Part, Model Management, Jaipur Shopping Festival, and Fine Art Event.

**Q.3) How Often the Events are Organized in Jaipur by the Company?**

<u>S.No</u>	<u>Events are Organized by the Companies</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Daily	1 (In season)	7.142857
2	Weekly	7	50
3	Fort Nightly	5	35.71429
4	Monthly	1	7.142857
5	Quarterly	0	0
6	Half Yearly	0	0
7	Yearly	0	0



**Interpretation**

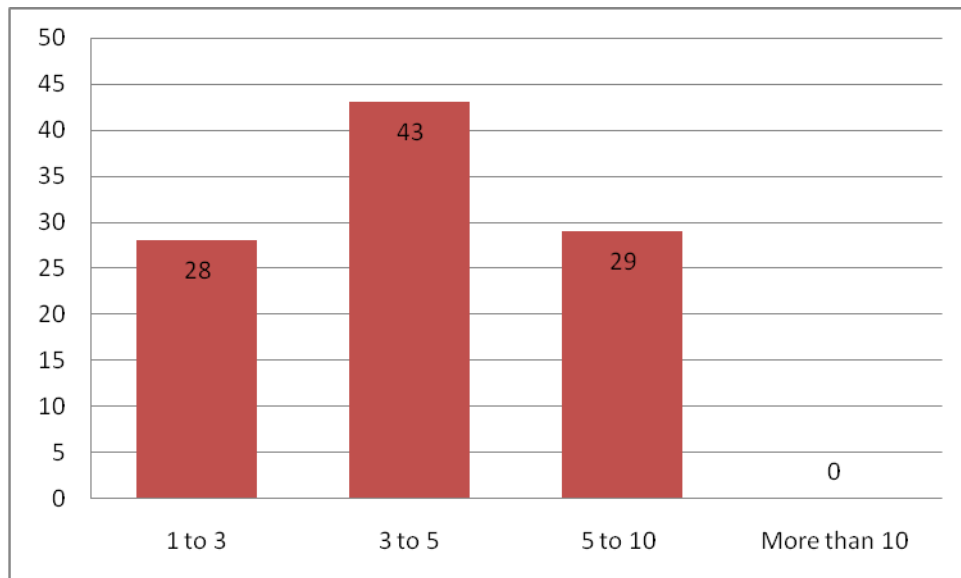
As there are numerous types of Events that are organized in Jaipur, most of the companies provide their services on weekly basis.

- From the above study, we concluded that there is 1 company that organizes 3 Events Per day.
- 50% Companies organizes Events on Weekly basis.
- 36% Event organization organizes on Fortnightly Basis.
- 7% Organizes Events on Monthly Basis.



**Q.4) The number of Events organized per month by the Company.**

<b><u>S.No.</u></b>	<b><u>Number of Events</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	1-3	4	28.57143
2	3-5	6	42.85714
3	5-10	4	28.57143
4	More than 10	0	0



**Interpretation**

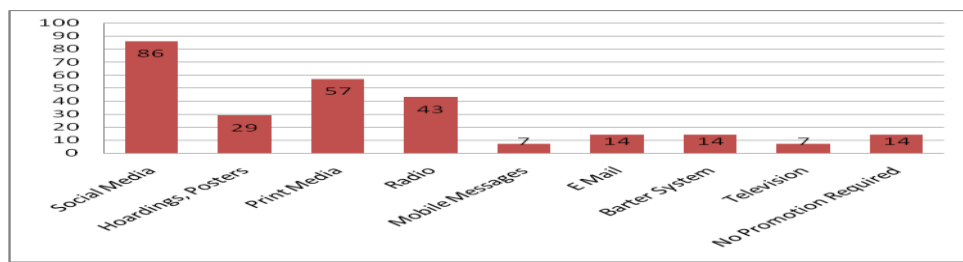
This is a cheering sign for the company and also for the other customers that the company is organizing more Events on monthly basis. The clients are interested in hiring the Event Management Company for their Events.

Few are the companies who also organize more Events on monthly basis.

- 28% Event Management Company organizes 1 -3 Events per month.
- 43% Event Management Company organizes 3-5 Events per month.
- 29% Event Management Company organizes 5-10 Events per month.

**Q.5) The method of promoting an Event adopted by the Event Companies.**

<u>S.No.</u>	<u>Method of Promotion</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Social Media	12	85.71429
2	Hoardings, Posters	4	28.57143
3	Print Media	8	57.14286
4	Radio	6	42.85714
5	Mobile Messages	1	7.142857
6	E Mail	2	14.28571
7	Barter System	2	14.28571
8	Television	1	7.142857
9	No Promotion Required	2	14.28571



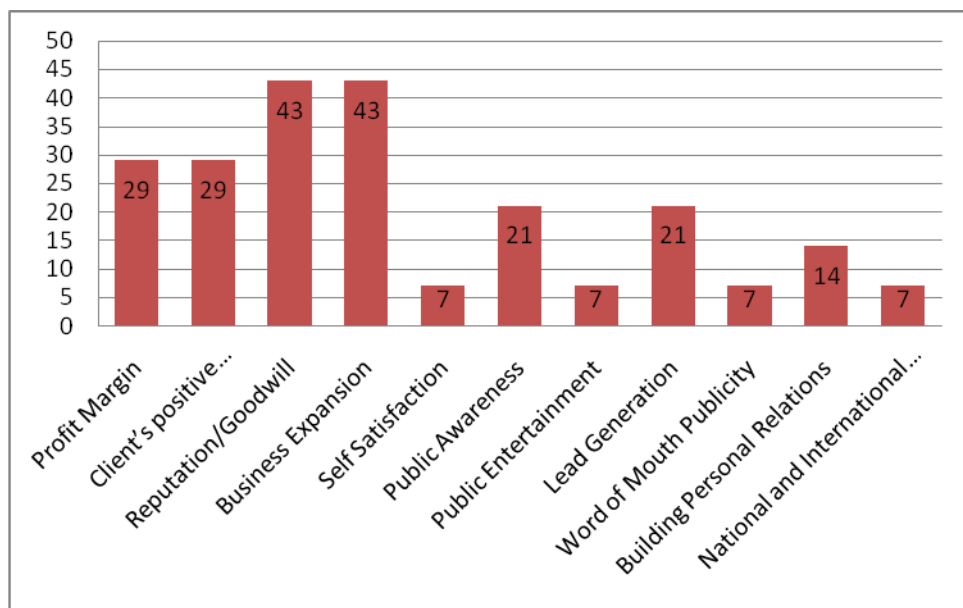
**Interpretation:**

As endorsement or promotion is required for communicating the information regarding the services or Events organized by the Event Management Company, so there are various methods that can be used for this purpose.

- 86% Event Organization believes in Social Media for promoting their Event.
- 57% Companies trust on traditional media means Print Media for promotion.
- Radio is used by 43% Event Organizers for promoting their Event.
- 29% Event companies uses Hoardings and Posters for promotion.
- Another 14% Companies uses E-Mail or Barter System for promotion.
- No promotion is required by 14% Event Companies as they organize private Events.

**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

<u>S.No.</u>	<u>Possible Outcome from an Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Profit Margin	4	28.57143
2	Client's positive Response/Satisfaction	4	28.57143
3	Reputation/Goodwill	6	42.85714
4	Business Expansion	6	42.85714
5	Self Satisfaction	1	7.142857
6	Public Awareness	3	21.42857
7	Public Entertainment	1	7.142857
8	Lead Generation	3	21.42857
9	Word of Mouth Publicity	1	7.142857
10	Building Personal Relations	2	14.28571
11	National and International Audience Integration	1	7.142857



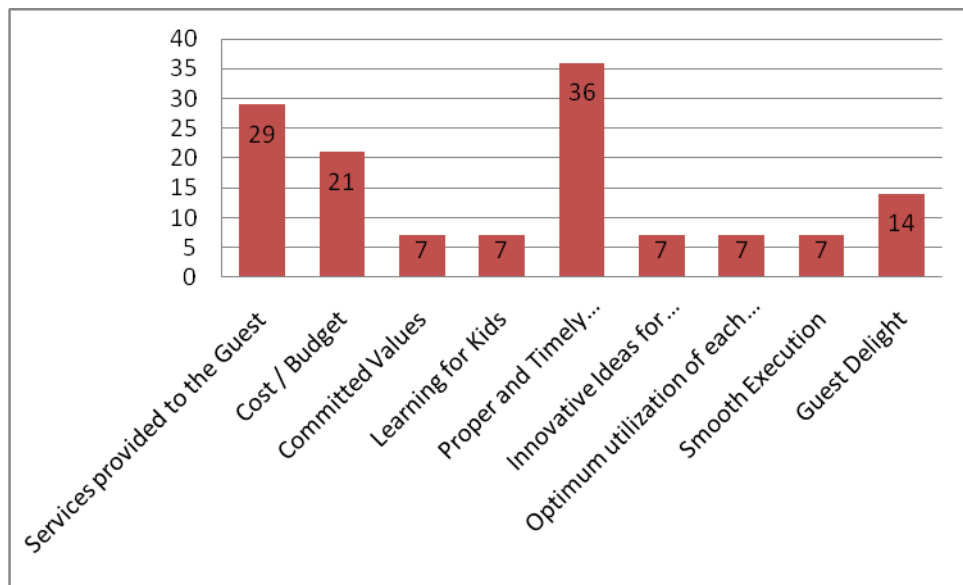
### **Interpretation**

As the business is done for gaining some end result, in the same way Event Management Company provide their services for earning not only in form of money but also gaining popularity in various forms.

- 43% Event Management Companies believes in expanding their business from the current Event.
- Another 43% Companies believes on building up the reputations and Goodwill from the Event.
- Profit Margin is expected by 29% of the Companies.
- Client's Satisfaction or their positive response towards the company is expected by another 29% Event organization.
- Word of Mouth publicity is expected by 7% of the company.
- Public Awareness and Lead Generation is expected by another 21% Organization.
- 7% Event Companies believes that there should be national and international audience integration from their Event.
- 7% Event Companies think of public entertainment from the Event.

**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

<b><u>S.No.</u></b>	<b><u>Main Priorities of Client</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Services provided to the Guest	4	28.57143
2	Cost / Budget	3	21.42857
3	Committed Values	1	7.142857
4	Learning for Kids	1	7.142857
5	Proper and Timely Arrangement	5	35.71429
6	Innovative Ideas for Event/Theme	1	7.142857
7	Optimum utilization of each penny	1	7.142857
8	Smooth Execution	1	7.142857
9	Guest Delight	2	14.28571



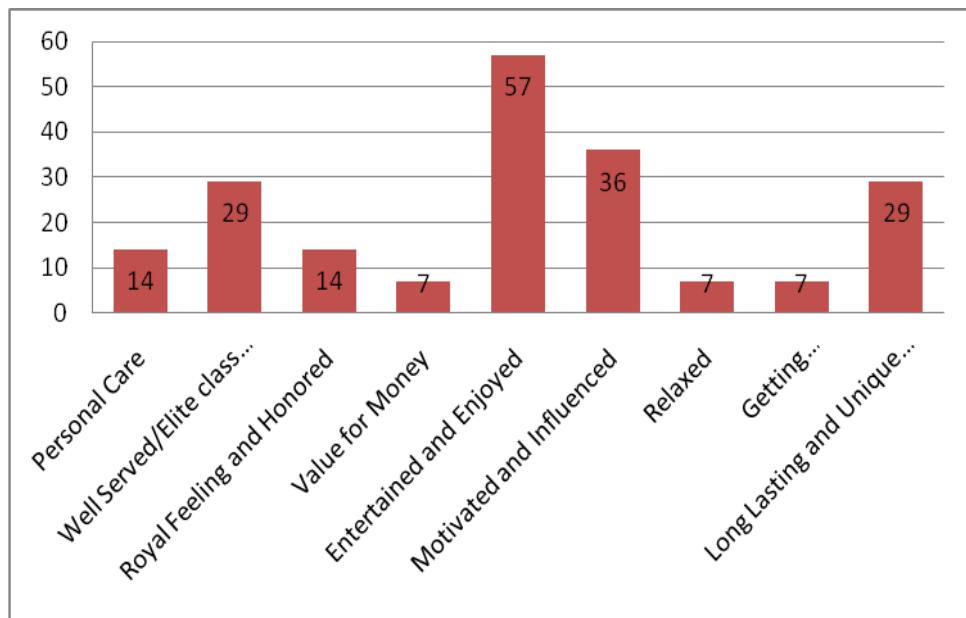
### **Interpretation**

When client hire an Event Management Company for organizing an Event, the expectation of client raises more due to money paid. And the client's also had a believe that the Event Company has more contacts therefore they can provide the services better.

- 29% Event Management Organizers says that client's main priority from the company is the Services provided to the guest or attendees during an Event.
- 36% Organizers says that proper and Timely Arrangements done by the company for the Event also plays an effective role.
- 21% Organizers says that cost or budget involved during an Event is also important for the client.
- 14% Event Management organizers says that the guest should be delightful during an Event according to the client.
- Learning for kids during some Event is also seen by few clients as said by 7% organizers.
- Various 7% Companies organizers says that client looks for different factors like Innovative ideas for the Event, Committed values, Smooth execution of the Event programme, and Optimum utilization of each penny.

**Q.8) During an Event, the attendees should feel.**

<b>S.No.</b>	<b>Attendees should feel</b>	<b>Number of Companies</b>	<b>Percentage</b>
1	Personal Care	2	14.28571
2	Well Served/Elite class Service	4	28.57143
3	Royal Feeling and Honored	2	14.28571
4	Value for Money	1	7.142857
5	Entertained and Enjoyed	8	57.14286
6	Motivated and Influenced	5	35.71429
7	Relaxed	1	7.142857
8	Getting Learned/Knowledgeable Event	1	7.142857
9	Long Lasting and Unique Experience	4	28.57143



### **Interpretation**

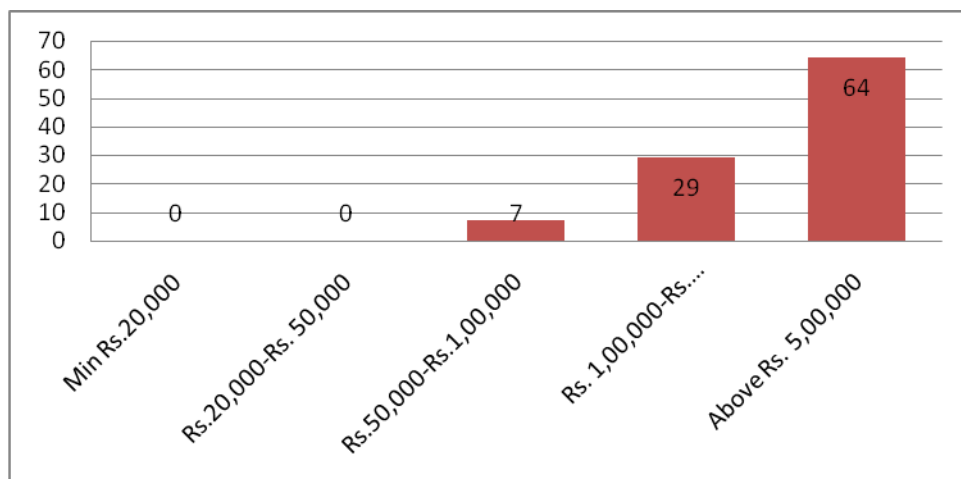
As life is very short and busy too, therefore when money is spend by the client somewhere, then the client expect that the guest should get entertained, have great feeling and also to get optimum utilization of each penny.

- According to 57% Event organizers, client says that guest should feel Entertained and enjoyed during an Event.
- 36% Event organizers says that according to client, guest should get Motivated and Influenced during an Event.
- According to 14% Event organizers, client says that guest should have Royal feeling and be Honored during an Event.
- 7% says that the guest should feel relaxed during an event.
- 29% Event organizers says that client think, attendees should have Long Lasting and Unique experience of Event.
- 29% Event organizers says that client think, attendees should Well served and have Elite class services during the Event.
- 14% says that the attendees should feel that they are personally cared during an Event.



**Q.9) Average Event Budget (in Rs.) on which the company works of the various Company.**

<u>S.No.</u>	<u>Average Budget for the Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Min Rs.20,000	0	0
2	Rs.20,000-Rs. 50,000	0	0
3	Rs.50,000-Rs.1,00,000	1	7.142857
4	Rs. 1,00,000-Rs. 5,00,000	4	28.57143
5	Above Rs. 5,00,000	9 (Amount goes till Ts. 10 Crores, for few companies)	64.28571



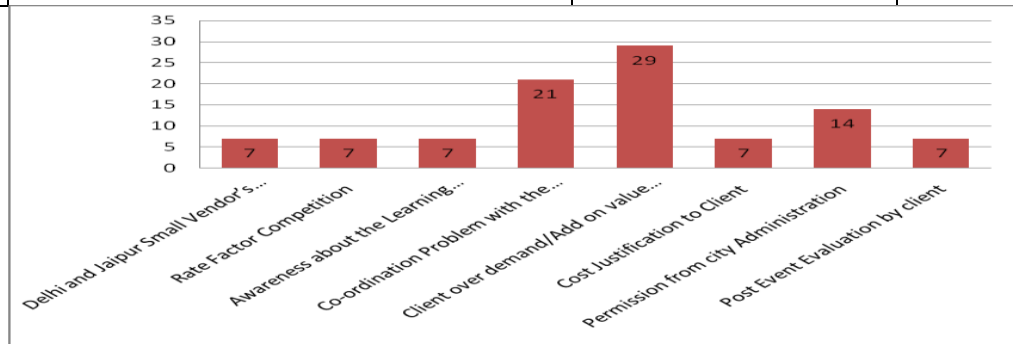
**Interpretation**

As Jaipur city has big Events like Fashion shows, Jaipur Literature festival therefore the budget also goes high.

- None of the company organizes Event below Rs. 1, 00,000
- Maximum Event Companies of Jaipur almost 64% Companies, Organizes Event at a very high cost, Above Rs. 5,00,000 which can goes till Rs. 10 Crores depending on Event to Event.
- 29% Event Management Organization does Event between Rs. 1, 00,000 to Rs. 5, 00,000.
- 7% Companies organizes Event between Rs. 50,000 to Rs. 1, 00,000.

**Q.10) The problems that are faced by the Event Management Companies.**

<u>S.No.</u>	<u>Problems faced by the Event Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Delhi and Jaipur Small Vendor's Low rate	1	7.142857
2	Rate Factor Competition	1	7.142857
3	Awareness and Learning Events for Kids	1	7.142857
4	Co-ordination Problem with the client	3	21.42857
5	Client over demand/Add on value Demand	4	28.57143
6	Cost Justification to Client	1	7.142857
7	Permission from city Administration	2	14.28571
8	Post Event Evaluation by client	1	7.142857



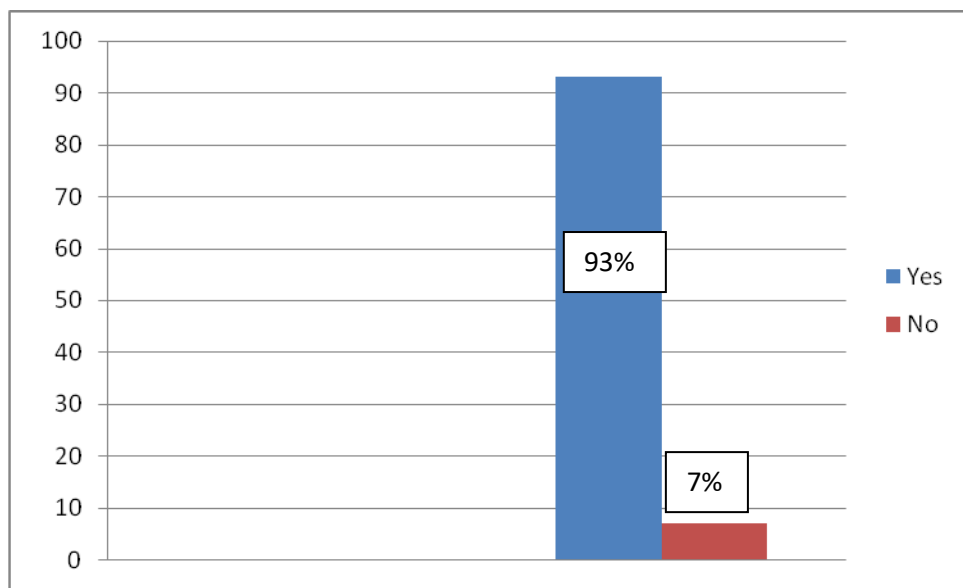
**Interpretation**

When a business is done or an Event is organized by the company, there are many problems or challenges that are faced by them, but a good Organizer is one who can overcome these difficulties without any fear.

- 29% Event Management Organization faces the problems with the client's over demand or Add on value Demand, they demand more according to the budget.
- 21% Event Management Organization had the co-ordination problem with the client.
- Various other 7% Event organizers faces difficulty in Post Evaluation by the clients, Giving cost justification to the client, Rate factor competition, Delhi and Jaipur Small vendor low rate and less awareness about Event Organization.

**Q.11) Are the company interested in gaining Sponsorship.**

<b><u>S.No.</u></b>	<b><u>Interested in Sponsorship</u></b>	<b><u>Number of companies</u></b>	<b><u>Percentage</u></b>
1	Yes	13 (Only for public Event)	92.85714
2	No	1	7.142857



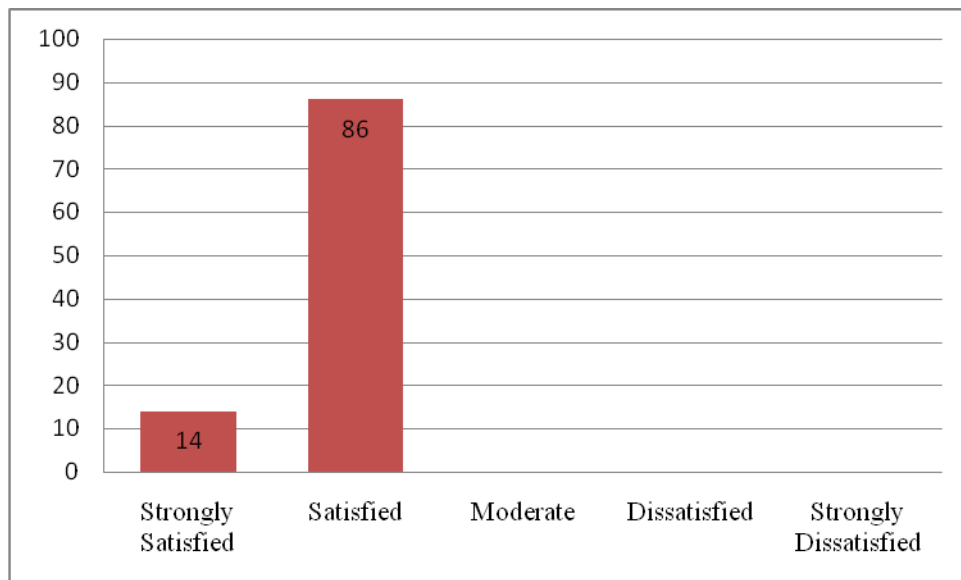
**Interpretation**

The Event Management Company and the Sponsors both have the advantage of the sponsorship. During a public Event a large number of gatherings are there, the sponsor will get a promotional benefit and the Event organizer will have more finance, to make an Event flourishing.

- 93% Event Companies are interested in gaining sponsorship.
- 7% Event Companies are not interested in gaining sponsorship.

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Strongly Satisfied	2	14.28571
2	Satisfied	12	85.71429
3	Moderate	0	0
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0



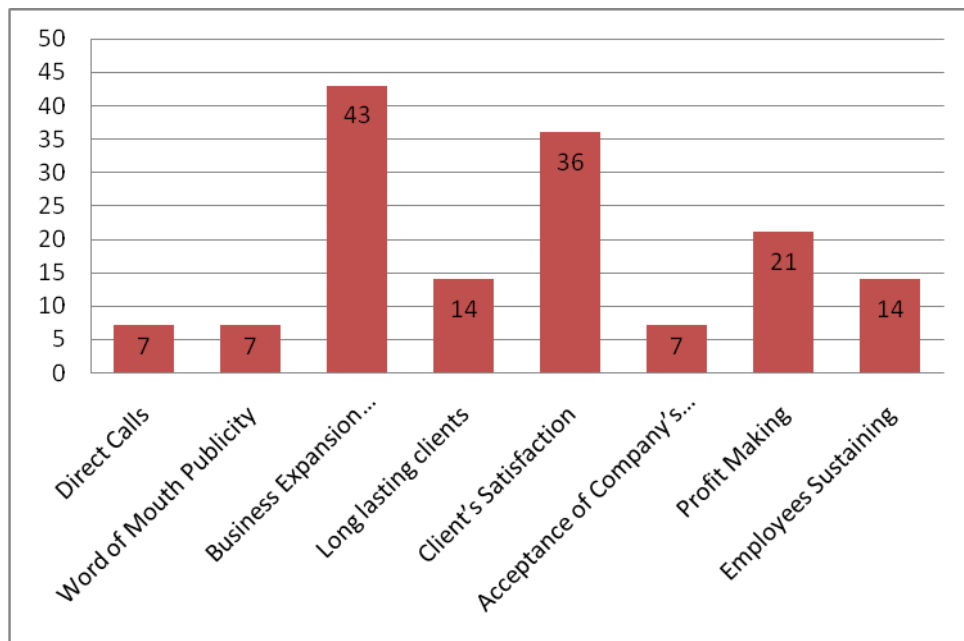
**Interpretation**

If a work or business done by someone satisfy them, then only the person can move further in future and do the best at their level.

- 86% Event Companies in Jaipur are satisfied with the Company’s Growth.
- 14% Event Companies in Jaipur are strongly satisfied with the Company’s Growth.
- None of the company in Jaipur is dissatisfied from the growth of the company.

**Q.13) The growth and satisfaction of the company can be judged by.**

<u>S.No.</u>	<u>Factors to Judge the growth and satisfaction</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Direct Calls	1	7.142857
2	Word of Mouth Publicity	1	7.142857
3	Business Expansion (National/International) with new clients	6	42.85714
4	Long lasting clients	2	14.28571
5	Client's Satisfaction	5	35.71429
6	Acceptance of Company's Creativity and New Idea	1	7.142857
7	Profit Making	3	21.42857
8	Employees Sustaining	2	14.28571



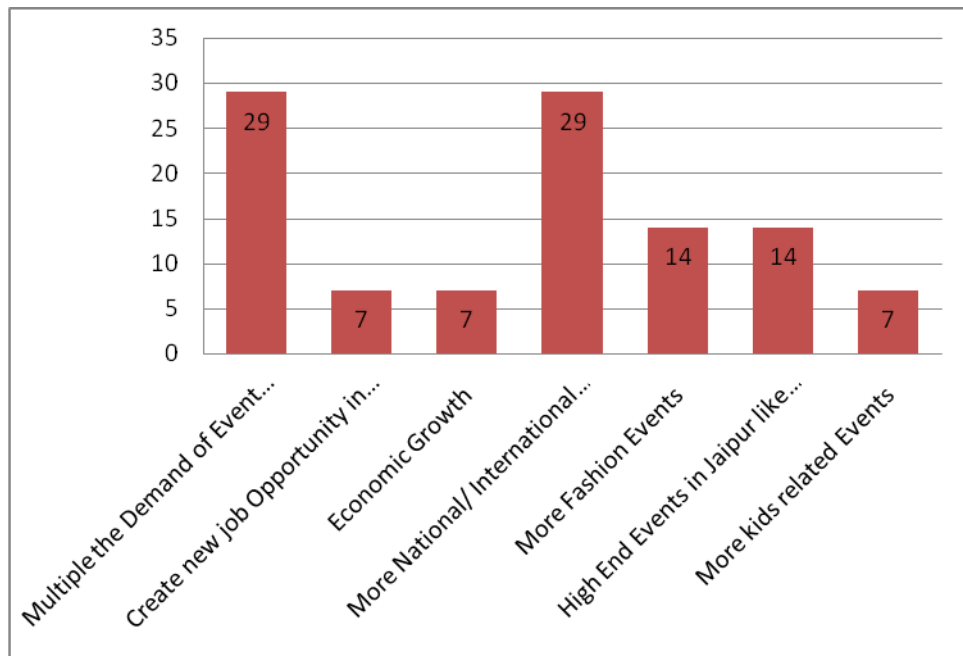
### **Interpretation**

Various companies have various factors that help in judging the growth of the business and the work done by them and also the services that are provided to the clients are satisfied or not.

- 43% Event Organization judges their growth and satisfaction on the basis of their Business Expansion.
- Client Satisfaction is necessary for 36% Event Company to judge their growth and satisfaction.
- 21% Event Organization judges their growth and satisfaction on the basis of Profit Making.
- Various 14% Event organization judges their growth and satisfaction on the basis of Employees sustaining in the company and long lasting clients or old clients.
- Different 7% Event Companies judges their growth and satisfaction on the basis of direct calls made, Word of mouth publicity and Acceptance of new idea, creative idea according to the modern trends.

**Q.14) The next three years trends in the Event Industry.**

<b>S.No.</b>	<b>Next three Years trends</b>	<b>Number of Companies</b>	<b>Percentage</b>
1	Multiple the Demand of Event Organization in Society	4	28.57143
2	Create new job Opportunity in Event Sector	1	7.142857
3	Economic Growth	1	7.142857
4	More National/ International Opportunity for Event Execution	4	28.57143
5	More Fashion Events	2	14.28571
6	High End Events in Jaipur like Award Functions, Live shows	2	14.28571
7	More kids related Events	1	7.142857



### **Interpretation**

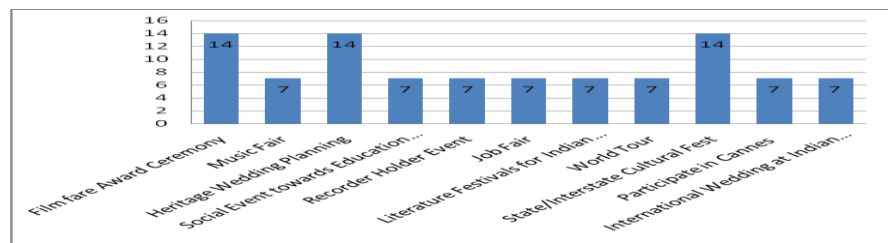
In next three years, the Event Management Company will have a new turn; more Events are likely to be organized in a unique way.

- Different 29% Event Management Organization says that in next 3 years there will be multiple demands of Event organizers and more national and international opportunity for Event Execution will be there.
- Different 14% Event Management Organization says that there will be more fashion shows and high end events in Jaipur city in next 3 years.
- According to 7% Event organizers there will be new job opportunity in the Event sector due to increase number of Event.
- 7% Event organizers says that this Event sector will be helpful in Economic growth too.
- According to next 7% Event organizers the Events related to kids will also increase.



**Q.15) The Event that the company wishes to organize in near future.**

<u>S.No.</u>	<u>Event to Organize in Future</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Film fare Award Ceremony	2	14.28571
2	Music Fair	1	7.142857
3	Heritage Wedding Planning	2	14.28571
4	Social Event towards Education Importance	1	7.142857
5	Recorder Holder Event	1	7.142857
6	Job Fair	1	7.142857
7	Literature Festivals for Indian Writers	1	7.142857
8	World Tour	1	7.142857
9	State/Interstate Cultural Fest	2	14.28571
10	Participation in Cannes Festival	1	7.142857
11	International Wedding at Indian Destination	1	7.142857



**Interpretation**

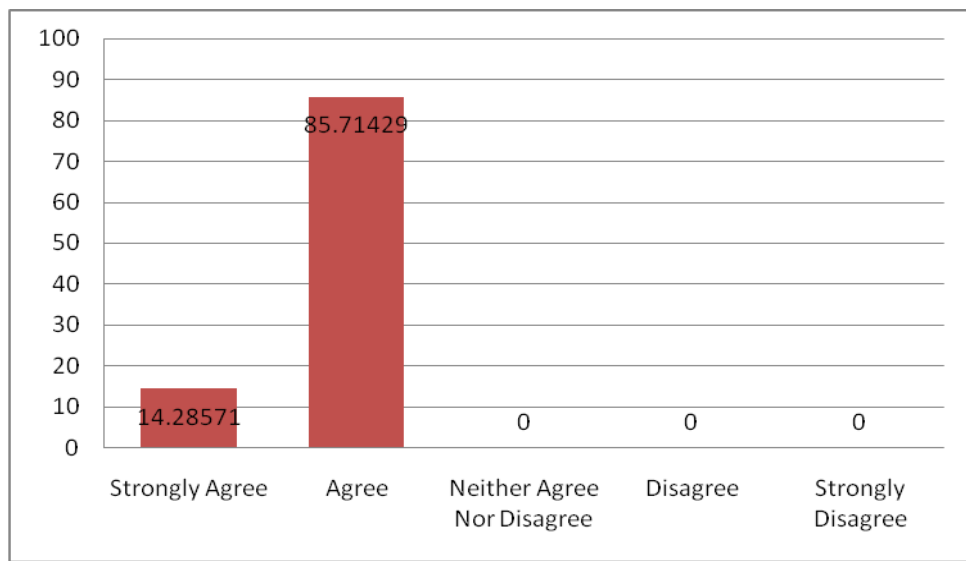
If an Event Management Company is satisfied with the work and services provided to the clients, they the company wishes to organize new and more Event in future to expand their business.

- Various 14% Event Companies wishes to organize Events like Film fare Award ceremony, Heritage Wedding planning, State/Interstate cultural fest.
- Many of the 7% Event Companies wishes to organize the Events like Music fair, Social Event, Job fair, World Tour, Literature festival for Indian writers, Participation in Cannes festival and International Wedding in the near future.

**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

**(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)**

<u>S.No.</u>	<u>Factors</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Strongly Agree	2	14.28571
2	Agree	12	85.71429
3	Neither Agree Nor Disagree	0	0
4	Disagree	0	0
5	Strongly Disagree	0	0



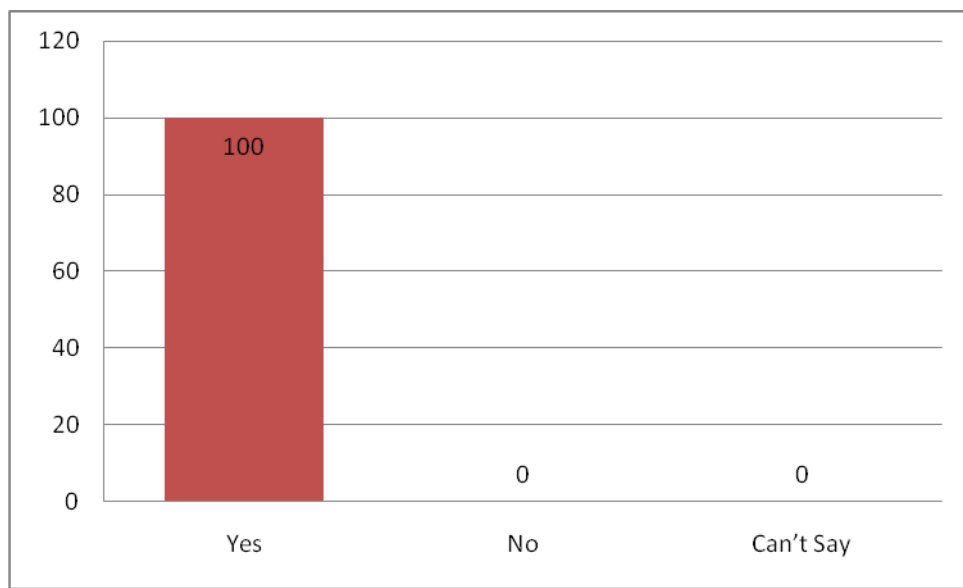
**Interpretation**

As expected by the companies, they agree to the statement that there is a dazzling potential of the Event Companies in Rajasthan.

- 14% Event companies in Jaipur strongly agree that there is a bright future of Event Management organization in Rajasthan.
- And 86% Event companies in Jaipur agreed that there is a bright future of Event Management organization in Rajasthan.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<u>S.No.</u>	<u>Relevance to start a company</u>	<u>Number of Company</u>	<u>Percentage</u>
1	Yes	14	100
2	No	0	0
3	Can't Say	0	0



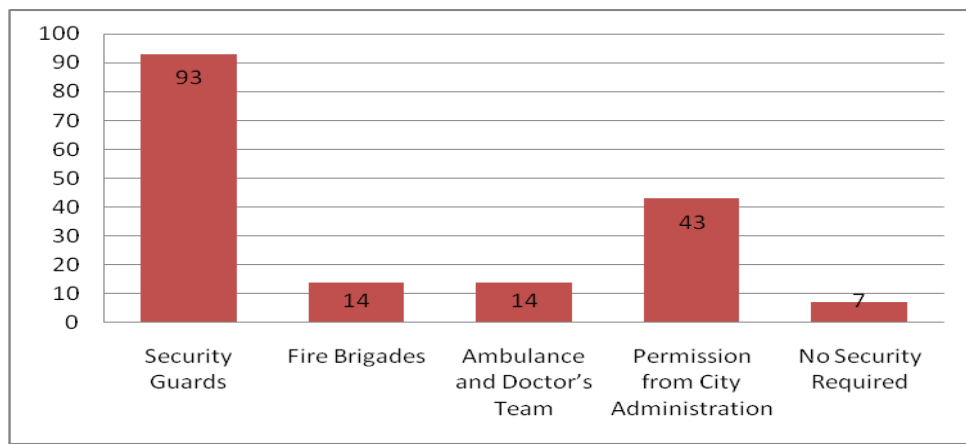
**Interpretation**

All the 100% Event Management Company in Jaipur says that it's relevant to start an Event Management Company in Jaipur.

Because there are numerous Events that are organized on weekly or monthly basis, for which perfection is necessary as Jaipur is also a tourist place, and to attract number of tourist hiring an Event Management Company can prove of great importance.

**Q.18) Planning to maintain order and safety in case of a chaos.**

<u>S.No.</u>	<u>Order and Safety through</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Security Guards	13	92.85714
2	Fire Brigades	2	14.28571
3	Ambulance and Doctor's Team	2	14.28571
4	Permission from City Administration	6	42.85714
5	No Security Required	1	7.142857



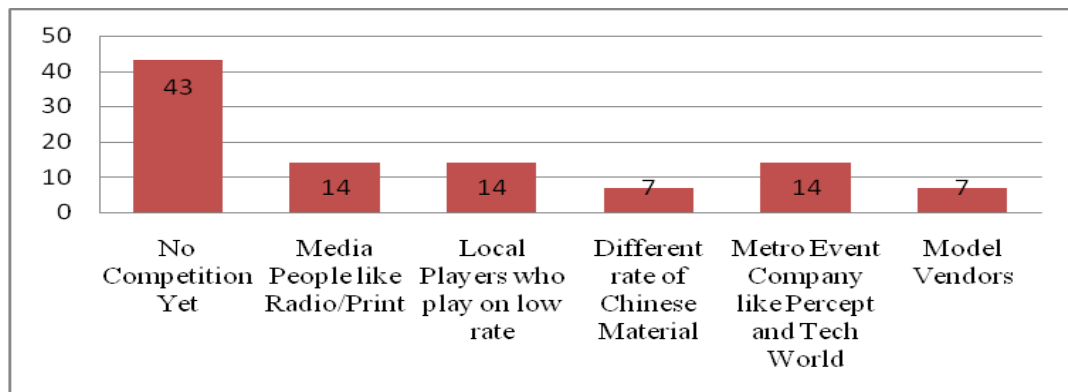
**Interpretation**

While organizing private or public Event, it is the duty of Event organizer to plan for safety and security of public, if any mishappening occurs.

- 93% Event Management Organization believes in keeping Security Guards during an Event.
- 43% Event Management Organization says that to take permission from city Administration is also necessary from safety point of view.
- Various 14% Event Companies arranges for Fire brigades and Ambulance Facility with Doctor's team during an Event.
- 7% Event Management Organization says that no security is required for their Event.

**Q.19) Company's Strongest Competitor**

<u>S.No.</u>	<u>Competitor Name</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	No Competition Yet	6	42.85714
2	Media People like Radio/Print	2	14.28571
3	Local Players who play on low rate	2	14.28571
4	Different rate of Chinese Material	1	7.142857
5	Metro Event Company like Percept, Tech World	2	14.28571
6	Model Vendors	1	7.142857



**Interpretation**

- 43% Event Organizers in Jaipur says that there is no competition for them.
- Different 14% Event organizers have different views, for them the competitors are Media people, Local Players, and Metro Event Company like Percept.
- Another 7% Event Organizers says that availability of different rate of Chinese material in market is there competitor.
- Another 7% Event Organizers says that Model vendor in market is there competitor.

**Q.20) According to the experience as an Event organizer, what is the future of Event Management Company?**

<u>S.No.</u>	<u>Event Organization</u>	<u>Event Organizer</u>
1	Saksham Events	This Industry has a lot to deliver not only entertainment but in other field like society, politics, education. In coming era there are so many opportunity to work with.
2	U &V Entertainment	Industry will grow as many of Metro Players are coming to Rajasthan with new opportunity of business.
3	Freedom House	According to Freedom House, Event Industry has Stunning future due to new concepts of events and increase demand towards unique concepts.
4	Seven Spectrum	Event Industry will have nice future as there will be big gap between demand and supply.
5	Splash Events and Promotion	Event industry will be in high need due to perfection demand in coming time.
6	Sathiya Events and Wedding planning Pvt. Ltd.	Industry will grow exponentially and create new market for revenue, jobs, perfection etc.
7	Sarang Events	Future will have a genuine effect as new event will be in trend like heritage event, city fairs, educational Events, Job fairs etc
8	The Forth Event Management Company	Desire to follow worldwide trends will create the demand of Event services.
9	Swishin Events	Industry will rise in multiples as there are so many opportunity worldwide which still has to come to India.

10	Fiestro Events and Wedding Planners	Future is rising for the industry as there will be a lot of acceptance and many new Events are on the way.
11	Pink city Weddings	Future will create business in many vertical for event industry like raw material, permission services, venue management etc.
12	Sanyog Events	Future is bright for Client as they are going to experience a high end technology, world class service and concept for the event at nominal cost as there would be a lot competition.
13	Tec India Entertainment Pvt. Ltd.	Future is strong enough as all over the world many culture are waiting to get mingle on so we have a lot opportunity to test in term of event concepts.
14	Panache Events Pvt. Ltd.	Future will be on heights as youth is coming for the creative events.

**Table 11: Tabulation, Graphical Representation and Interpretation of Data of Jodhpur City**

**Q.1) Name of the Event Organization and event organizer of Jodhpur city.**

<b>S.No.</b>	<b>Event Organization</b>	<b>Event Organizer</b>
1	Fusion Events and Wedding Planner	Devang Mathur
2	Bask Entertainment Company Pvt. Ltd.	Suresh Jajoo
3	Event Planners	Jitendra Singh Tyagi
4	Happy Event	Naveen Mittal
5	Anmol Wedding and Event Management	Manish Lodha
6	Jain Event	Praveen Mehta
7	Rising Mercury Events Pvt. Ltd.	Shekhar Thanvi, Vinay Joshi, Sharad
8	Kaling Events	Tanmay Sankhla
9	Divine Events	Sushil Rajan Panwar, Sunita

**Interpretation:**

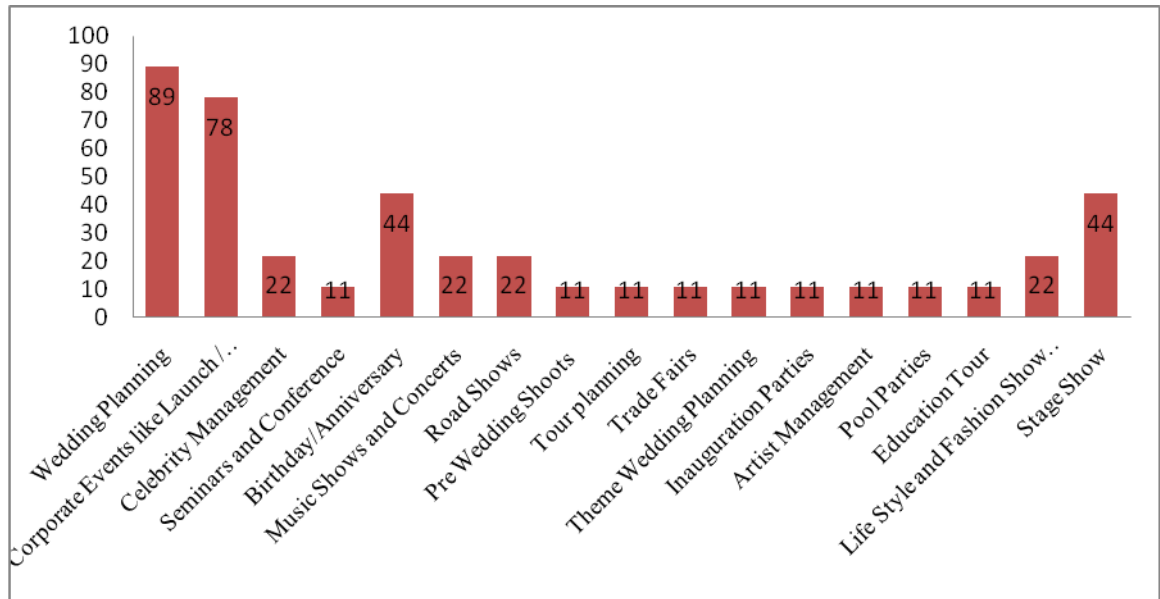
The above table shows that in Jodhpur City there are 9 Event Management Companies which are working for the assistance of customers and various other corporate clients.

As Jodhpur, also being a tourist place especially the foreign tourist, the Event organizers also plan for big Events to attract them. This place is also famous for Destination Wedding.



**Q.2) Which types of Events are usually organized by these various companies of Jodhpur?**

<b><u>S.No</u></b>	<b><u>Type of Events Organized</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Wedding Planning	8	88.8888
2	Corporate Events like Launch / Promotion of product	7	77.7777
3	Celebrity Management	2	22.2222
4	Seminars and Conference	1	11.1111
5	Birthday/Anniversary	4	44.4444
6	Music Shows and Concerts	2	22.2222
7	Road Shows	2	22.2222
8	Pre Wedding Shoots	1	11.1111
9	Tour planning	1	11.1111
10	Trade Fairs	1	11.1111
11	Theme Wedding Planning	1	11.1111
12	Inauguration Parties	1	11.1111
13	Artist Management	1	11.1111
14	Pool Parties	1	11.1111
15	Education Tour	1	11.1111
16	Life Style and Fashion Show Events/Ramp Walk	2	22.2222
17	Stage Show	4	44.4444



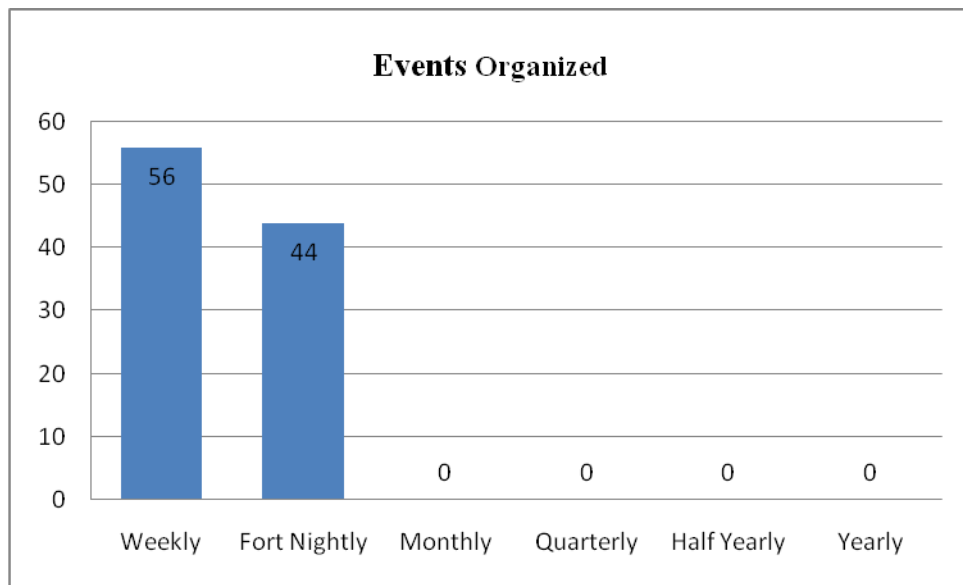
### **Interpretation:**

Jodhpur, known as Sun City in Rajasthan, rich in culture, forts, and palaces have organized many Private and Public Events by the Event Management Company.

- According to the above study there are about 17 types of Event organized in Jodhpur.
- Maximum type of Event organized by 89% of the company is Wedding Planning.
- 78% Event organizers have planned for Corporate Events.
- Different 44% Event organizers have planned for stage shows and Birthday and Anniversary.
- Next 22% Event Organizers have done Celebrity Management and Life style and Fashion shows.
- Numbers of Events have done by various 11% Organizers such as Seminars, Conferences, Pre wedding Shoot, Tour Planning, Pool Parties, Theme Wedding, Inauguration Parties, and Artist Management.

**Q.3) How Often the Events are Organized in Jodhpur by the Company?**

<b><u>S.No</u></b>	<b><u>Events are Organized by the Companies</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	Weekly	5	55.55555
2	Fort Nightly	4	44.44444
3	Monthly	0	0
4	Quarterly	0	0
5	Half Yearly	0	0
6	Yearly	0	0



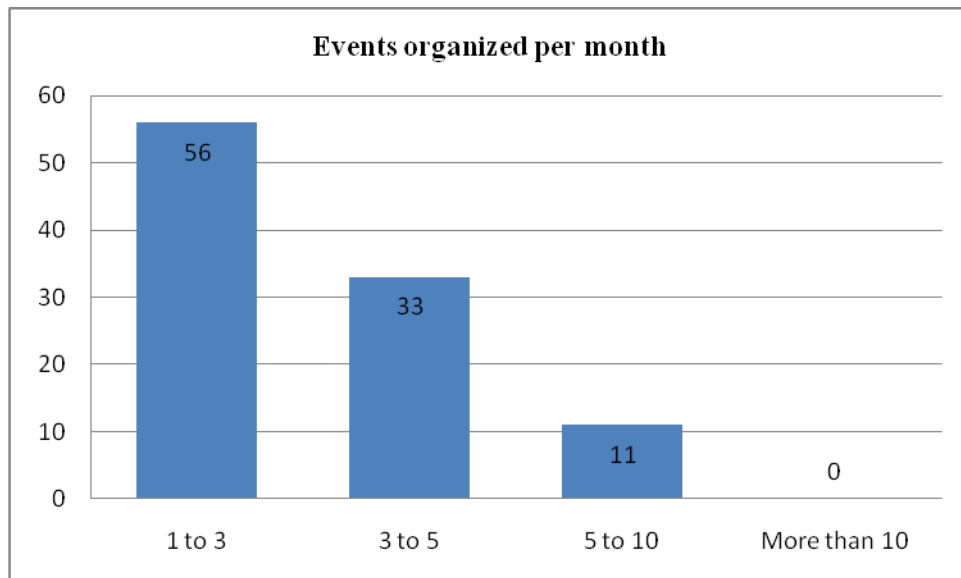
**Interpretation**

It is an interesting fact that many Event Companies of Jodhpur organizes Events on weekly basis this also means that general public is aware about hiring an Event Company.

- 56% Event Management Organization organizes Event on weekly basis.
- 44% Event Management Organization organizes Event on Fortnightly basis.

**Q.4) The number of Events organized per month by the Company.**

<b><u>S.No.</u></b>	<b><u>Number of Events</u></b>	<b><u>Number of Companies</u></b>	<b><u>Percentage</u></b>
1	1-3	5	55.55556
2	3-5	3	33.33333
3	5-10	1	11.11111
4	More than 10	0	0



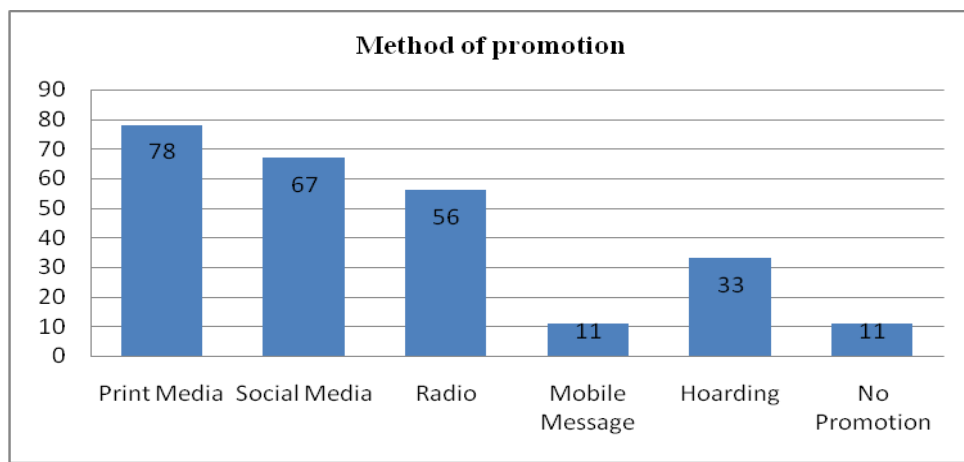
**Interpretation**

Due to awareness of Event Management Company and the public wishes to spend money to get a perfect Event, therefore monthly many Events are taking place in Jodhpur.

- 56% Event Company organizes 1 to 3 Events per month.
- 33% Event Company organizes 3 to 5 Events per month.
- 11% Event Company organizes 5 to 10 Events per month.

**Q.5) The method of promoting an Event adopted by the Event Management Company.**

<u>S.No.</u>	<u>Method of Promotion</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Print Media	7	77.77778
2	Social Media	6	66.66667
3	Radio	5	55.55556
4	Mobile Message	1	11.11111
5	Hoarding, Posters	3	33.33333
6	No Promotion Required	1	11.11111



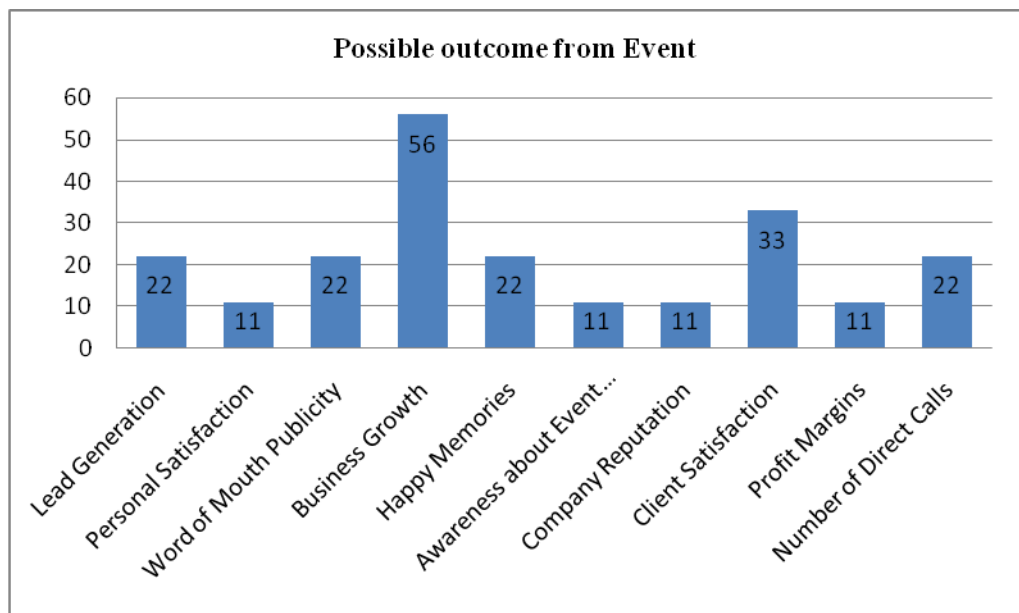
**Interpretation:**

When a company is organizing many Events, they wish to promote themselves so that they can expand more business and can get publicity either through paid or non-paid form.

- 78% Companies are interested in Promoting their Event through Print Media.
- 67% Event Organizers are interested in Social Media for promotion.
- 56% Companies prefer Radio for promotion.
- 33% Companies prefer Hoardings and Posters for promotion.
- 11% Companies says that they don't require any promotion.
- Another 11% says that mobile message is acceptable for promotion of Event.

**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

<u>S.No.</u>	<u>Possible Outcome from an Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Lead Generation	2	22.2222
2	Personal Satisfaction	1	11.1111
3	Word of Mouth Publicity	2	22.2222
4	Business Growth	5	55.5555
5	Happy Memories	2	22.2222
6	Awareness about Event Organization	1	11.1111
7	Company Reputation	1	11.1111
8	Client Satisfaction	3	33.3333
9	Profit Margins	1	11.1111
10	Number of Direct Calls	2	22.2222



### **Interpretation**

When a company does some Event and also promote that Event, then the company wants to get some return or the outcome from an Event that may be in form of money or getting exposure or building Personal Relation.

- 56% Event Companies expect Business Growth from the Event.
- 33% of the Event Management organizers think of client satisfaction from the Event.
- Many Different 22% Event organizers expect Lead Generation, Word of Mouth Publicity, Happy and unforgettable memories from the Event and also number of Direct calls done.
- 11% Companies expect Personal satisfaction, Awareness about Event Management companies, Profit margins and increased Company's reputation and goodwill from the Event.

**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

<u>S.No.</u>	<u>Main Priorities of Client</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Cost Minimization	2	22.22222
2	High End Services/Service Delivery	2	22.22222
3	Finest Arrangement at Low Cost	2	22.22222
4	Add on Values/Services	2	22.22222
5	Timely Execution	1	11.11111
6	Cost Justification to Client	1	11.11111



**Interpretation**

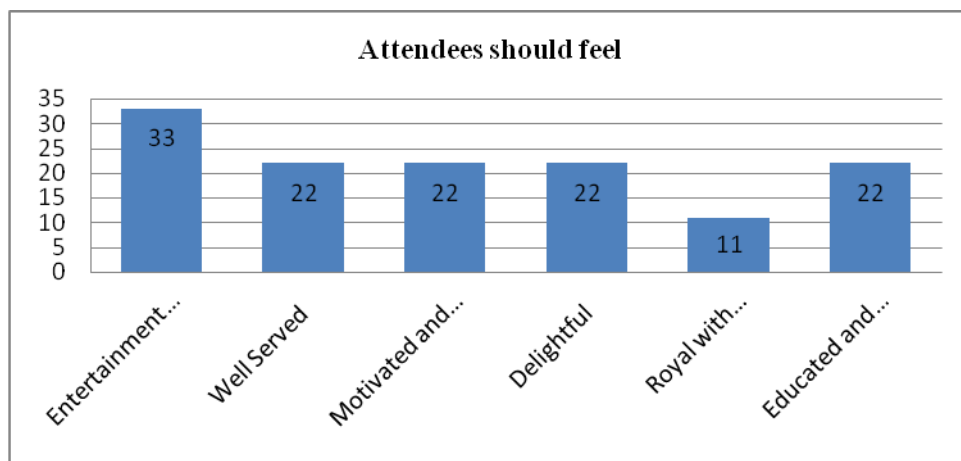
As the Company Organizer wants an outcome from an Event, in the same way the client also has some priorities while arranging an Event. This can vary from client to client.

- 22% Event organizers says that client main priorities are cost minimization.
- High End Services is the main priorities for some clients as said by another 22% Event organizers.
- 22% Event organizers says that a client main priority is finest arrangement at low cost.
- Another 22% Event Management organizers says that client prefer Add on values or services from organizers.
- Different 11% Event Management organizers says that client main priorities are Timely execution of Event and Cost justification to client.



**Q.8) During an Event, the attendees should feel.**

<u>S.No.</u>	<u>Attendees should feel</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Entertainment and Enjoyed	3	33.33333
2	Well Served	2	22.22222
3	Motivated and Influenced	2	22.22222
4	Delightful	2	22.22222
5	Royal with Luxury Arrangement	1	11.11111
6	Educated and Informed	2	22.22222



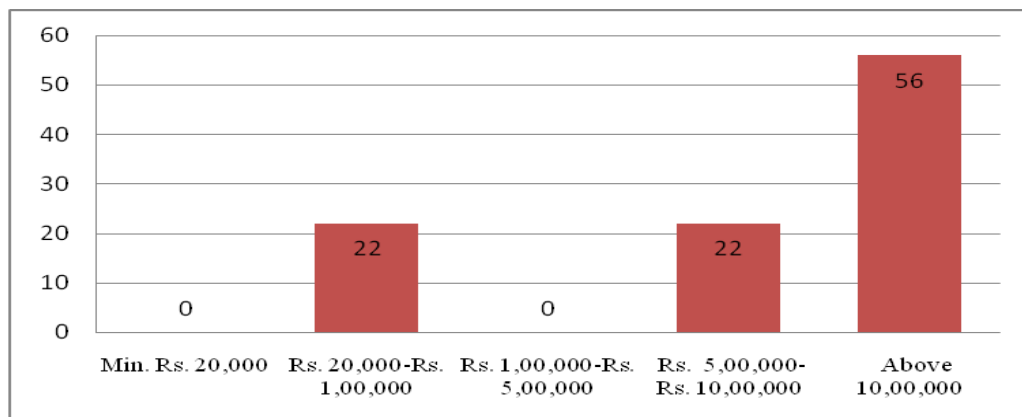
**Interpretation**

During an Event also client has some priorities for guest, as they have come to attend an Event from their busy schedule, so the attendees should not bored.

- According to 33% Event organizers, client says that attendees should feel Entertained and enjoyment during an Event.
- According to different-different 22% Event organizers, client says that attendees should feel well served, Delightful, Educated and Informed, Motivated and influenced during an Event.
- 11% Event Organizers says that client prefer to have royal feel with luxury arrangement during an Event.

**Q.9) Average Event Budget (in Rs.) on which the company works.**

<u>S.No.</u>	<u>Average Budget for the Event</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Min. Rs. 20,000	0	0
2	Rs. 20,000-Rs. 1,00,000	2	22.22222
3	Rs. 1,00,000-Rs. 5,00,000	0	0
4	Rs. 5,00,000-Rs. 10,00,000	2	22.22222
5	Above 10,00,000	5 (Works from Rs. 1,00,000 to Budget goes till Rs. 30,00,000)	55.55555



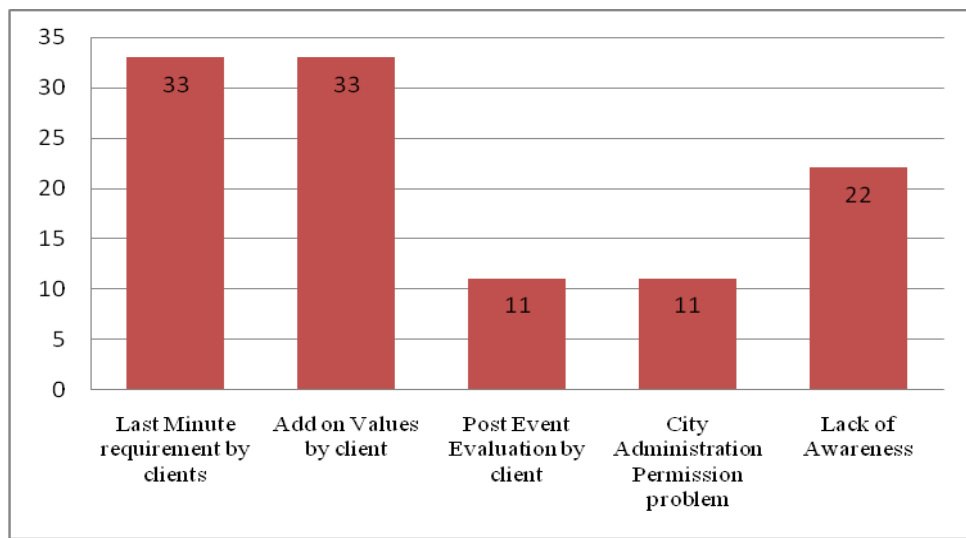
**Interpretation**

As said before by the author, that Jodhpur being a tourist or destination place, the Events organized here are having a big budget, according to the taste and preferences of customers and also to present the culture of Rajasthan..

- 56% Event Companies of Jodhpur works on an average budget above than Rs.10,00,000 which goes up to Rs.30,00,000 depending upon Event to Event.
- None of the Company works below Rs. 20,000
- 22% Event organization works on an average budget of Rs. 20,000 to Rs. 1,00,000
- Another 22% Event organization works on an average budget of Rs. 1,00,000 to Rs. 5,00,000

**Q.10) The problems that are faced by the Event Management Companies.**

<u>S.No.</u>	<u>Problems faced by the Event Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Last Minute requirement by clients	3	33.33333
2	Add on Values by client	3	33.33333
3	Post Event Evaluation by client	1	11.11111
4	City Administration Permission problem	1	11.11111
5	Lack of Awareness	2	22.22222



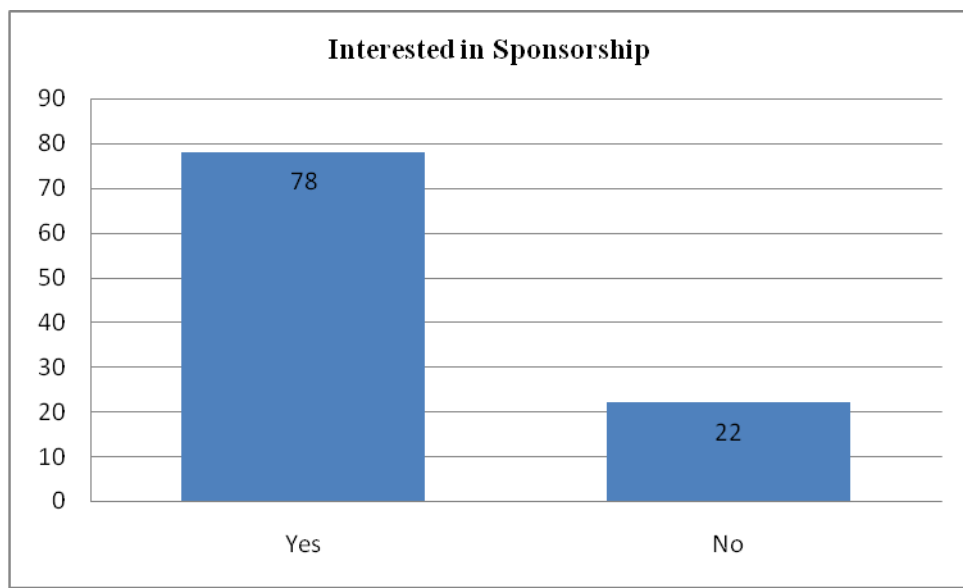
**Interpretation**

When a small or big Event is done, sometimes unfavorable situation arises during an Event but if client has an experienced Event organizer then they can come out of that situation.

- Maximum companies' means about 33% Event Organizers faces the problem from client of last minute requirement in Event.
- Another 33% Event organizers faces the difficulty in add on values by client.
- 22% Companies faces lack of awareness problem.
- Another 11% Event organizers face the problem with city administration in getting permission for doing an Event and also the post Evaluation by client.

**Q.11) Are the company interested in gaining Sponsorship.**

<b><u>S.No.</u></b>	<b><u>Interested in Sponsorship</u></b>	<b><u>Number of companies</u></b>	<b><u>Percentage</u></b>
1	Yes	7	77.77777
2	No	2	22.22222



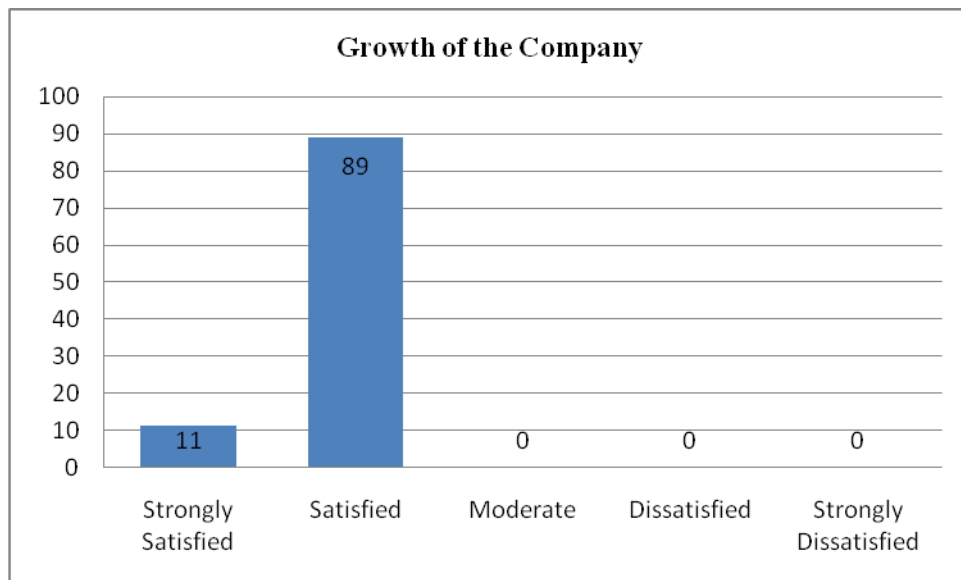
**Interpretation**

Sponsorship is the major factor that plays an important role in organizing a public Event. It is a public Event therefore the company expect large gathering and for that many arrangements are to be made. For making an Event great, money is required to prepare or arrange these things.

- 78% Event companies are interested in gaining sponsorship.
- 22% Event Companies are not interested in gaining sponsorship, as they organize family Event which is totally a private affair, where there is no need of Sponsorship.

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Strongly Satisfied	1	11.11111
2	Satisfied	8	88.88889
3	Moderate	0	0
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0



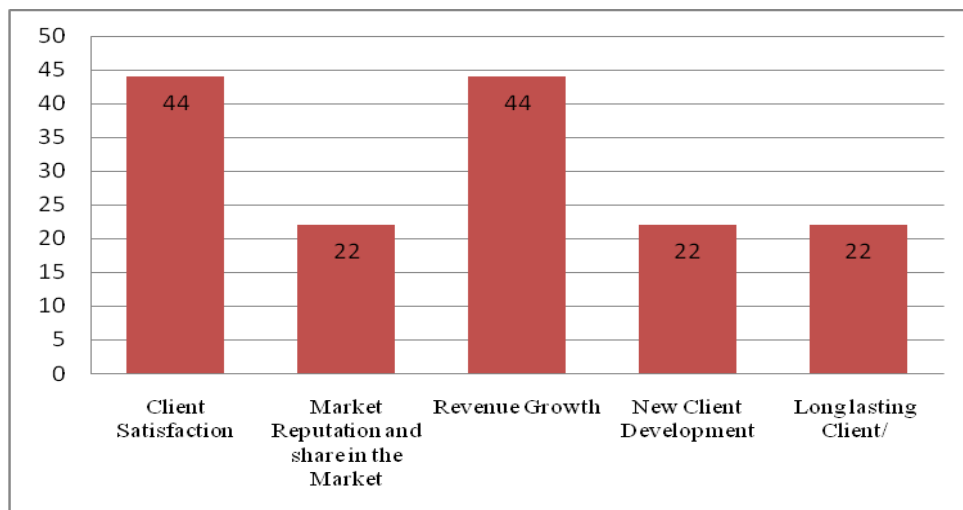
### **Interpretation**

Motivation is necessary for doing something new and creative in Events and this motivation will come if the Event organizers are satisfied with what they are doing and proving to the guest.

- 89% Event Management Companies are satisfied with the company's growth.
- 11% Event Companies are strongly satisfied.

**Q.13) The growth and satisfaction of the company can be judged by.**

<u>S.No.</u>	<u>Factors to Judge the growth and satisfaction</u>	<u>Number of companies</u>	<u>Percentage</u>
1	Client Satisfaction	4	44.44444
2	Market Reputation and share in the Market	2	22.22222
3	Revenue Growth	4	44.44444
4	New Client Development	2	22.22222
5	Long lasting Client/ Clients Retention	2	22.22222



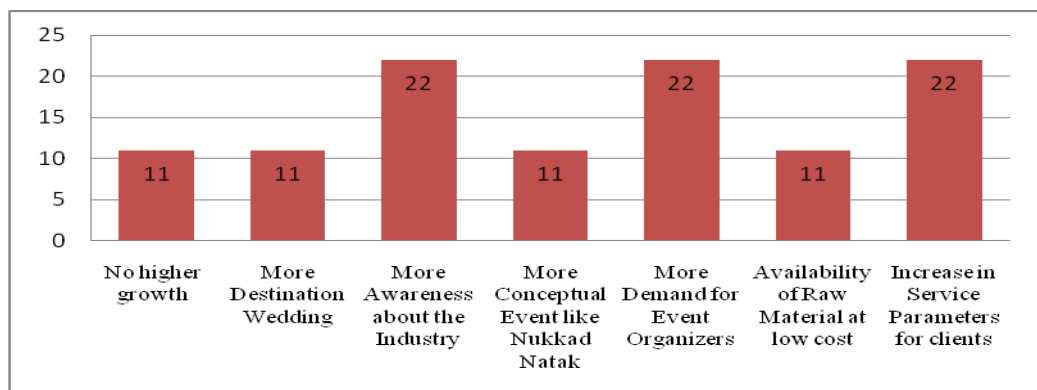
**Interpretation**

There are various factors on which the particular company can judge their growth and satisfaction. Different companies can have different parameters for judging them.

- 44% Event Organizers judge their company's growth and satisfaction on the basis of Client satisfaction and Revenue Growth.
- 22% Event Organizers judge their company's growth and satisfaction on the basis of New client Development, Long lasting or old clients and Market reputation and share in the market.

**Q.14) The next three years trends in the Event Industry.**

<u>S.No.</u>	<u>Next three Years trends</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	No higher growth	1	11.11111
2	More Destination Wedding	1	11.11111
3	More Awareness about the Industry	2	22.22222
4	More Conceptual Event like Nukkad Natak	1	11.11111
5	More Demand for Event Organizers	2	22.22222
6	Availability of Raw Material at low cost	1	11.11111
7	Increase in Service Parameters for clients	2	22.22222



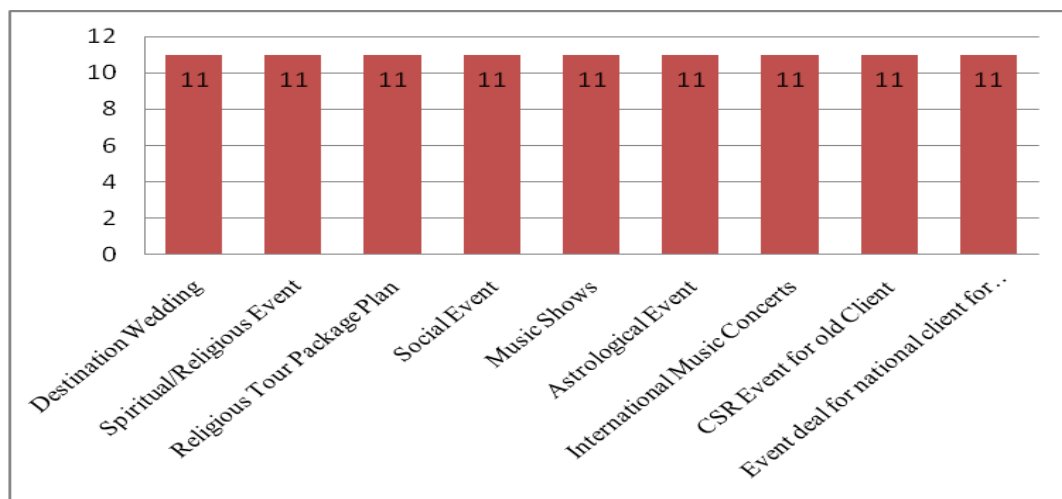
**Interpretation**

In next three years, the various Event organizers have various points of view. But mainly the focus is on hiring more the Event organizers and giving them the chance to serve them in future.

- According to few 22% companies, in the next 3 Years there will be no higher growth but some of them expect there will be more awareness about the Event organization, More demand for Event organizers and Increased in service parameters of clients.
- According to few 11% companies, in next 3 years there will be more destination wedding, more conceptual Events and easy availability of raw material.

**Q.15) Event that the company wishes to organize in near future.**

<u>S.No.</u>	<u>Event to Organize in Future</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Destination Wedding	1	11.111111
2	Spiritual/Religious Event	1	11.111111
3	Religious Tour Package Plan	1	11.111111
4	Social Event	1	11.111111
5	Music Shows	1	11.111111
6	Astrological Event	1	11.111111
7	International Music Concerts	1	11.111111
8	CSR Event for old Client	1	11.111111
9	Event deal for national client for all India Level	1	11.111111



**Interpretation**

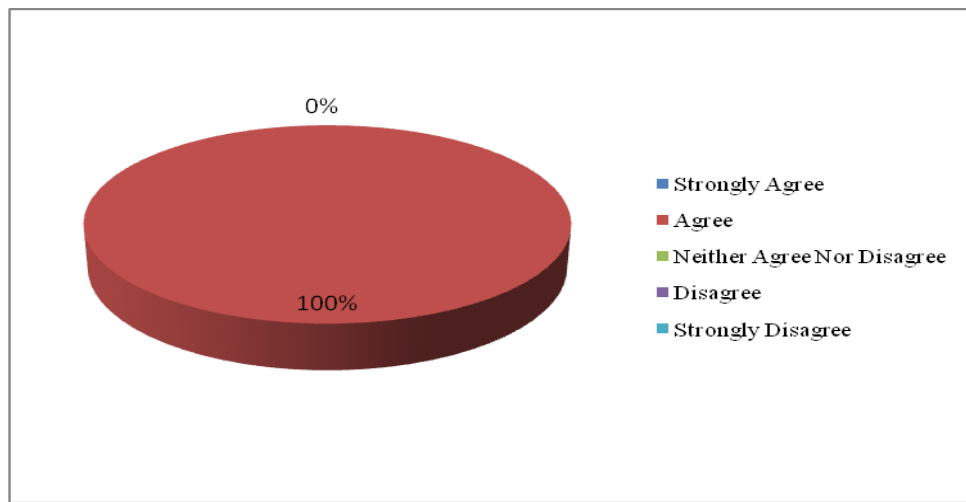
According to the above study, it can be seen that all the 9 Companies of Jodhpur have different views; they expect to organize the Event in near future. All the companies want to create something new and in an innovative way so that the public can have happy memories with them.



**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

**(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)**

<u>S.No.</u>	<u>Factors</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Strongly Agree	0	0
2	Agree	9	100
3	Neither Agree Nor Disagree	0	0
4	Disagree	0	0
5	Strongly Disagree	0	0



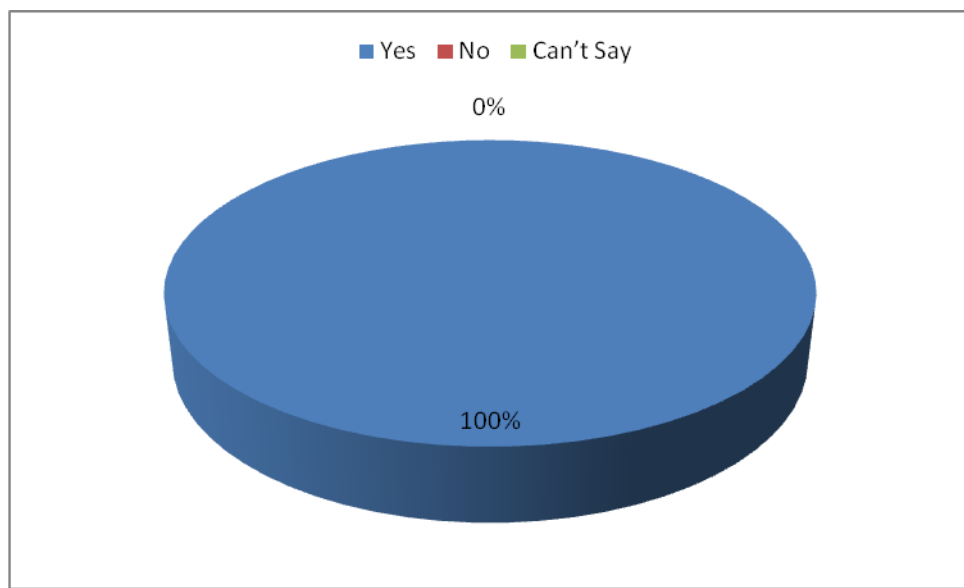
**Interpretation**

The Event Management Company of Jodhpur fully agreed that there is a bright for Event Management Company in Rajasthan.

Because in Jodhpur the public is aware about the Event Company and services provided by them, therefore in near future they will hire the Event Company for small programmes too to make it wonderful.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<u>S.No.</u>	<u>Relevance to start a company</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Yes	9	100
2	No	0	0
3	Can't Say	0	0



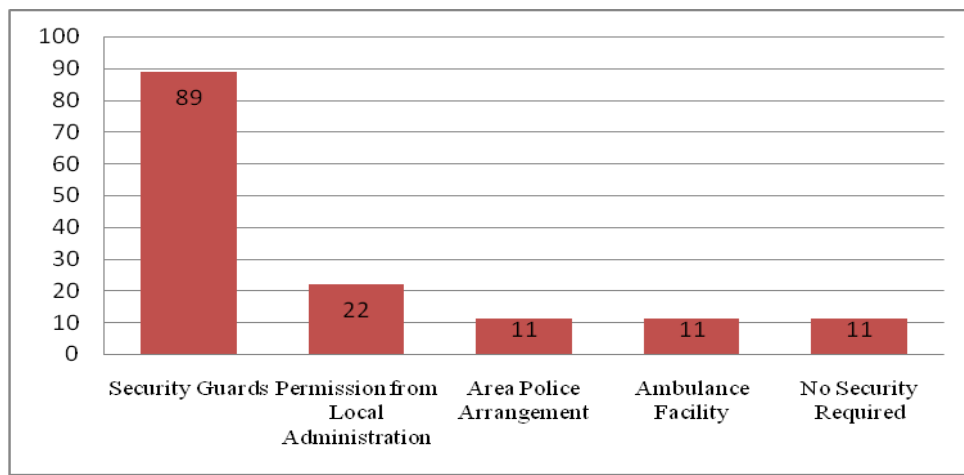
**Interpretation**

All the companies think that it is relevant to start an Event Management company in Rajasthan.

In present era, the situation is due to busy schedule and where there is less time but have money to spend and wants to get entertain, for fulfilling all these purpose the customers will hire an Event Management Company.

**Q.18) Planning to maintain order and safety in case of a chaos.**

<u>S.No.</u>	<u>Order and Safety through</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	Security Guards	8	88.88888
2	Permission from Local Administration	2	22.22222
3	Area Police Arrangement	1	11.11111
4	Ambulance Facility	1	11.11111
5	No Security Required	1	11.11111



**Interpretation**

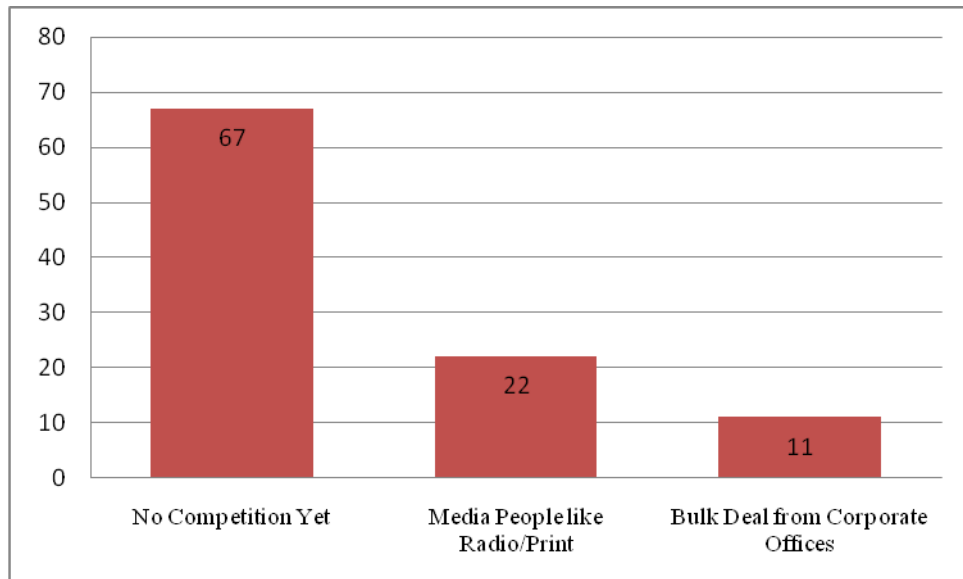
“Who will be responsible if some accident happens during an Event?”

So to answer this question the Event Management Company tries to take prevention in terms of safety and security.

- According to 89% Event organizers, they prefer to keep Security guards for their Event.
- 22% Organizers says that support and permission from local Administration is also necessary.
- Various 11% Event organizers says that Area police arrangement, Ambulance facility is also required.
- Another 11% thinks that there is no need for security.

### Q.19) Company's Strongest Competitor

<u>S.No.</u>	<u>Competitor Name</u>	<u>Number of Companies</u>	<u>Percentage</u>
1	No Competition Yet	6	66.66666
2	Media People like Radio/Print	2	22.22222
3	Bulk Deal from Corporate Offices	1	11.11111



### Interpretation

When a person is running any business or company in market, then there are many competitors to fight with and move on accordingly.

- 67% Event Organization says that yet there is no competition.
- According to 22% Event organizers Media people like Radio/Print are there competitors.
- 11% Organizers says that bulk deal from corporate offices for corporate events other than private Events act as there competitor.

**Q.20) According to the experience as an Event organizer, what is the future of Event Management Company?**

<b><u>S.No.</u></b>	<b><u>Name of Event Organization</u></b>	<b><u>Future of Event Management Company</u></b>
1	Fusion Events and Wedding Planner	Industry is growing and will grow with same acceleration as there are so many ideas that are waiting to get execute.
2	Bask Entertainment Company Pvt. Ltd.	Event Industry is growing and it will grow with high speed as there are so many ideas that are waiting to get implement.
3	Event Planners	Industry will grow in terms of number of events, public demand, and perfection in execution and market players.
4	Happy Event	Event Industry has many colors to show still worldwide and so on in India, it has long lasting future.
5	Anmol Wedding and Event Management	Demand will be going high due to spreading awareness.
6	Jain Event	In Future Tech advancement there would be like Programmed Robots that will execute each events so there would be 0% chances for mismanage.
7	Rising Mercury Events Pvt. Ltd.	It has positive side for coming future due to visual impact creation, each educated person wish to manage each occasion in different manner.
8	Kaling Events	Will grow exponentially
9	Divine Events	In future, industry will focus majorly on finest client service pre and post event and department wise working to increase perfection.

**Table 12: Tabulation, Graphical Representation and Interpretation of Data of 5 cities of Rajasthan (Comparison of all 5 cities)**

**Q.1) Total number of Event Management Company.**

<b><u>S.No.</u></b>	<b><u>City of Rajasthan</u></b>	<b><u>Total No. of Event Management Companies</u></b>
1	Kota City (C1)	9
2	Udaipur City (C2)	12
3	Ajmer City (C3)	5
4	Jaipur City (C4)	14
5	Jodhpur City (C5)	9
	Total Number of Companies	49

**Interpretation**

From the above table it is concluded that there are 9 companies working in Kota, 5 in Ajmer, 12 in Udaipur city, 14 in Jaipur City and 9 in Jodhpur city.

In total there are 49 Event Management Companies working in these 5 cities.

This shows a positive result and behavior towards Event Management Companies working in 5 cities of Rajasthan.

Although different companies of different cities organize various Events like Kota has more Education Event, Udaipur and Jodhpur as a destination places has more number of Weddings, Jaipur city has mix types of Events and Ajmer has more of private Events as compared to corporate Events.

**Q.2) The Events that are usually organized in these cities of Rajasthan.**

<b>S.No</b>	<b><u>Type of Events Organized</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Ajmer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	Wedding Planner	17%	100%	80%	78%	89%
2	Destination Wedding	1%	25%	0	0	0
3	Birthday/Anniversary	5%	33%	60%	29%	44%
4	Live Shows, Music and Concerts	17%	17%	20%	28%	22%
5	New Year Eve	0	0	0	0	0
6	Social Events	8%	0	0	14%	0
7	Fashion Show	0	0	0	29%	22%
8	Dandiya Night	0	0	20%	0	0
9	Educational Event like Seminars	33%	25%	0	29%	11%
10	Theme Parties (include Theme Wedding Also)	0	58%	0	0	11%
11	Gala Parties	0	17%	0	0	0
12	Rajasthani Cultural Event	0	17%	0	14%	0
13	Religious Event	0	8%	0	0	0
14	Corporate Launch like Product/Brand Launch	33%	67%	20%	71%	22%

15	Logistic and Artist Management	0	8%	0	0	11%
16	Road Shows	0	8%	20%	14%	22%
17	Fair and Exhibition	0	0	20%	21%	11%
18	Ground Activation	17%	0	0	0	0
19	Celebrity Management	1%	0	0	0	22%
20	Mall Activation	0	17%	0	0	0
21	Date Planner	0	8%	0	0	0
22	Kitty Parties	0	0	20%	0	0
23	Stage Shows	0	0	0	0	44%
24	Pre Wedding Shoot	0	0	0	0	11%
25	Inauguration Parties	0	0	0	0	11%
26	Pool Parties	0	0	0	0	11%
27	Jewellery Exhibition	0	0	0	14%	0
28	Jaipur Shopping Festival	0	0	0	7%	0
29	Education Expo	0	0	0	7%	0
30	Sangeet Ceremony	0	0	20%	7%	0
31	Photography and Cinematography Activities	0	0	0	7%	0
32	Government Events	0	0	0	7%	0



33	Overseas Wedding Management	0	0	0	7%	0
34	Live story telling session for Kids	0	0	0	7%	0
35	National and International Property Fair	0	0	0	7%	0
36	Press Conferences	0	0	0	7%	0
37	Bachelor's Party	0	0	0	7%	0
38	Venue Management	0	0	0	14%	0
39	Sports Events	0	0	0	21%	0
40	Fine Arts Events	0	0	0	7%	0

**Interpretation:**

In five cities of Rajasthan there are about 40 types of Events that are organized by different Event Management Company.

- 80% Companies of Ajmer plans for Wedding.
- 89% Companies of Jodhpur plans for Wedding.
- Jaipur organizes maximum types of Events as compared to other cities.
- 71% Companies of Jaipur organizes Corporate Events like Product /Brand Launch or promotion more than any other company of different cities.
- Pre Wedding shoot, a new concept is only organized by the 11% Event Management Company of Jodhpur.
- Jaipur also organizes some different Events that are not planned till date by any other company of 4 cities like Fine Arts Events, Venue Management, Bachelor's Party, Overseas Wedding, National and International Property fair.

**Q.3) How Often the Events are Organized Company in various cities?**

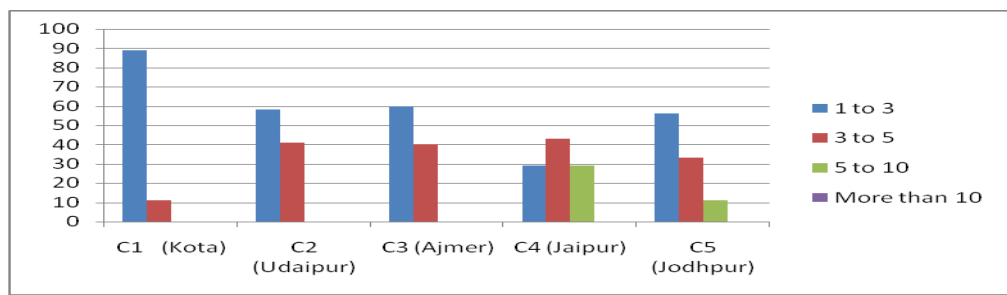
<b>S.No</b>	<b><u>Events are Organized by the Companies</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Ajmer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	Daily	0	0	0	7%	0
2	Weekly	0	42%	60% (In season)	50%	56%
3	Fort Nightly	11%	58%	40%	36%	44%
4	Monthly	55%	0	0	7%	0
5	Quarterly	22%	0	0	0	0
6	Half Yearly	11%	0	0	0	0
7	Yearly	0	0	0	0	0

**Interpretation**

- Only 7% Jaipur Event organizers organizes Event on daily basis, 50% Companies of Jaipur organizes Events on weekly basis, 36% on quarterly basis.
- 55% Kota Event Company organizes maximum events on monthly basis, 22% on quarterly basis and 11% on half yearly basis.
- 56% Companies of Jodhpur organizes Events on weekly basis, 44% on fortnightly basis.
- 60% Companies of Ajmer organizes Events on weekly basis during seasons of wedding or others, 40% on fortnightly basis.
- None of the company organizes Event on Yearly basis.

**Q.4) The number of Events organized per month by the Company at various cities.**

<u>S.No.</u>	<u>Number of Events</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	1-3	89%	58%	60%	29%	56%
2	3-5	11%	41%	40%	43%	33%
3	5-10	0	0	0	29%	11%
4	More than 10	0	0	0	0	0



### **Interpretation**

- None of the Event Company in these cities organizes more than 10 Events per month.
- 89% Companies in Kota organizes 1 to 3 Events monthly and only 11% organizes 3 to 5 Events monthly in Kota.
- 58% Companies in Udaipur organizes 1 to 3 Events monthly and only 41% companies organize 3 to 5 Events monthly.
- 60% Companies in Ajmer organizes 1 to 3 Events monthly and an only 40% company organizes 3 to 5 Events monthly.
- 29% Companies in Jaipur organizes 1 to 3 Events monthly, 43% company organizes 3 to 5 Events monthly and 29% Companies organizes 5 to 10 Events monthly.
- 56% Companies in Jodhpur organizes 1 to 3 Events monthly, 33% company organizes 3 to 5 Events monthly and 11% Companies organizes 5 to 10 Events monthly.

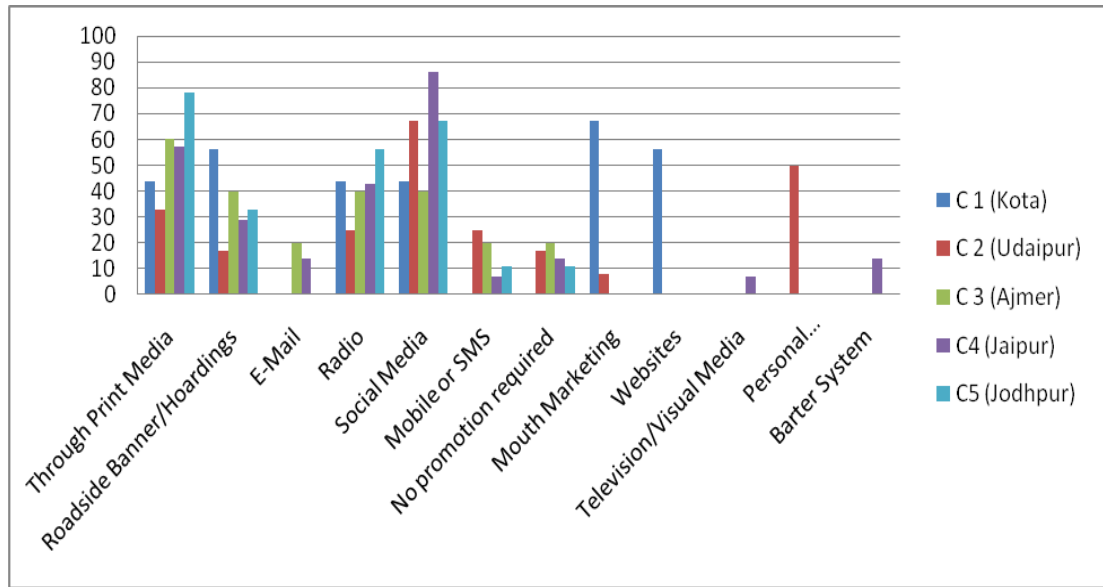
**Q.5) The method of promoting an Event adopted by the Event Management Company.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<u>S.No.</u>	<u>Method of Promotion</u>	<u>C 1 (Kota)</u>	<u>C 2 (Udaipur)</u>	<u>C 3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Through Print Media	44%	33%	60%	57%	78%
2	Roadside Banner/Hoardings	56%	17%	40%	29%	33%
3	E-Mail	0	0	20%	14%	0
4	Radio	44%	25%	40%	43%	56%
5	Social Media	44%	67%	40%	86%	67%
6	Mobile or SMS	0	25%	20%	7%	11%
7	No promotion required	0	17%	20%	14%	11%
8	Mouth Marketing	67%	8%	0	0	0
9	Websites	56%	0	0	0	0
10	Television/Visual Media	0	0	0	7%	0
11	Personal Invitation/Connection	0	50%	0	0	0
12	Barter System	0	0	0	14%	0

## **Ranking Method**

<b>Attributes</b>	<b>Method of Promoting an Event</b>											
	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>	<b>IX</b>	<b>X</b>	<b>XI</b>	<b>XII</b>
Through Print Media	14	8	8	0	0	0	0	0	0	0	0	0
Roadside Banner/Hoardings	2	7	2	7	0	0	0	0	0	0	0	0
E-Mail	0	0	1	0	2	0	0	1	0	0	0	0
Radio	1	2	15	5	0	0	0	0	0	0	0	0
Social Media	22	8	4	0	0	0	0	0	0	0	0	0
Mobile or SMS	0	1	0	4	1	1	0	0	0	0	0	0
No promotion required	0	0	0	0	3	1	1	0	0	0	0	0
Mouth Marketing	6	1	0	0	0	1	0	0	0	0	0	0
Websites	1	5	0	0	0	0	2	1	0	0	0	0
Television/Visual Media	0	0	0	0	0	1	0	0	0	0	0	0
Personal Invitation/Connection	0	6	0	0	0	0	1	0	0	0	0	0
Barter System	0	0	0	0	0	0	2	0	0	0	0	0



**Interpretation:**

- Only 14% Event Company in Jaipur uses Barter system as a means of promotion, no other Event company in different cities uses it.
- Also only 7% Event Company in Jaipur uses Television as a means of promotion
- All the Event companies of various cities use Print media, Social media, Radio, Roadside Banner/Hoarding as a method of promotion.
- 67% Companies of Kota believes that Mouth marketing is best method of promotion.
- 67% Companies of Udaipur believes in Social Media as a best method of promotion.
- Ajmer Event Companies believes in traditional Media, 60% companies use Print media for promotion.
- 86% Companies of Jaipur believes in Social Media as a best method of promotion.
- 78% Jodhpur companies use Print media for promotion.

**Q.6) The possible outcome from an Event as expected by the Event Organizers.**

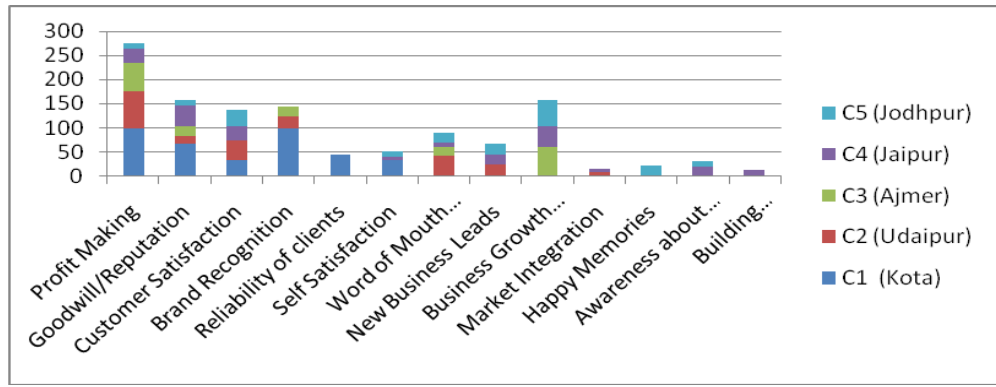
With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<b><u>S.No.</u></b>	<b><u>Possible Outcome from an Event</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Ajmer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	Profit Making	100%	75%	60%	29%	11%
2	Goodwill/Reputation	67%	17%	20%	43%	11%
3	Customer Satisfaction	33%	42%	0	29%	33%
4	Brand Recognition	100%	25%	20%	0	0
5	Reliability of clients	44%	0	0	0	0
6	Self Satisfaction	33%	0	0	7%	11%
7	Word of Mouth Publicity	0	42%	20%	7%	22%
8	New Business Leads	0	25%	0	21%	22%
9	Business Growth and Expansion	0	0	60%	43%	56%
10	Market Integration	0	8%	0	7%	0
11	Happy Memories	0	0	0	0	22%
12	Awareness about Event Organization	0	0	0	21%	11%
13	Building Relationship with clients	0	0	0	14%	0

## Ranking Method

Attributes	Possible Outcome from an Event												
	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII
Profit Making	21	4	0	0	0	1	0	0	0	0	0	0	0
Goodwill/Reputation	6	6	1	0	0	1	0	0	0	0	0	0	0
Customer Satisfaction	0	12	0	3	0	0	0	0	0	0	0	0	0
Brand Recognition	9	1	3	0	0	0	0	0	0	0	0	0	0
Reliability of Clients	0	0	4	0	0	0	1	0	0	0	0	0	0
Self Satisfaction	0	0	0	4	1	0	0	0	0	0	0	0	0
Word of mouth Publicity	0	5	2	2	0	0	0	0	2	0	0	0	0
New Business Leads	0	0	3	3	2	0	0	0	0	0	0	0	0
Business Growth and Expansion	14	0	0	0	0	0	0	0	3	0	0	0	0
Market Integration	0	0	0	0	1	0	0	1	0	0	0	1	1
Happy Memories	0	2	1	3	3	1	2	1	0	0	0	1	1
Awareness about Event Organization	0	0	3	1	0	0	4	0	0	0	0	0	0
Building Relationship with clients	0	0	0	0	2	0	0	0	0	0	0	0	0





### **Interpretation**

End result is the only thing which leads the business towards new heights or lowers down, so in the hope of creating a strong base for future, every Company desires to put their efforts to create a strong perception of his business, by providing quality services.

- The main outcome expected from an Event by all companies is Profit Margin.
- All companies of Kota expect Profit maximization and Brand Recognition from an Event.
- Only 33% Companies of Kota expect self satisfaction and customer satisfaction.
- Improved Goodwill and Better Company's Reputation is also expected from an Event by maximum companies.
- 75% companies of Udaipur expect Profit maximization and 42% companies expect customer satisfaction.
- 60% Ajmer Event companies gives priority to Profit making and other 60% believes in making business growth and expansion from an Event.
- 43% Jaipur Event companies believes in making Goodwill/Reputation of the company from an Event and other 43% believes in making business growth and expansion from an Event.
- 53% Event companies of Jodhpur believes in making business growth and expansion from an Event.
- Only 14% of Event Companies of Jaipur believes in building relationship with the client from an Event, no other company of various cities try to do it.
- 8% Event companies of Udaipur and 7% Event companies of Jaipur also believe in Market Integration from an Event.

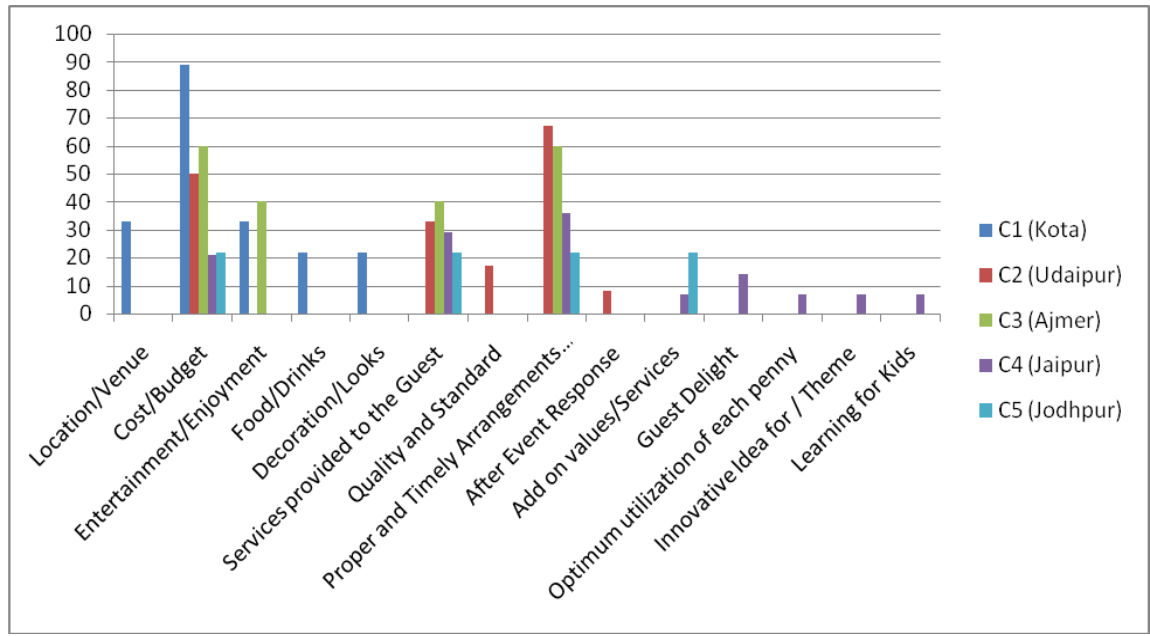
**Q.7) Main priorities of clients while organizing an Event through an Event Organizer.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<u>S.No.</u>	<u>Main Priorities of Client</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Location/Venue	33%	0	0	0	0
2	Cost/Budget	89%	50%	60%	21%	22%
3	Entertainment/ Enjoyment	33%	0	40%	0	0
4	Food/Drinks	22%	0	0	0	0
5	Decoration/Looks	22%	0	0	0	0
6	Services provided to the Guest	0	33%	40%	29%	22%
7	Quality and Standard	0	17%	0	0	0
8	Proper and Timely Arrangements on current trends	0	67%	60%	36%	22%
9	After Event Response	0	8%	0	0	0
10	Add on values/Services	0	0	0	7%	22%
11	Guest Delight	0	0	0	14%	0
12	Optimum utilization of each penny	0	0	0	7%	0
13	Innovative Idea for / Theme	0	0	0	7%	0
14	Learning for Kids	0	0	0	7%	0

## Ranking Method

Attributes	Main Priorities of Clients									
	I	II	III	IV	V	VI	VII	VIII	IX	X
Location/Venue	4	5	2	0	0	0	0	0	0	0
Cost/Budget	23	6	4	2	2	0	0	0	0	0
Entertainment/Enjoyment	0	9	5	4	2	0	0	0	0	0
Food/Drinks	0	0	0	2	0	0	0	0	0	0
Decoration/Looks	0	0	0	2	0	0	0	0	0	0
Services provided to the Guest	0	4	8	0	3	0	0	0	0	0
Quality and Standard	0	4	2	2	2	1	0	0	0	0
Proper and Timely Arrangements on current trends	18	5	2	0	2	0	0	0	0	0
After Event Response	0	0	1	0	1	1	0	0	0	0
Add on values/Services	1	2	1	0	3	2	0	0	0	0
Guest Delight	0	1	0	1	0	0	1	0	0	0
Optimum utilization of each penny	0	2	1	2	3	0	0	0	0	0
Innovative Idea for / Theme	0	2	0	1	2	0	0	0	0	0
Learning for Kids	0	0	0	0	1	0	0	0	0	0



### **Interpretation**

- 89% Event Company of Kota, 50% Event Company of Udaipur, 60% Event Company of Ajmer, 21% Event Company of Jaipur, 22% Event Company of Jodhpur says that Client main priority is cost or budget involved during an Event.
- 67% of Udaipur companies say that client thinks of proper and timely execution of arrangement, when money is spends for hiring Event organizers.
- Jaipur Companies say that client based in Jaipur has many factors to look upon during an Event like 7% company say for optimum utilization of each penny, other 7% say for Innovative ideas or themes for an Event.
- Only 8% Event companies of Udaipur say that client looks to the response they get (good/bad) after an Event.
- 7% Event Company of Jaipur, 22% Event Company of Jodhpur says that Client main priority is to add on value and services provided during an Event.

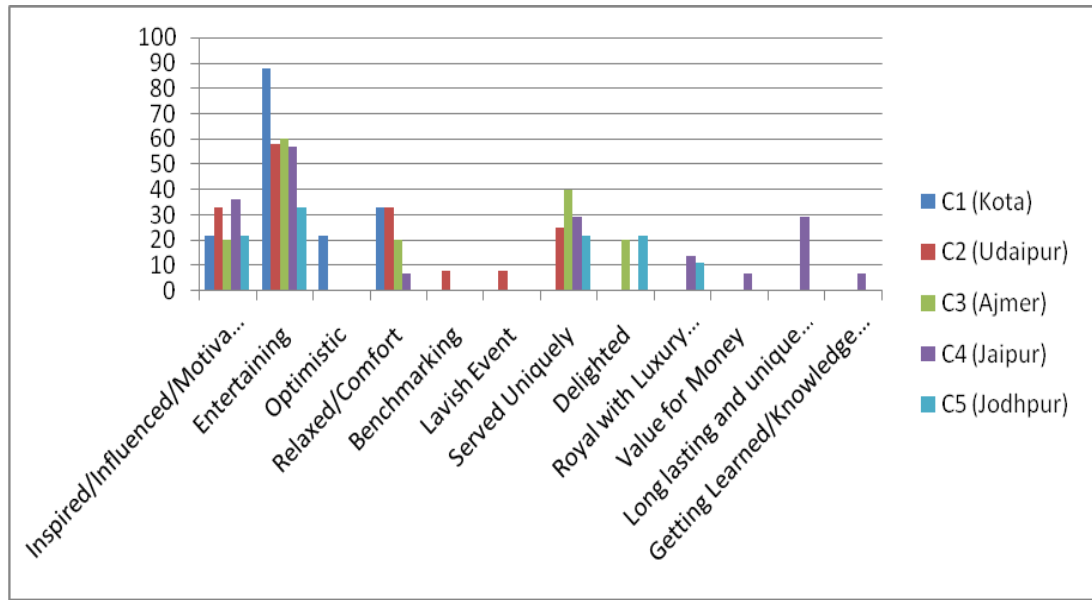
**Q.8) During an Event, the Attendees/Guest should feel.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<b><u>S.No.</u></b>	<b><u>Attendees should feel</u></b>	<b><u>C1 (Kota)</u></b>	<b><u>C2 (Udaipur)</u></b>	<b><u>C3 (Ajmer)</u></b>	<b><u>C4 (Jaipur)</u></b>	<b><u>C5 (Jodhpur)</u></b>
1	Inspired/Influenced/ Motivated	22%	33%	20%	36%	22%
2	Entertaining	88%	58%	60%	57%	33%
3	Optimistic	22	0	0	0	0
4	Relaxed/Comfort	33%	33%	20%	7%	0
5	Benchmarking	0	8%	0	0	0
6	Lavish Event	0	8%	0	0	0
7	Served Uniquely	0	25%	40%	29%	22%
8	Delighted	0	0	20%	0	22%
9	Royal with Luxury Arrangement	0	0	0	14%	11%
10	Value for Money	0	0	0	7%	0
11	Long lasting and unique experience	0	0	0	29%	0
12	Getting Learned/Knowledge Event	0	0	0	7%	0

## Ranking Method

Attributes	During an Event, attendees should feel									
	I	II	III	IV	V	VI	VII	VIII	IX	X
Inspired/Influenced/Motivated	0	0	9	0	3	2	0	0	0	0
Entertaining	29	4	0	2	0	0	0	0	0	0
Optimistic	0	0	2	0	0	0	0	0	0	0
Relaxed/Comfort	2	7	2	2	0	5	0	0	0	0
Benchmarking	0	0	0	1	0	0	1	0	0	0
Lavish Event	1	2	0	1	2	0	3	0	0	0
Served Uniquely	2	6	7	4	0	0	0	0	0	0
Delighted	1	3	0	2	0	4	1	0	0	0
Royal with Luxury Arrangement	1	2	0	0	3	2	0	0	0	0
Value for Money	6	6	2	2	3	2	0	0	0	0
Long lasting and unique experience	4	6	4	4	0	0	0	0	0	0
Getting Learned/Knowledge Event	0	0	0	0	1	0	0	0	0	0

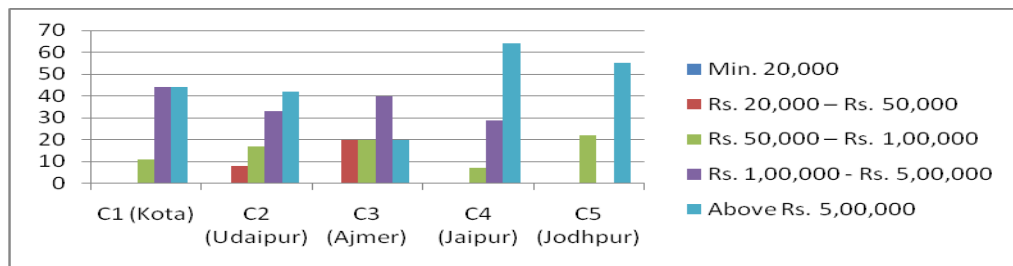


### **Interpretation**

- 88% Event Company of Kota, 58% Event Company of Udaipur, 60% Event Company of Ajmer, 57% Event Company of Jaipur, 33% Event Company of Jodhpur says that client prefer that the attendees should feel Entertained and Enjoyed during an Event.
- Attendees should get influenced; motivated during an Event so that if an Event is for social cause the attendees should help them or the attendees should hire Event organizers for their various Events.
- 8% Event Company of Udaipur say that their Event should have lavish feeling for the guest.
- Only 7% Event Company of Jaipur say that the guest should feel the value for money they had spent in attending the Event.
- Only 29% Event Company of Jaipur say that the guest should have long lasting and unique experience from an Event.
- 22% Event Company of Jodhpur and 20% Event Company of Ajmer say that the guest should have felt delighted during an Event.

**Q.9) Average Event Budget (in Rs.) on which the company works of the various Cities.**

<b>S.No.</b>	<b>Average Budget for the Event</b>	<b>C1 (Kota)</b>	<b>C2 (Udaipur)</b>	<b>C3 (Ajmer)</b>	<b>C4 (Jaipur)</b>	<b>C5 (Jodhpur)</b>
1	Min. 20,000	0	0	0	0	0
2	Rs. 20,000 – Rs. 50,000	0	8%	20%	0	0
3	Rs. 50,000 – Rs. 1,00,000	11%	17%	20%	7%	22%
4	Rs. 1,00,000 - Rs. 5,00,000	44%	33%	40%	29%	0
5	Above Rs. 5,00,000	44%	42%	20%	64%	55%



**Interpretation**

- Jaipur has maximum 64% Event Companies who work on an average budget of more than Rs. 5, 00,000
- Second comes to Jodhpur 55% Event companies who work on an average budget of more than Rs. 5, 00,000
- These both cities plan for mainly Wedding, Fashion Shows, Big corporate Events of product launch or promotion like Events which cost very high.
- 8% Event Company of Udaipur and 20% Event Company of Ajmer also organizes with a minimum budget of Rs. 20,000 to Rs. 50, 0000 like Birthday and Anniversary Parties.
- 11% Event Companies of Kota, 17% Event Companies of Udaipur, 20% Event Companies of Ajmer, 17% Companies of Jaipur and 22% Event Companies of Jodhpur organizes Event with a budget of Rs. 50,000 to Rs. 1,00,000.



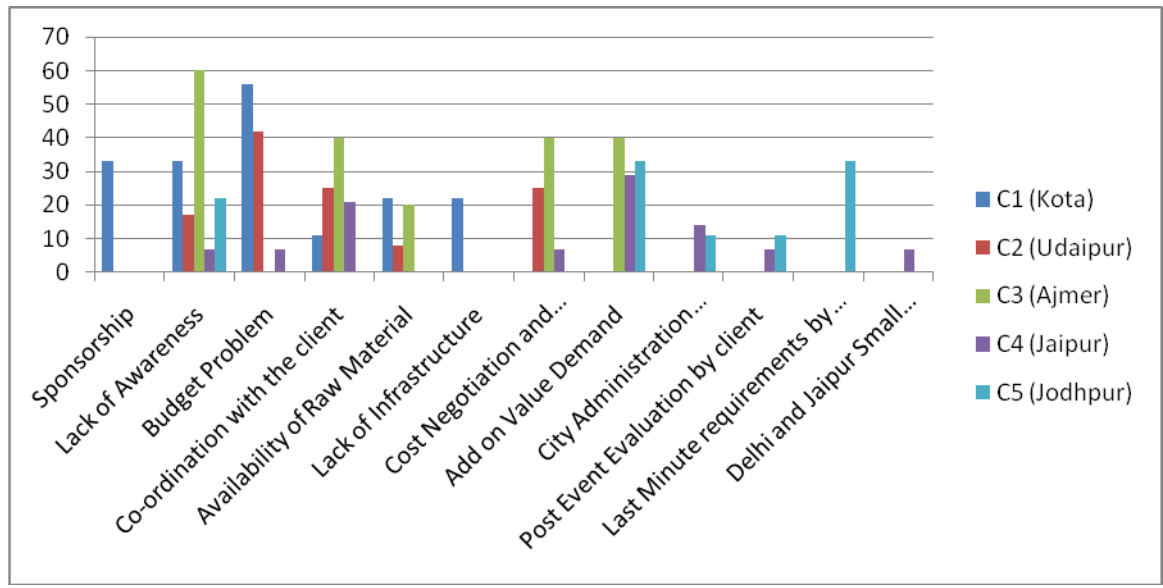
**Q.10) The problems that are faced by the Event Management Companies.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<u>S.No.</u>	<u>Problems faced by the Event Company</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Sponsorship	33%	0	0	0	0
2	Lack of Awareness	33%	17%	60%	7%	22%
3	Budget Problem	56%	42%	0	7%	0
4	Co-ordination with the client	11%	25%	40%	21%	0
5	Availability of Raw Material	22%	8%	20%	0	0
6	Lack of Infrastructure	22%	0	0	0	0
7	Cost Negotiation and Decision Making	0	25%	40%	7%	0
8	Add on Value Demand	0	0	40%	29%	33%
9	City Administration Permission problem	0	0	0	14%	11%
10	Post Event Evaluation by client	0	0	0	7%	11%
11	Last Minute requirements by clients	0	0	0	0	33%
12	Delhi and Jaipur Small Vendor's Low rate	0	0	0	7%	0

## Ranking Method

Attributes	Problems faced by Event Management Company									
	I	II	III	IV	V	VI	VII	VIII	IX	X
Sponsorship	0	3	0	0	0	1	0	0	0	0
Lack of Awareness	4	5	2	1	1	0	0	0	0	0
Budget Problem	16	6	1	1	0	0	0	0	0	0
Co-ordination with the client	2	8	0	1	1	0	0	0	0	0
Availability of Raw Material	2	2	1	1	1	0	0	0	0	0
Lack of Infrastructure	2	1	2	0	1	1	0	0	0	0
Cost Negotiation and Decision Making	3	5	0	1	0	1	0	0	0	0
Add on Value Demand	9	2	0	1	0	0	0	0	0	0
City Administration Permission problem	0	0	3	0	0	0	0	0	0	0
Post Event Evaluation by client	2	1	1	1	0	1	1	0	0	0
Last Minute requirements by clients	3	0	0	1	1	0	0	0	0	0
Delhi and Jaipur Small Vendor's Low rate	0	0	0	1	0	0	0	0	0	0

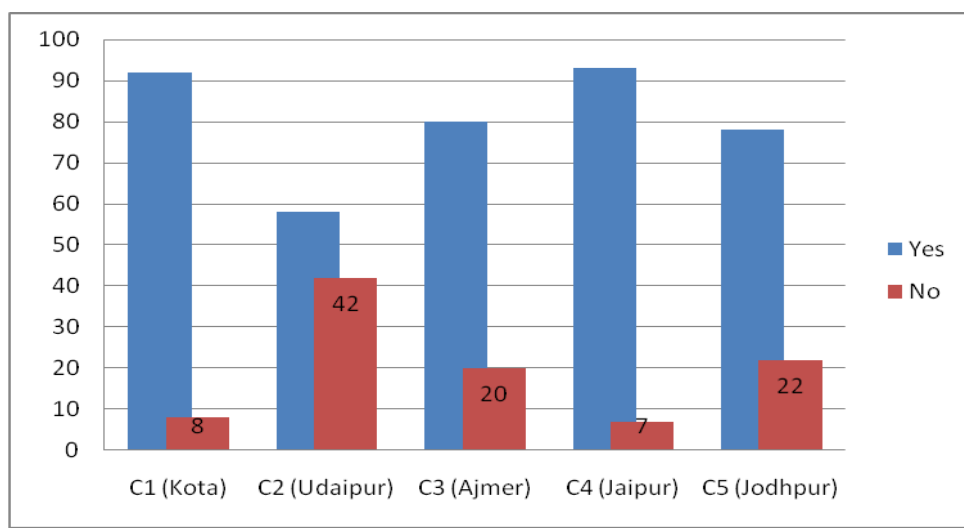


### Interpretation

- Sponsorship problem is only faced by 33% Kota Event Management Companies.
- Lack of Infrastructure problem is only faced by 22% Kota Event Management Companies.
- 60% Event Companies of Ajmer faces the problem of Lack of Awareness among Public.
- 42% Company of Udaipur city and 56% Event Company of Kota and 7% Event Company of Jaipur has budget problem.
- Add on value demand from client problem is mainly faced by 29% of Jaipur Event organizers and also by 40% of Ajmer Event Companies.
- 33% Companies of Jodhpur only faces difficulty in last minute demand from client.
- Only 7% Event Companies of Jaipur faces Delhi and Jaipur Small vendor low rate factor.

**Q.11) Are the company interested in gaining Sponsorship.**

<u>S.No.</u>	<u>Interested in Sponsorship</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Yes	92%	58% (Public Event)	80%	93%	78%
2	No	8%	42%	20%	7%	22%



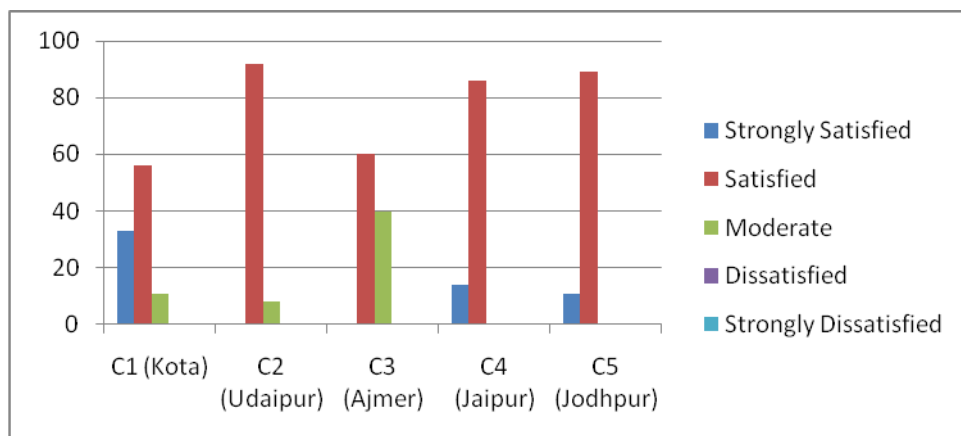
**Interpretation**

Overall the companies' wishes to have more and more funds so that they can do better in organizing a public Event.

- Maximum Event companies are interested in gaining sponsorship, if it is a public Event.
- Only 8% Event companies of Kota, 42% Companies of Udaipur, 20% Companies of Ajmer, 7% Companies of Jaipur and 22% Companies of Jodhpur says that they are not interested in gaining sponsorship, when they plan for private Events as it doesn't need any sponsors.

**Q.12) The growth of the company is Strongly Satisfied, Satisfied, Moderate, Dissatisfied or Strongly Dissatisfied.**

<u>S.No.</u>	<u>Growth of the Company</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Strongly Satisfied	33%	0	0	14%	11%
2	Satisfied	56%	92%	60%	86%	89%
3	Moderate	11%	8%	40%	0	0
4	Dissatisfied	0	0	0	0	0
5	Strongly Dissatisfied	0	0	0	0	0



### **Interpretation**

- None of the Event Management Company in any city is dissatisfied with the growth of the company.
- 33% Event Companies of Kota, 14% Event Companies of Jaipur and 11% Event Companies of Jodhpur are strongly satisfied with the growth of the company.
- 11% Event Companies of Kota, 8% Event Companies of Udaipur and 40% Event Companies of Ajmer are moderate (neither satisfied nor dissatisfied) with the growth of the company.
- 56% Event Companies of Kota, 92% Event Companies of Udaipur, 60% Event Companies of Ajmer, 86% Event Companies of Jaipur, and 89% Event Companies of Jodhpur are satisfied with the growth of the company.

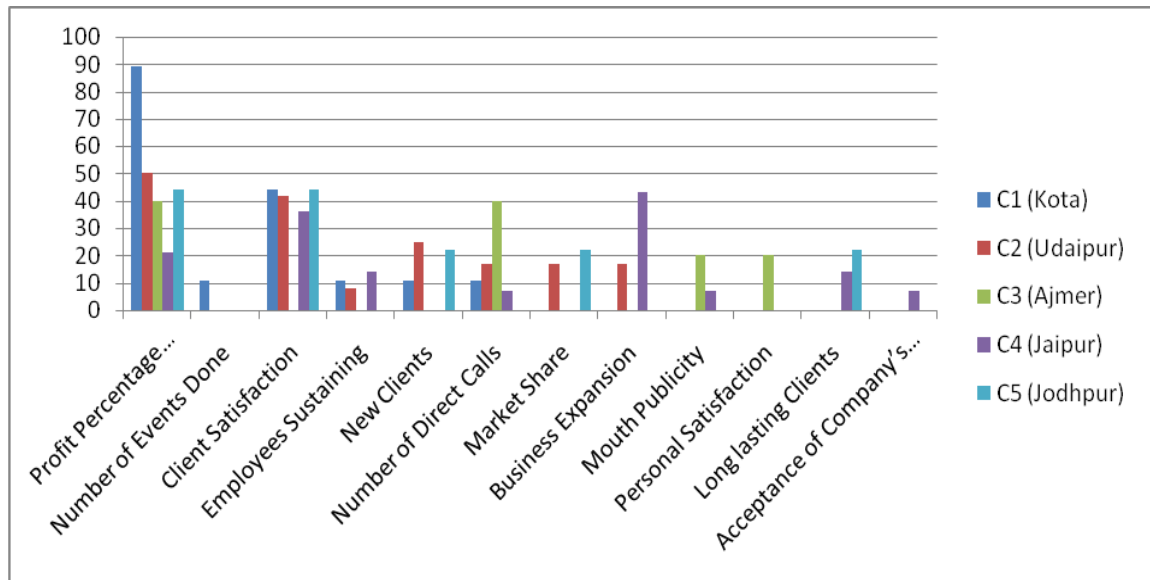
**Q.13) The growth and satisfaction of the company can be judged by.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<b>S.No.</b>	<b><u>Factors to Judge the growth and satisfaction</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Aimer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	Profit Percentage Maximization	89%	50%	40%	21%	44%
2	Number of Events Done	11%	0	0	0	0
3	Client Satisfaction	44%	42%	0	36%	44%
4	Employees Sustaining	11%	8%	0	14%	0
5	New Clients	11%	25%	0	0	22%
6	Number of Direct Calls	11%	17%	40%	7%	0
7	Market Share	0	17%	0	0	22%
8	Business Expansion	0	17%	0	43%	0
9	Mouth Publicity	0	0	20%	7%	0
10	Personal Satisfaction	0	0	20%	0	0
11	Long lasting Clients	0	0	0	14%	22%
12	Acceptance of Company's creativity and New Idea	0	0	0	7%	0

## Ranking Method

Attributes	Growth and Satisfaction can be Judged by									
	I	II	III	IV	V	VI	VII	VIII	IX	X
Profit Percentage Maximization	26	2	3	0	0	0	0	0	0	0
Number of Events Done	0	2	4	0	1	0	0	0	0	0
Client Satisfaction	2	18	5	1	0	1	0	0	0	0
Employees Sustaining	0	2	1	0	1	0	0	0	0	0
New Clients	4	4	6	0	0	1	0	0	0	0
Number of Direct Calls	1	1	0	6	0	0	0	0	0	0
Market Share	2	2	3	4	0	2	0	0	0	0
Business Expansion	6	2	5	1	1	1	0	0	0	0
Mouth Publicity	2	2	1	0	3	0	0	0	0	0
Personal Satisfaction	0	2	2	0	0	0	0	0	0	0
Long lasting Clients	2	4	3	0	2	0	0	0	0	0
Acceptance of Company's creativity and New Idea	1	0	0	1	1	0	0	0	0	0



### **Interpretation**

- There are different factors for different companies to judge the growth and satisfaction of the company.
- The main factor that helps in judging the growth and satisfaction of the company is Profit Percentage maximization that is judged by 89% Event Management Company of Kota, 50% Event Management Company of Udaipur, 40% Event Management Company of Ajmer, 21% Event Management Company of Jaipur and 44% Event Management Company of Jodhpur.
- Only 7% Event Company of Kota judges on the basis of Number of Event done, no other company of various cities contains this factor of judging.
- Only 7% Event Company of Jaipur judges on the basis of Company's creativity and idea accepted by the clients, no other company of various cities contains this factor of judging.
- Client Satisfaction is another factor, only 44% Event company of Kota, 42% Event company of Udaipur, 44% Event company of Jodhpur and 36% Company of Jaipur checks this factor as a basis for growth and satisfaction of the company, Ajmer Event Company doesn't take this factor in consideration.
- Only 20% Event Companies of Ajmer consider Personal Satisfaction for judging the growth and satisfaction of the company.



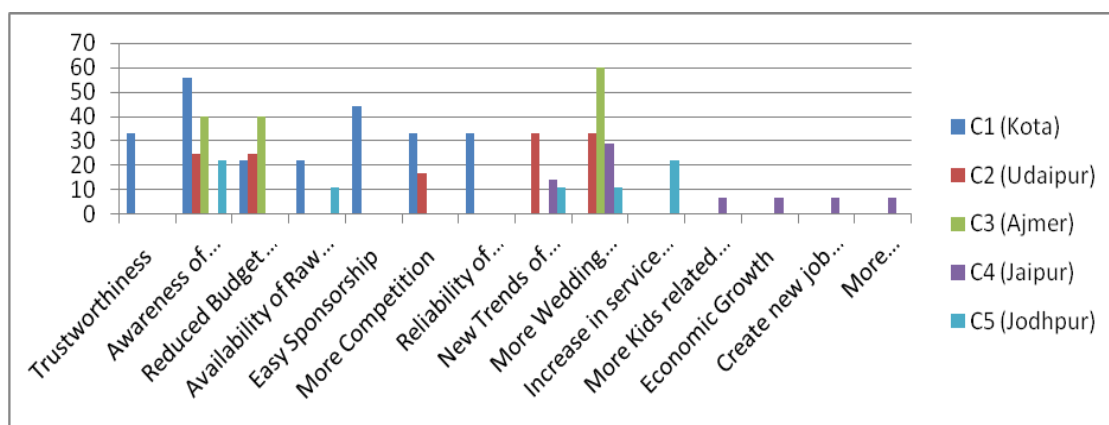
**Q.14) The next 3 years trends in the Event Industry.**

With the help of Percentage method and Ranking method, graphical representation is done and interpretation is made.

<b><u>S.No.</u></b>	<b><u>Next 3 Years trends</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Ajmer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	Trustworthiness	33%	0	0	0	0
2	Awareness of Event Management Organization	56%	25%	40%	0	22%
3	Reduced Budget Negotiation	22%	25%	40%	0	0
4	Availability of Raw Material	22%	0	0	0	11%
5	Easy Sponsorship	44%	0	0	0	0
6	More Competition	33%	17%	0	0	0
7	Reliability of Clients on Event Organization	33%	0	0	0	0
8	New Trends of Celebration of Events	0	33%	0	14%	11%
9	More Wedding Planner due to limited time	0	33%	60%	29%	11%
10	Increase in service parameters for clients	0	0	0	0	22%
11	More Kids related Events	0	0	0	7%	0
12	Economic Growth	0	0	0	7%	0
13	Create new job Opportunity in Event Sector	0	0	0	7%	0
14	International Opportunity for Event Execution	0	0	0	7%	0

## **Ranking Method**

<b>Attributes</b>	<b>Next 3 years Trends</b>									
	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>	<b>IX</b>	<b>X</b>
Trustworthiness	1	1	3	0	1	0	0	0	0	0
Awareness of Event Management Organization	6	5	1	1	1	0	0	0	0	0
Reduced Budget Negotiation	2	5	3	2	0	0	0	0	0	0
Availability of Raw Material	0	1	2	2	1	0	0	0	0	0
Easy Sponsorship	4	0	1	0	0	0	0	0	0	0
More Competition	5	1	5	1	2	0	0	0	0	0
Reliability of Clients on Event Organization	1	2	3	0	1	0	0	0	0	0
New Trends of Celebration of Events	6	3	2	0	1	0	0	0	0	0
More Wedding Planner due to limited time	14	4	1	2	0	0	0	0	0	0
Increase in service parameters for clients	3	0	2	1	0	0	0	0	0	0
More Kids related Events	0	0	1	0	0	0	0	0	0	0
Economic Growth	0	0	1	0	0	0	0	0	0	0
Create new job Opportunity in Event Sector	0	0	1	0	0	0	0	0	0	0
International Opportunity for Event Execution	4	0	1	0	0	0	0	0	0	0



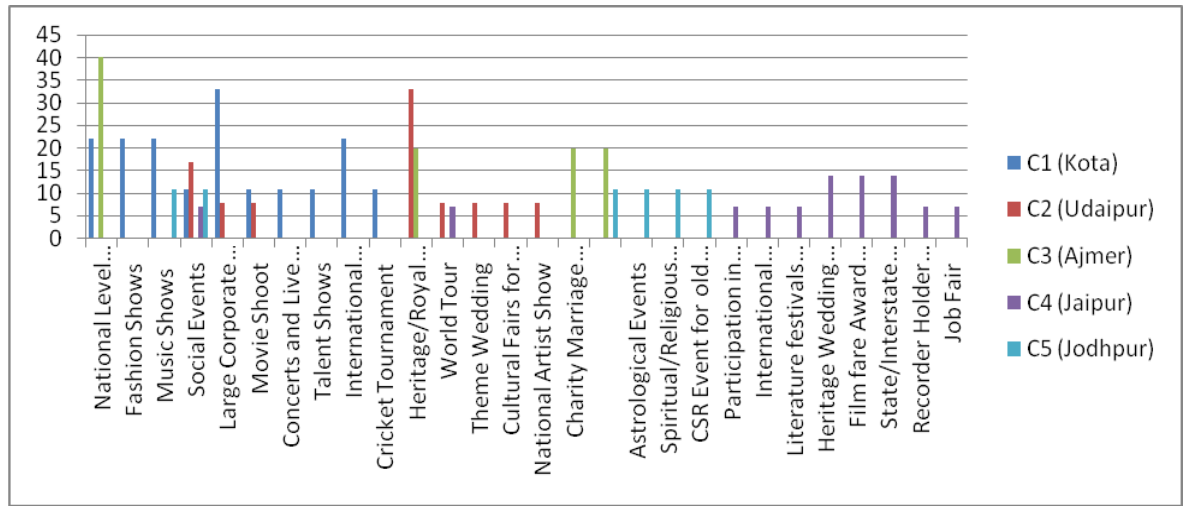
### **Interpretation**

- 44% Event Companies of Kota says that gaining sponsorship will be easier in next 3 years.
- 56% Event Companies of Kota, 25% Companies of Udaipur, 40% Companies of Ajmer and 22% Companies of Jodhpur says that in next 3 years, there will be more awareness for Event Management Company.
- 33% Companies of Udaipur, 60% Companies of Ajmer, 29% Companies of Jaipur and 11% Companies of Jodhpur believes that in next few years due to shortage of time, people will hire more Event planners for getting Event more perfect and unique.
- 22% Event companies of Kota, 25% Companies of Udaipur and 40% Companies of Ajmer says that there will be less budget problem in future.
- 33% Companies of Udaipur, 14% Companies of Jaipur and 11% Companies of Jodhpur says that people will be more interested in new trends of celebration so as to prove others more superior.
- Only Jaipur 7% Event companies says that in next 3 years Event sector will create new job opportunity.
- Only Jodhpur 22% Event companies says that in next 3 years, service parameters will change and also increase for the clients.

**Q.15) The Events that the various Companies wishes to organize in near future.**

<b><u>S.No.</u></b>	<b><u>Event to Organize in Future</u></b>	<b><u>C1 (Kota)</u></b>	<b><u>C2 (Udaipur)</u></b>	<b><u>C3 (Ajmer)</u></b>	<b><u>C4 (Jaipur)</u></b>	<b><u>C5 (Jodhpur)</u></b>
1	National Level Sports	22%	0	40%	0	0
2	Fashion Shows	22%	0	0	0	0
3	Music Shows	22%	0	0	0	11%
4	Social Events	11%	17%	0	7%	11%
5	Large Corporate Events	33%	8%	0	0	0
6	Movie Shoot	11%	8%	0	0	0
7	Concerts and Live Shows	11%	0	0	0	0
8	Talent Shows	11%	0	0	0	0
9	International Exhibition, Fairs	22%	0	0	0	0
10	Cricket Tournament	11%	0	0	0	0
11	Heritage/Royal Wedding	0	33%	20%	0	0
12	World Tour	0	8%	0	7%	0
13	Theme Wedding	0	8%	0	0	0
14	Cultural Fairs for International Guest	0	8%	0	0	0
15	National Artist Show	0	8%	0	0	0
16	Charity Marriage	0	0	20%	0	0

17	Destination Wedding	0	0	20%	0	11%
18	Astrological Events	0	0	0	0	11%
19	Spiritual/Religious Event	0	0	0	0	11%
20	CSR Event for old Client	0	0	0	0	11%
21	Participation in Cannes Festival	0	0	0	7%	0
22	International Wedding at Indian Destination	0	0	0	7%	0
23	Literature festivals for Indian writers	0	0	0	7%	0
24	Heritage Wedding Planning	0	0	0	14%	0
25	Film fare Award ceremony	0	0	0	14%	0
26	State/Interstate cultural Fest	0	0	0	14%	0
27	Recorder Holder Event	0	0	0	7%	0
28	Job Fair	0	0	0	7%	0



### **Interpretation**

In order to move further and expand their business the Event Management Company wants to show their creativity new field.

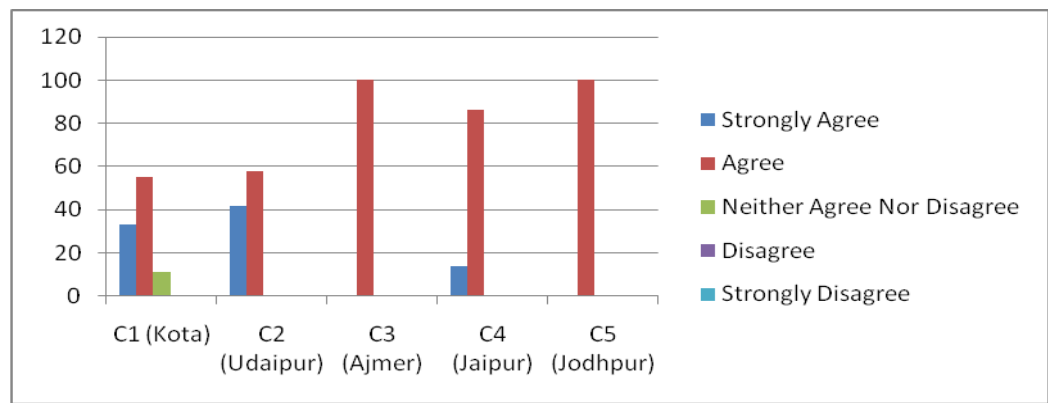
All the Companies of different cities want a step ahead where they are standing now.

- All the Event Management Company at different cities has given a wider choice of Events which they wish to organize in near future.
- Different 14% Event companies of Jaipur have given various choices like Heritage Wedding, Film Fare Award Ceremony, and State/Interstate Cultural Fest.
- Different 11% Event companies of Jodhpur have given various choices like Astrological Event, Destination Wedding, and CSR Event for Old Clients and Spiritual/Religious Event.
- 20% Event Companies of Ajmer wishes to Organize Charity Marriage or Vivaah Sannelon.
- 11% Event Companies of Kota, 17% Event Companies of Udaipur, 7% Companies of Jaipur and 11% Event Companies of Jodhpur focus on organizing Social Event.
- 22% Event Companies wishes to organize Fashion Show.

**Q.16) Do you think Rajasthan will have bright future in Event Management Industry?**

**(Strongly Agree, Agree, neither Agree nor Disagree, Disagree, Strongly Disagree)**

<b>S.No.</b>	<b>Factors</b>	<b>C1 (Kota)</b>	<b>C2 (Udaipur)</b>	<b>C3 (Ajmer)</b>	<b>C4 (Jaipur)</b>	<b>C5 (Jodhpur)</b>
1	Strongly Agree	33%	42%	0	14%	0
2	Agree	55%	58%	100%	86%	100%
3	Neither Agree Nor Disagree	11%	0	0	0	0
4	Disagree	0	0	0	0	0
5	Strongly Disagree	0	0	0	0	0

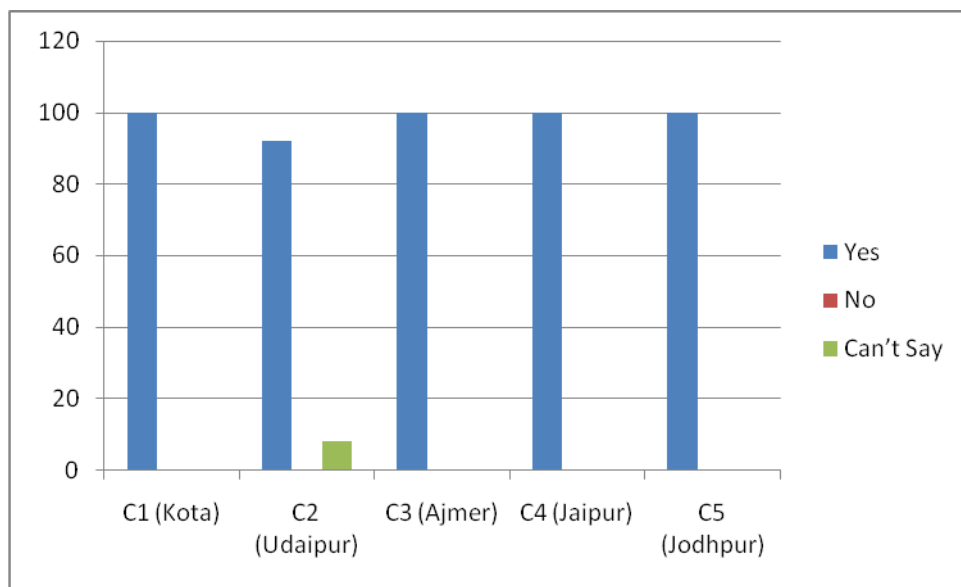


**Interpretation**

- 100% Event Companies of Ajmer and Jodhpur agree to the point that Event Management Industry has a bright future in Rajasthan.
- None of the company disagrees with this statement.
- 33% Event Companies of Kota, 42% Companies of Udaipur and 14% Event companies of Jaipur strongly agrees that there is bright future for Event Management Company in Rajasthan.
- 11% Event Companies of Kota neither agrees nor disagrees to the statement that there is bright future for Event Management Company in Rajasthan.

**Q.17) It is relevant to start an Event Organizing Company in Rajasthan?  
(Yes, No, Can't Say)**

<u>S.No.</u>	<u>Relevance to start a company</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Yes	100%	92%	100%	100%	100%
2	No	0	0	0	0	0
3	Can't Say	0	8% (As profit margin is Less)	0	0	0



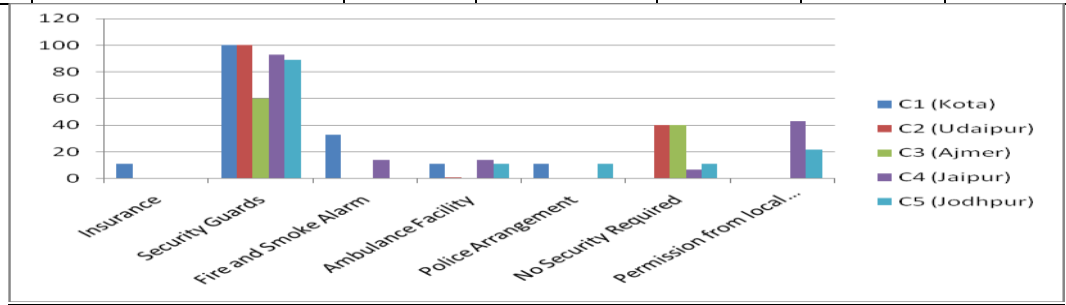
**Interpretation**

- Only 8% Companies in Udaipur can't say that is it relevant to start an Event Management company in Rajasthan or not as Event Companies has fewer profit margins.
- All companies of Kota, Ajmer, Jaipur and Jodhpur say that it is relevant to start an Event Management company in Rajasthan.



**Q.18) Planning to maintain order and safety in case of a chaos.**

<u>S.No.</u>	<u>Order and Safety through</u>	<u>C1 (Kota)</u>	<u>C2 (Udaipur)</u>	<u>C3 (Ajmer)</u>	<u>C4 (Jaipur)</u>	<u>C5 (Jodhpur)</u>
1	Insurance	11%	0	0	0	0
2	Security Guards	100%	100%	60%	93%	89%
3	Fire and Smoke Alarm	33%	0	0	14%	0
4	Ambulance Facility	11%	1%	0	14%	11%
5	Police Arrangement	11%	2%	0	0	11%
6	No Security Required	0	40%	40%	7%	11%
7	Permission from local Administration	0	0	0	43%	22%



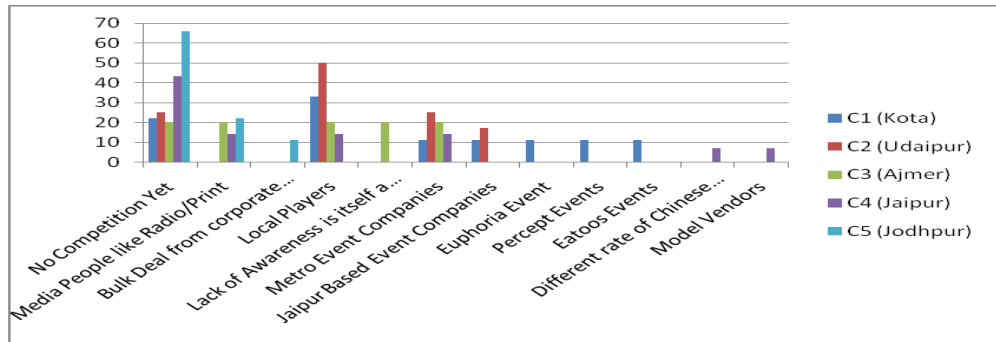
**Interpretation**

Maintain safety and security is also very important part to make an Event great and successful. This factor also shows that how perfect is company's planning to get rid out of tuff situations.

- To maintain order and safety in case of chaos 100% companies of Kota and Udaipur, 60% Event companies of Ajmer, 93% Companies of Jaipur and 89% Companies of Jodhpur arranges for Security guards.
- 40% Companies in Udaipur, 40% companies in Ajmer, 7% Companies of Jaipur and 11% Companies of Jodhpur doesn't arrange for any security.
- To maintain order and safety 43% Companies of Jaipur and 22% Companies of Jodhpur takes permission from local city Administration for organizing an Event.

**Q.19) Company's Strongest competitors**

<b><u>S.No.</u></b>	<b><u>Competitor</u></b>	<b><u>C1</u></b> <b><u>(Kota)</u></b>	<b><u>C2</u></b> <b><u>(Udaipur)</u></b>	<b><u>C3</u></b> <b><u>(Ajmer)</u></b>	<b><u>C4</u></b> <b><u>(Jaipur)</u></b>	<b><u>C5</u></b> <b><u>(Jodhpur)</u></b>
1	No Competition Yet	22%	25%	20%	43%	66%
2	Media People like Radio/Print	0	0	20%	14%	22%
3	Bulk Deal from corporate offices	0	0	0	0	11%
4	Local Players	33%	50%	20%	14%	0
5	Lack of Awareness is itself a competition to fight	0	0	20%	0	0
6	Metro Event Companies	11%	25%	20%	14%	0
7	Jaipur Based Event Companies	11%	17%	0	0	0
7	Euphoria Event	11%	0	0	0	0
8	Percept Events	11%	0	0	0	0
9	Eatoos Events	11%	0	0	0	0
10	Different rate of Chinese material	0	0	0	7%	0
11	Model Vendors	0	0	0	7%	0



### Interpretation

As competition is always good to grow the business, the more players in the market, more will be the awareness for the company.

- 22% Event Companies of Kota, 25% Companies of Udaipur, 20% Companies of Ajmer, 42% Companies of Jaipur and 66% Companies of Jodhpur says that there is no competition for them.
- 11% Companies of Kota and 17% Companies of Udaipur company says that Jaipur based company is there competitor.
- 20% Ajmer based Event Company says that Lack of awareness of Event organization among people is itself a competitor.
- 11% Event Companies of Kota, 25% Companies of Udaipur, 20% Companies of Ajmer, 14% Companies of Jaipur and 0% Companies of Jodhpur says that metro based companies are there competitor.

# **Chapter Six**

## **Findings and Recommendations**

## **Chapter - Six**

### **Findings and Recommendations**

#### **6.1 Findings on the basis of Data Analysis**

Having carried out a research, where semi structured questionnaire surveys have been conducted, presented, analyzed, the findings have been made.

- 1) In total there are 49 Event Management Companies working in 5 cities of Rajasthan (Kota, Udaipur, Ajmer, Jaipur, Jodhpur)
- 2) From the study, the researcher concludes an interesting fact that out of these 49 Event Management Companies in 5 cities of Rajasthan there is only two female owner one is in Udaipur City and the other is in Jodhpur City.
- 3) Jaipur city organizes maximum 32 types of Event.
- 4) About 64% Event Companies in Jaipur, the average budget for large Event goes up to Rs.10 Crores.
- 5) 33% Event companies of Kota, 14% Companies of Jaipur and 11% Companies of Jodhpur are strongly satisfied with the growth of the company.
- 6) But in few cities like Ajmer, there is much lack of awareness for Event Management Company, due to which general public doesn't hire Event organizers for Private Events such as Wedding, Birthday parties, Anniversaries and others.
- 7) Presently, Theme Wedding is a new concept that is organized by the Event organizers to create some memorable memories.
- 8) For cities like Kota and Ajmer, create awareness among middle class and upper class to hire Event planners as they think that hiring an Event Management Company can be costly.
- 9) General Public many times believe on word of mouth publicity, which can be useful for Event organization.
- 10) As in this busy life and shortage of time with everyone, in next 3 years people will go to Event planners for executing perfect Event whether a private Event or public Event.

- 11) As Rajasthan market is not full tapped by the Event organizers and also due to lack of awareness among general public, small cities have more scope for Event planners.
- 12) 89% Event Companies of Kota, 50% Event Companies of Udaipur, 40% Event Companies of Ajmer, 21% Event Companies of Jaipur and 44% Event Companies of Jodhpur judges the growth and satisfaction of the company through Profit Percentage maximization.
- 13) From the study done, it is concluded that 44% Event organizer of Kota, 67% Organizer of Udaipur, 40% Event organizer of Ajmer, 86% Event Organizers of Jaipur and 67% Event organizer of Jodhpur uses Social Media as the best means for promoting the Event.
- 14) Cost factor influences people not to take services from event management companies.
- 15) Economies of scale not available to companies, therefore big players are not interested to enter this city.
- 16) Lack of proper marketing and advertising by existing companies.
- 17) For public Events, all the companies are interested in gaining sponsorship.
- 18) In today's era, Pre Wedding shoot is a new Concept, for which bridal and groom both are excited; this can help Event Companies over its competitors.
- 19) Sponsorship problem is only faced by 33% Event Companies of Kota.
- 20) 60% Event organizers of Ajmer faces the problem of Lack of Awareness of Event companies among Public, which the company looks it as their competitor.
- 21) 56% Event companies of Kota, 42% Companies of Udaipur city and 7% Companies of Jaipur has budget problem.
- 22) Add on value demand from client problem is mainly faced by 29% Jaipur Event organizers and 40% of Ajmer Event organizers.
- 23) 33% Event companies of Jodhpur faces difficulty in last minute demand from client.

## **6.2 Recommendations**

- 1) Adopt Guerrilla marketing strategies which involve the use of unorthodox and sometimes unusual methods whereby marketers try to get attention for their events in front of a built-in audience.
- 2) A new concept - Eye tracking technique should be adopted by the Event Management Company which is a sophisticated device that tracks and record where people look and how they move their gaze. This will help the company to evaluate their performance of the event organized.
- 3) Making use of Event apps which is an innovative tool to the Event industry that makes things easier, quicker and more interactive about the Event. For example Eventmobi, an app which is incorporated in Toronto, Canada in 2006 and it is the first event app platform worldwide reaching thousands of event planners and millions of attendees in over 40 countries and the first event was on baby boomers conference and secondly double dutch event app in 2012, having its headquarters in San Francisco, U.S.
- 4) Innovative marketing methods can be used for promotion like Content Marketing.
- 5) Collaboration with NGO's to organize functions for Social Welfare.
- 6) Emphasis should be given on promotion through Information Technology like-
  - Web marketing.
  - Creating websites and blogs for suggestions and feedback.
- 7) Steps should be taken to fulfill the Corporate Social Responsibility (CSR) by Event Management Organizers
  - Offer discounts for military personnel, veterans and their families.
  - Discount to single mother.
  - Fund Raising Events for Differently abled people/children
- 8) With the innovative marketing tool, use of some Traditional Marketing tools are also important like-
  - Road Shows
  - Trade Fares
  - Street Promotions

- 9) Training Program to Event team members like technological knowledge enhancement, current trends of consumer behavior, customer services, cultural and demographic knowledge for better services during an Event.
- 10) Establishing Event Industry Standards by different Government bodies like maintaining the food quality and safety and security measurement during and after the Event.
- 11) Travel Opportunities should be provided to Event employees for promotion of company and making aware about the advantages of hiring the Event Organizers.
- 12) People should be made aware about the fact that hiring an Event Management Company would be helpful for them in saving time and efforts.
- 13) Offering Education on Event Management and Training to the students, so that new generation can come up with new and innovative ideas for making successful Events and it will generate more job options and business opportunities for the young blood.
- 14) For the exposure of the Event Management Organization, the managers or authorities may plan certain visits to the institutions, universities and colleges to have round table discussion with the students about the job options and future growth in Event Management industry.
- 15) Rajasthan is a state where we have a number of fairs and festivals and these days the state is getting a pace in educational sector also. Thus, it has been re-commended that having such reforms in the state the Government Universities should focus upon starting new course likewise Event Management and Tourism Studies, Human Geography and Events Management.
- 16) Safety and security measurements should be taken care by the Event Management organizers throughout the Event whether Professional Event like seminars or Personal Event like wedding or social Event like blood donation camp.
- 17) Event Management Organizers should try fulfilling the seasonal demand of the clients like the client demands for orchid flower decoration in some



party or wedding in a particular season when it is not available, and then the Event Company should try to keep the artificial flower for the same.

- 18) Event Organizers should try to make use of videos/virtual of a particular Event organized by them for building good image, so that the public can see them and hire the Event professionals.
- 19) Media should be more supportive to Event Management companies especially to Social Event that are also organized by the Event Organizers.
- 20) Media should give a platform to conduct the Events so as to promote the Events to community and tourist at large.
- 21) Formulation of policies should be there to hire event planners to bridge the gap between resources and demand.
- 22) Special Content of Event studies and Event Management should be added in the courses of Hospitality and Tourism.

### **6.3 Limitations of the study**

- 1) As the topic for doing research work is quite new, it was very difficult to find out the secondary data in context of Events organized in Rajasthan, the Event companies established in Rajasthan, their working patterns as well as of Event Management.
- 2) There was no pressure given to the respondents at any point of time during the process and they were free to neglect the questions if it went against their employment policy or private life.
- 3) There is a Geographical Constraints as the research is conducted only in 5 major cities of Rajasthan.
- 4) Very few small Event Management companies or those who are working from last 1-2 years only in these 5 cities are least interested in filling the questionnaire, therefore there is lack of response from new Event Management companies.
- 5) As the Rajasthan market is untapped by the Event Management companies, Sample size is less for doing the Research work.
- 6) One of the key challenges during the research was the language barrier. If the target market and respondents' had smoothness in one of the common

languages, the researcher could have collected and analyze data more effectively.

#### **6.4 Scope for Further Research**

Every research should end with further questions to be answered by the future researchers. Therefore, it is in order to point out the areas in which further researchers can be conducted in Event sector. It is suggested that further researchers be conducted in the respect of following:

- 1) Role of Government to promote Event Management Companies.
- 2) Marketing and Branding of Event Management Companies through Information Technology.
- 3) Comparison of marketing of Event Management Companies in Rajasthan with that in other states.
- 4) Promotion and Marketing of Event Management Companies of Rajasthan at National and International Level.

While conducting such researches proper methodology should be followed. This involves exploratory work, review of literature, identification of problem, sample design, hypothesis formulation, preparation of questionnaire, collection of data, editing and tabulation of data, analysis and interpretation of data and hypothesis testing.

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## Questionnaire

Name of the Organization:

Name of the event Organizer:

Gender:

Age:

Position in the Organization:

E-mail id:

- 1) Have you ever organized an event (Wedding, Birthday, Live Shows etc)?  
(Yes/No)
  
- 2) If yes, then which kind(s) of event was it?
  - Wedding / Engagement
  - Concerts & Shows
  - Birthday / Anniversary
  - Live Shows (karaoke, Chippendale, dancers, singers, etc)
  - New Year Eve
  - Others, then specify \_\_\_\_\_
  
- 3) What is the number of events organized per month by your company?
  - 1-3
  - 3-5
  - 5-10
  - More than 10
  
- 4) How often do you organize an event?
  - Weekly
  - Fortnightly
  - Monthly
  - Quarterly
  - Half-Yearly
  - Yearly

5) The method of promotion of an Event adopted by the Company.

- Through print media
- Roadside banners
- Television / Visual media
- Radio
- Mouth Marketing
- Social Media
- Others (Please Specify)

6) The expected possible outcome from your event

- Profit Making
- Goodwill
- Customer Satisfaction
- Brand Recognition
- Reliability of clients
- Self Satisfaction
- Others (Please Specify)

7) The attendees should feel during the Event.

- Relaxed
- Inspired
- Entertaining
- Optimistic
- Passionate
- Others (Please Specify)

8) Main priorities of clients.

- Location/Venue
- Cost/Budget
- Entertainment
- Food and Drink
- Decoration/Looks

- Others (Please Specify)

9) Are you interested in gaining sponsorship or collaborating into other business?  
(Yes / No)

10) How do you plan to maintain order and safety in case of a chaos?

- Insurance
- Fire / Smoke- Alarm
- Ambulance Facility
- Fire Brigade
- Arrangement of Security Guards

11) What are the problems faced by your event organizing company?

- Sponsorship
- Lack of Awareness
- Lack of Infrastructure and Availability of raw material
- Seasonal problem with reference to Flower decoration etc.
- Coordination and Budget problem with the client
- Others (Please Specify)

12) What is the average event budget (Cost) that you work with when organizing an event?

- Min. Rs. 20,000
- Rs. 20,000 – Rs. 50,000
- Rs. 50,000 – Rs. 1,00,000
- Rs. 1,00,000 – Rs. 5,00,000
- Above 5,00,000

13) If you were to predict how events will change in the next three years, what trends would you highlight?

- Trustworthiness
- Reliability of Clients on Event Organizers
- Easy in gaining Sponsorship

- Availability of Raw Material
- No Budget or coordination problem with the client

14) According to you, are you satisfied with the growth of your company?

- Strongly Satisfied
- Satisfied
- Moderate
- Dissatisfied
- Strongly Dissatisfied

15) According to the general public, what do you think are the possible difficulties / drawbacks in an event management company?

- Trustworthiness
- Expensive / Costly
- Lack of Awareness of the Event management Company
- Reliability on Event Organizers
- Lack of proper service

16) According to you, which event management company holds the strongest position in the market in front of your company?

17) How will you judge the growth and satisfaction level of your company?

- Profit percentage maximization
- Number of direct calls / Enquiries for events
- Number of events done as compared to last year or before
- Employees sustaining in the company
- Offering the benefits at low cost
- Others (Please Specify)

18) Which of the events you had already organized or you wish to organize in near future?

	Frequently Organized	Organized	Rarely Organized	Never Organized but wish to Organize	Not interested in Organizing
Any event in Private Schools or Government school					
Any event in Private Colleges or Government colleges					
Seminars, Conferences, Convocation etc....					
Kite Flying					
Cycling					
Cricket Match					
Foot Ball Match					
Wedding/Engagement					
Birthday/Anniversaries					
Baby Fashion Shows					
Firework Display					
Carnivals					
Exhibition and Fairs					

Any other Event you wish to Organize:

19) Do you think, it is relevant to start an event organizing company in Rajasthan?

- Yes
- No
- Can't Say



20) Do you agree that the state of Rajasthan will have a bright future of event management organization/Companies?

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

21) According to your experience till now, what do you expect, will be the future of event management companies?

Thank you

Respondent Signature

## SOCIAL MEDIA: A SUCCESSFUL TOOL OF BRAND AWARENESS

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### ABSTRACT

Whenever a person starts a business whether offline or online, the first thing which comes into his mind is the success of that business. The success and recognition of the business brand are the most crucial points which must be kept in mind while making a business plan. Today no one can deny the role of social media marketing to set and market throughout the globe. Social media is getting popular these days to promote various brands. The World is full of new media and digital communication technologies. There are many ways to promote the brand with the help of social media. The impact of promotion through social media is immense and gives a combination of speed and relevance. Brand awareness is one of the important factors which boost up the sales ratio of the product of the company. The present paper is an attempt to find out the purpose and benefits of using social media in brand awareness. The paper also highlights some important social media networks and gives a glimpse of the hindrances of the same.

**KEYWORDS:** Social Media, Brand, Awareness, Communication, Network

### INTRODUCTION

Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. It has a strong impact on the purchasing process of a consumer. The traditional buying process of a consumer includes search detail information of a brand/ product, and after getting detailed information they consider many brands and then from those brands they evaluate a few brands and in the end, the final decisions are taken according to his/her needs.

Nowadays, due to advancement of technology, social media is considered as the right way to get right information at the right time by the consumer. Social media give consumers high control as it enables the buyers to gather much more information, watch reviews, and make comparison of different products, while sitting at home.

These techniques have proved to be quite cost-effective and have attracted many customers. In today's world internet is considered as the best way to spread messages. Therefore many companies have gained a lot from digital marketing and fans through social networking. Social Networking Websites including Facebook and Twitter which are now being used by various multinational companies in order to convey their message to the customers.

Social Media has become a major factor in influencing various aspects of consumer behavior which leads to brand commitment.

According to Barnes, N. G., & Mattson (2008) social media takes less time to reach out to customers and has endless possibilities. It helps to grab attention of a customer by writing a blog or leaving a comment on someone else's blog. One can reach out to potential clients in a cost effective manner by advertising on social websites, especially if one is a small business owner who doesn't have the budget for television and advertising campaigns.

In the 21st century, brands need to have a social story to leverage the emotional and persuasive elements that make offerings successful.

There are three strategic roles that help to build the brand. Marketers must use social media to serve their brand building objectives. It can help the brand to:

- Build a relationship to become more trusted;
- Differentiate through an emotional connection to become more remarkable and unmistakable; and
- Nurture loyal fans to become more essential.

### **OBJECTIVE OF THE STUDY**

The objectives of this study were the following:

- To find out how the company can use social media networks to create brand awareness.
- To elaborate the challenges faced by companies while making brand awareness through social media.
- To analysis why the traditional ways of advertising i.e. television, radios, magazines, newspapers etc., are no longer effective.
- To find out the purpose and benefits of using social media by the companies.
- To understand the highest priority of social media initiative.

### **RESEARCH PROBLEM**

According to the above stated objectives, the research problem can be concluded as Social networks /media can be used by companies to create brand awareness and the challenges faced by the companies. Moreover the research problem area is further divided into the following points –

- Role of social media and its impact on brand awareness.
- Challenges faced by companies using social media.
- Are the traditional advertising media /channels for branding still relevant and worth branding?
- To conclude that the social media tools/channels are the best to adopt in the present world, for brand awareness.

### **LIMITATIONS OF THE STUDY**

The researchers faced lot many problems while conducting the research study. The first and the foremost problem was related to the sample size. The findings cannot include all the companies that use social media but other than this, the objective of adopting the social media is also different.

### **REVIEW OF LITERATURE**

The first sociologist who started to use the term social network systematically is J.A. Barnes who used the term for the first time in his 1954 study “Class and Committees in a Norwegian Island Parish”. Barnes (1954) used the term to describe the existence of social networks, "largely a system of ties between pairs of persons who regarded each other as approximate social equals”, next to the other terms that were used in sociology in those days. Social media are described by Blackshaw and Nazzaro (2006) as consumer –generated media. This form of media, describes a variety of new sources

of online information that are created, initiated, circulated and used by consumers’, intent on educating each other about products, brands, services, personalities and issues. (Blackshaw and Nazzaro 2006) Another definition of social media by Larson, (2011) is rare in that the author defined social media from the perspective of companies, bypassing the fact that social media exists by favor of users and not by companies. Kaplan and Haenlein (2010), put more emphasis on the underlying technology when defining social media,” Social media is a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. Mangold and Faulds (2009) define, social media encompasses a wide range of online, word of mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer to consumer email, consumer product or service ratings’ websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, image, movies or photographs), and social networking websites to name a few. Kaplan et al (2010) gives a more categorized version of this list and mentions the following different types with accompanying examples, ”collaborative project (e.g. Wikipedia), blogs, content communities (e.g. youtube), social networking sites (e.g. facebook),virtual game world (e.g world of Warcraft) and virtual social worlds (e.g. second life ).

**RESEARCH METHODOLOGY**

For making this research successful and worthy, a questionnaire was structured.

Through the help of the questionnaire, primary data has been collected. Informal interviews have been taken of 200 respondents. The research also includes secondary data which has been collected from various websites, books, journals etc.

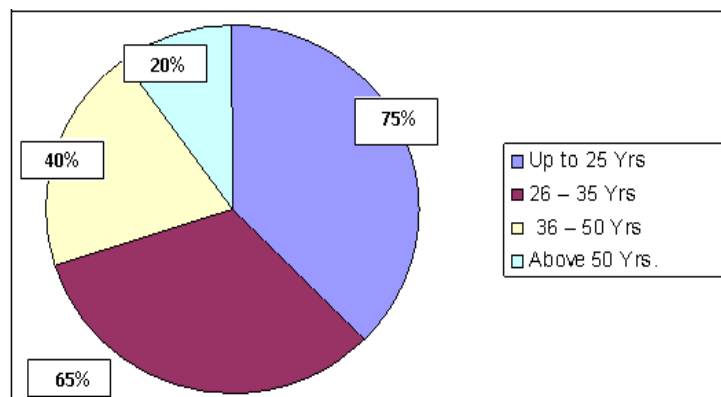
**Sample Size**

The respondents in the sample consisted of consumers who used to see and shop through the social media networks. 200 (two hundred only) respondents around the area of Kota, Bundi (Rajasthan) were interviewed. The samples are further presented in the tabulation form with their responses.

**Analysis of Data**

**Table 1: Age of Respondents**

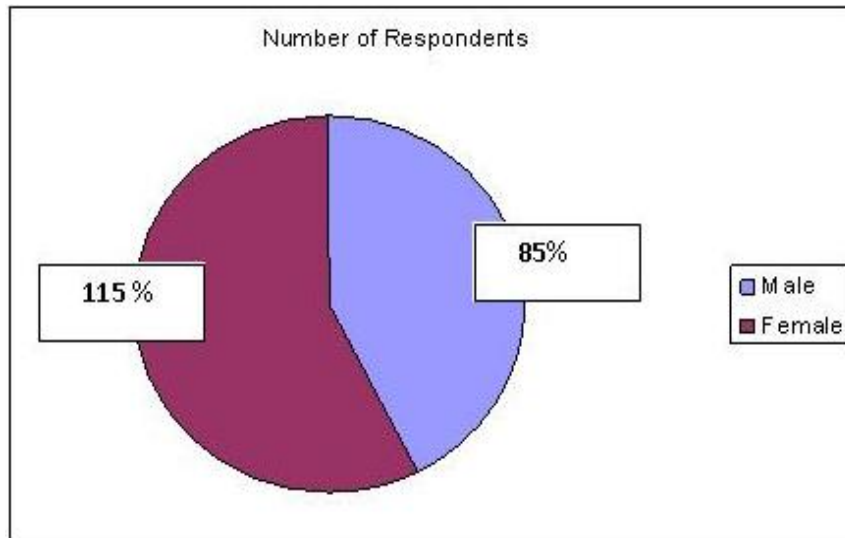
Response	Number of Respondents	Percentage (%) of Respondents
Up to 25 Yrs	75	75
26 – 35 Yrs	65	65
36 – 50 Yrs	40	40
Above 50 Yrs.	20	20
<b>Total</b>	<b>200</b>	<b>200</b>



The above table and figure shows that most of the respondents are up to 25 Yrs. of age.

**Table 2: Gender of Respondents**

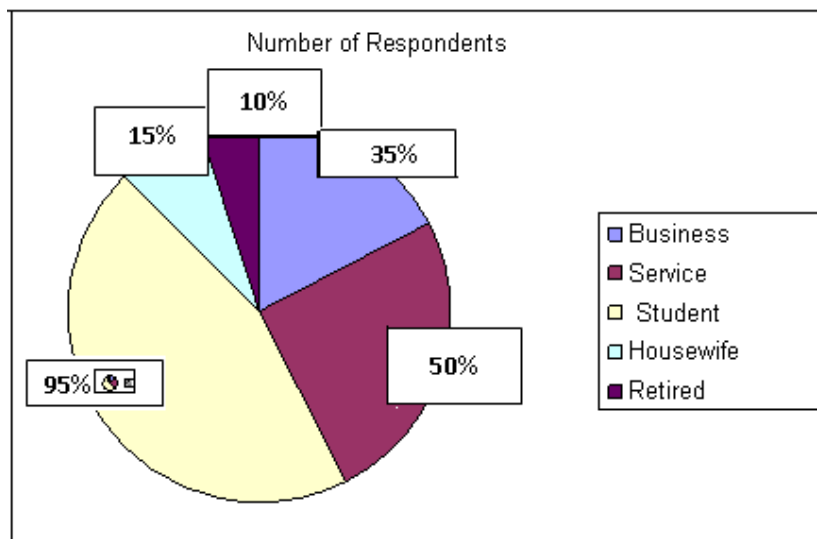
Response	Number of Respondents	Percentage (%) of Respondents
Male	85	85
Female	115	115
<b>Total</b>	<b>200</b>	<b>200</b>



The table number shows that most of the respondents who are engaged in networking sites are Females.

**Table 3: Occupation of Respondents**

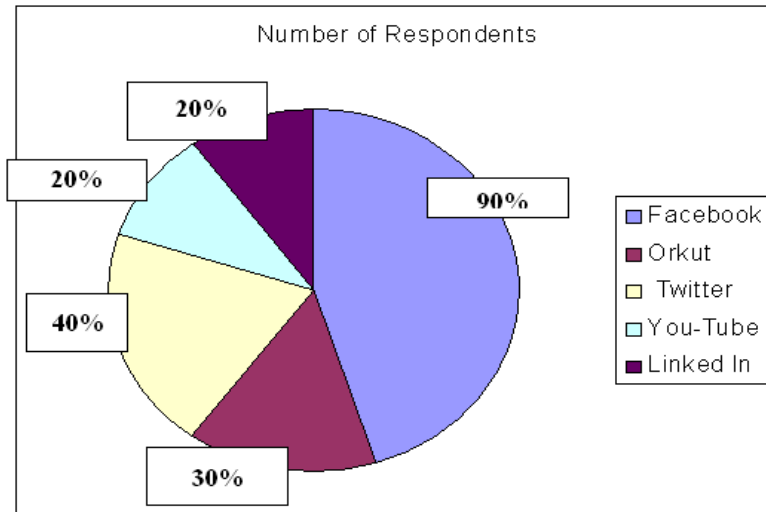
Response	Number of Respondents	Percentage (%) of Respondents
Business	35	35
Service	50	50
Student	90	90
Housewife	15	15
Retired	10	10
<b>Total</b>	<b>200</b>	<b>200</b>



The table and figure represent that maximum respondents are students and the least are retired and housewives.

**Table 4: Preference of Social Networking Sites**

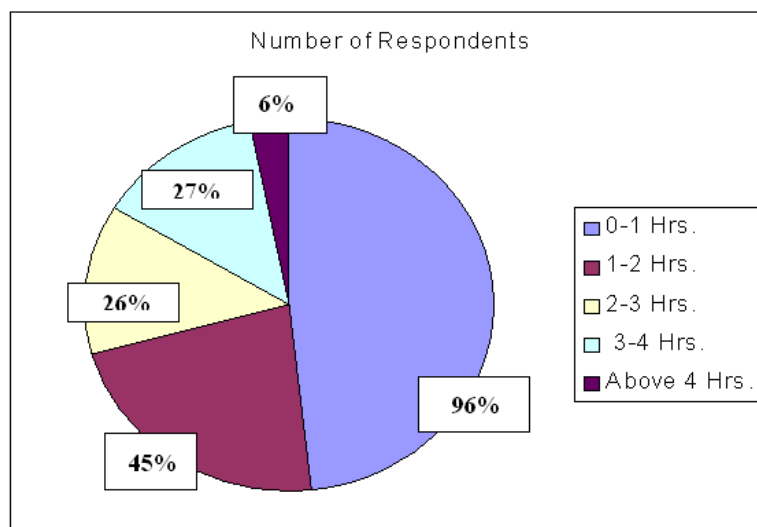
Response	Number of Respondents	Percentage (%) of Respondents
Facebook	90	90
Orkut	30	30
Twitter	40	40
You-Tube	20	20
Linked In	20	20
<b>Total</b>	<b>200</b>	<b>200</b>



By this we can conclude that, the most preferred social networking site is Face-book.

**Table 5: Time Spent on Social Media Networking Sites (Per Day)**

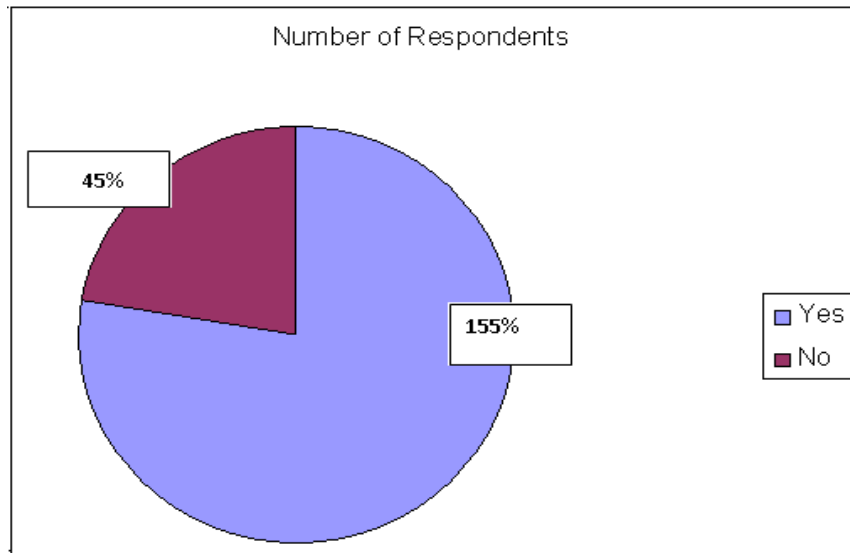
Response	Number of Respondents	Percentage (%) of Respondents
0-1 Hrs.	96	96
1-2 Hrs.	45	45
2-3 Hrs.	26	26
3-4 Hrs.	27	27
Above 4 Hrs.	6	6
<b>Total</b>	<b>200</b>	<b>200</b>



Maximum respondents surf Facebook up to 1 Hr. only

**Table 6: Preference of Buying the Product through these Social Networking Sites (on Trial Basis)**

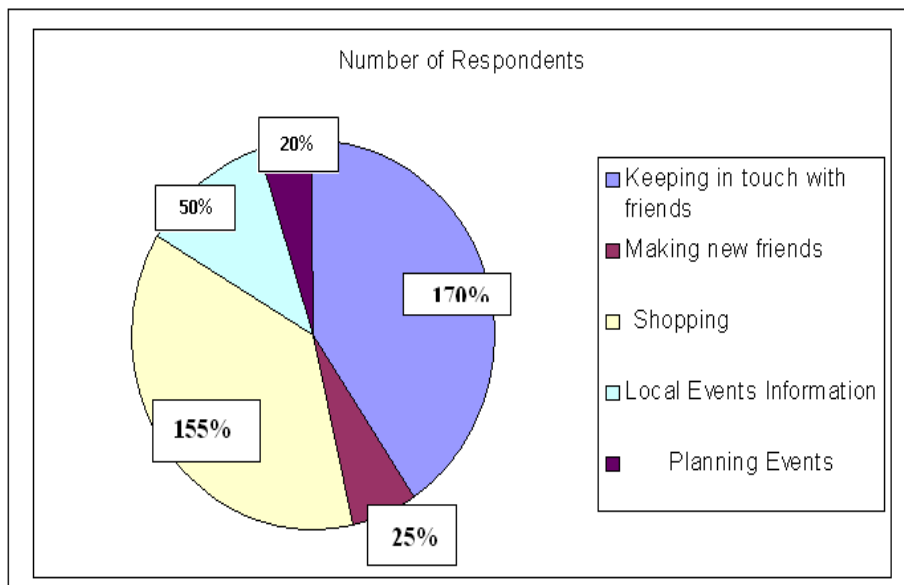
Response	Number of Respondents	Percentage (%) of Respondents
Yes	155	155
No	45	45
<b>Total</b>	<b>200</b>	<b>200</b>



The respondents usually prefer to buy the products on trial basis.

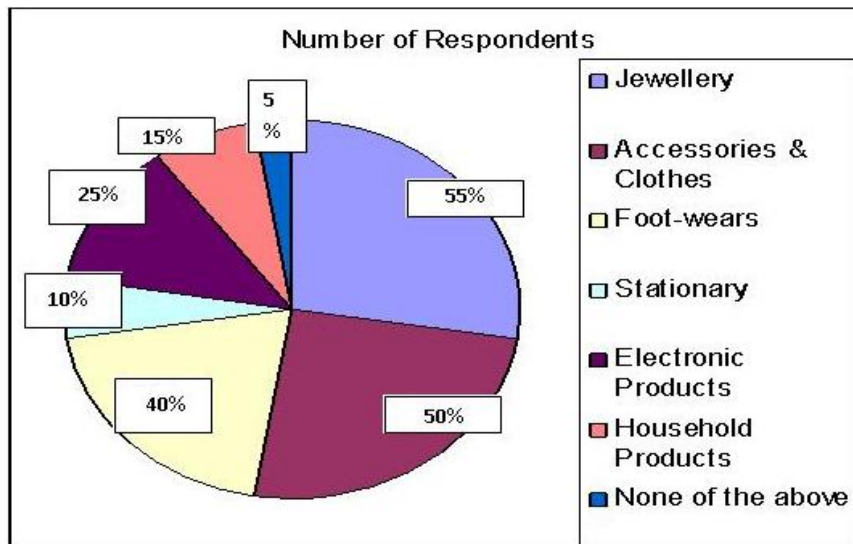
**Table 7: Reason for Using these Sites by the Respondents (Respondents have Selected More than One Option)**

Response	Number of Respondents	Percentage (%) of Respondents
Keeping in touch with friends	170	170
Making new friends	25	25
Shopping (for trial basis)	155	155
Local Events Information	50	50
Planning Events	20	20



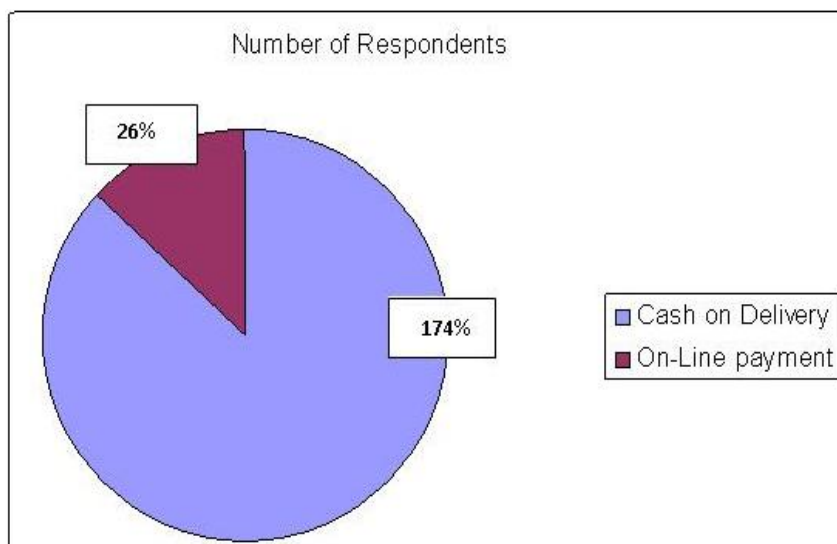
**Table 8: Type of Product which Influence the Most**

Response	Number of Respondents	Percentage (%) of Respondents
Jewellery	55	55
Accessories & Clothes	50	50
Foot-wears	40	40
Stationary	10	10
Electronic Products	25	25
Household Products	15	15
Others	-	-
None of the above	5	5
<b>Total</b>	<b>200</b>	<b>200</b>



**Table 9: Type of Payment Mode they Prefer**

Response	Number of Respondents	Percentage (%) of Respondents
Cash on Delivery	174	174
On-Line payment	26	26
<b>Total</b>	<b>200</b>	<b>200</b>

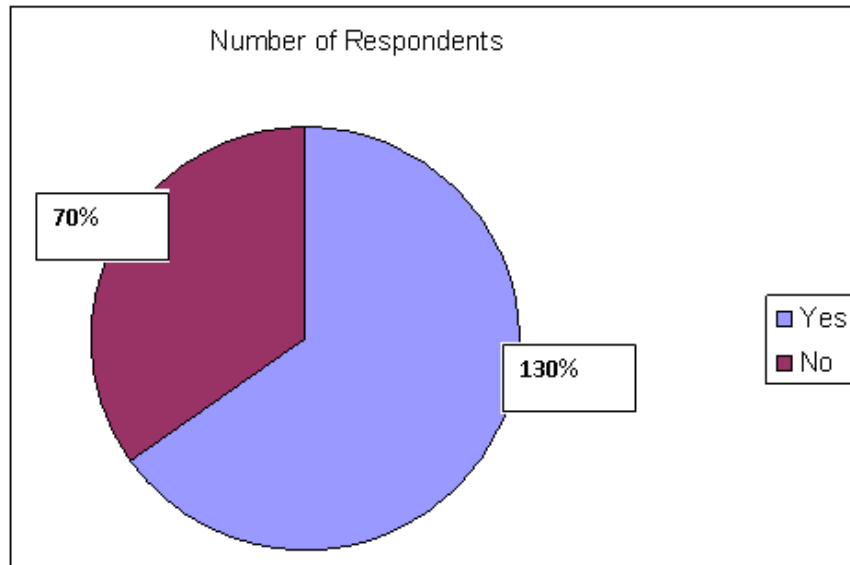


Cash on delivery is mostly preferred.



**Table 10: Whether Cinema is Losing Battle with Internet**

Response	Number of Respondents	Percentage (%) of Respondents
Yes	130	130
No	70	70
<b>Total</b>	<b>200</b>	<b>200</b>



Out of 200 respondents, 130 respondents think that internet and social networking sites are having a big impact on a person's life, especially on youth.

## EVOLUTION OF SOCIAL MEDIA MARKETING

According to the survey done by Marketing Profs., a big change has been found from 2009 to 2012 i.e. 86% of the companies maintain a Facebook presence, 84% are active on Twitter, and 72% show up on Linked In.

**Sources:** Marketing Profs

## BENEFITS OF SOCIAL MEDIA

In a survey, when asked to some people about why social media would be more of a priority in 2013, more than 65 percent said it was for building brand awareness. Close to 50 percent said social network-based marketing efforts help to create more brand loyalty, and more than 46 percent look to social media to find and create new audiences.

Social media **enables** companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enables customers helping customers.
- Engages prospects through customer evangelism.

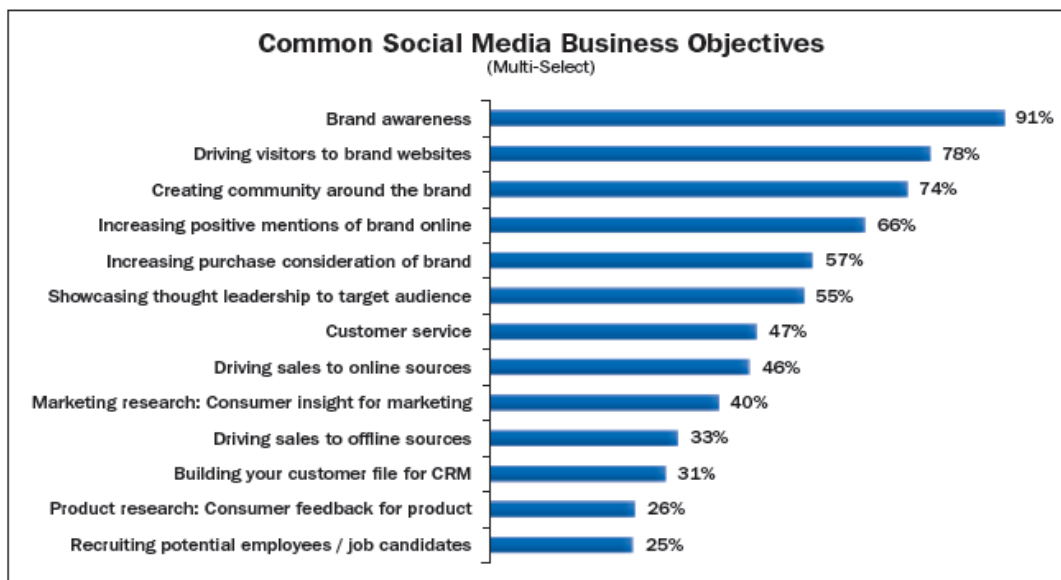
Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

## SOCIAL MEDIA OR SOCIAL NETWORKING SITES LEADS AS TOP ONLINE ACTIVITY IN INDIA

Today, social networking is truly a global phenomenon. While word-of-mouth has always been important, its scope was previously limited to the people you knew and interacted with on a daily basis. Social media has removed that limitation.

Top Online Categories by Share of Total Minutes - June 2012 Total Internet: India, Viewers Age 15+ Location Home/Work* Source: ComScore Media Metrix			
	Total Unique Visitors (000)	% Reach	Average Minutes Per Visitor
Total Internet : Total Audience	61,004	100.00%	772.5
Google Sites	57,826	94.80%	155.3
Facebook.com	50,890	83.40%	224.9
Yahoo! Sites	39,977	65.50%	63.3
Microsoft Sites	29,363	48.10%	19.8
Wikimedia Foundation Sites	21,031	34.50%	11.1
Times Internet Limited	20,535	33.70%	16.9
Network 18	17,891	29.30%	31.6
Ask Network	15,829	25.90%	3.5
Rediff.com India Ltd	15,346	25.20%	28.3
NIC.in	13,308	21.80%	23.6

### Social Media Marketing Funnel or Objectives



Source: MarketingProfs 2012 Social Media Survey, February 2012. Chart Base: 256 marketers.

Source: Social media sales funnel: (<http://socialmediatoday.com/SMC/176665>)

There are the 5 ways to use social media to build the brand awareness:-

- Bring Your Brand to Your Customers
- Generate Quality Content
- Be Active on Social networking site
- Connect Customers, Contacts
- Make Yourself Available

### Why Businesses Need to Consider Social Media Marketing Services?

- **Size:** Face book has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends.
- **Transparency:** No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved.
- **Reach:** It is possible to make a mark globally and do it quickly using social networking sites.
- **Branding:** Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likelihood to get brand conscious even with a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands that have powerfully used social media platforms to endorse themselves.

### CONCLUSIONS

There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.

Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer--to--peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

To approach communities and engage in dialogue that seems relevant and motivating for an audience of extremely sophisticated and literate users.

Therefore, for building up a brand, a marketer must remember to:-

- Be personal
- Be in dialogue
- Be a Product
- Be a community
- Be social now

### Examples of Social Media

Here's the most surprising result of Com Score's research:

- **Nestle:** 2.7 billion impressions - The Company has 670K followers on Facebook, excluding separate pages for its brands. Its head of marketing and consumer communication, Tom Buday, is on Face book's client council.
- **Procter & Gamble:** 2.66 billion impressions - The Company believes that using social media rather than traditional media can help it save up to \$10 billion a year.

- **Kellogg:** 1.89 billion impressions - Kellogg doesn't just use social media only for promotion, it also uses it for consumer research/listening and new product ideas.
- **Nokia** – To promote its new E75 device with its own e-mail service, the company set up a community website where members could contribute and talk about e-mail and help each other. Nokia also created accounts on Orkut, Twitter and Face book to promote its device.

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## QUESTIONNAIRE

Hello Sir/Mam

I, Shruti Arora,with the guidance and support of my supervisor am here to conduct a research survey on the topics "Social Media: A New Hybrid for Brand Awareness. A study on the Selected Social Media Networks". Please give your honest opinion and understand that this information collected will be purely confidential and will not be shared for any purpose other than research.

(If you are aware of Social Networking Sites, then please fill this questionnaire)

**A) Personal Profile**

**Name**

(Please tick  $\surd$  below)

**Age**

- 1) Up to 25 Yrs.
- 2) 26 – 35 Yrs.
- 3) 36 – 50 Yrs.
- 4) Above 50 Yrs.

**Gender**

- 1) Male
- 2) Female

**Occupation**

- 1) Business
- 2) Service
- 3) Student
- 4) Housewife
- 5) Retired

**Education Level**

- 1) 12<sup>th</sup>
- 2) Under-Graduate
- 3) Post-Graduate
- 4) Others

**Income-Group (Monthly)**

- 1) Below 10,000
- 2) 10,000-15,000
- 3) 16,000-30,000
- 4) Above 30,000

**B) (Please tick  $\surd$  below)**

**1) Which social networking site you prefer the most?**

- a) Facebook
- b) Orkut

- c) Twitter
- d) You Tube
- e) My Space

**2) How much time do you currently spend on Social Media networking sites (Per Day)? (i.e. Facebook, Linked In, Twitter, Orkut etc.)**

- a) 0-1 Hrs.
- b) 1-2 Hrs.
- c) 2-3 Hrs.
- d) 3-4 Hrs.
- e) More than 4 Hrs.

**3) Does your social media presence effectively promote your personal brand ?**

- a) Yes
- b) No

**4) Do you prefer to buy the product (on trial basis) through these social networking sites ?**

- a) Yes
- b) No

**5) Does the company create goodwill on you while using these sites ?**

- a) Yes
- b) No

**6) You prefer to use these sites mostly for? (You may select more than one answer)**

- a) Keeping in touch with friends
- b) Making new friends
- c) Shopping
- d) Local Events Information
- e) Planning Events

**7) What type of products influence you the most through social networking sites? (You may select more than one answer)**

- a) Jewellery
- b) Accessories & Clothes
- c) Foot-wears
- d) Stationary

- e) Electronic Products
- f) Household Products
- g) Others (Please Specify)
- h) None of the above

**8) Do you prefer to buy the products frequently through these social networking sites?**

- a) Yes
- b) No

**9) Which type of payment mode you prefer?**

- a) Cash on Delivery
- b) On-Line payment (Debit/Credit card)

**10) Do you think that Cinema is losing the battle with Internet (Social Sites)?**

- a) Yes
- b) No

## THE IMPACT OF EVENTS ON RAJASTHAN TOURISM WITH REFERENCE TO DIFFERENT FAIR & FESTIVALS

ANUKRATI SHARMA<sup>1</sup> & SHRUTI ARORA<sup>2</sup>

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<sup>2</sup>Research Scholar, Department of Commerce and Management, University of Kota, Rajasthan, India

### ABSTRACT

#### “Padharon Mahare Des”

The state of Rajasthan has emerged as most visited destination for international and domestic tourist. Rajasthan with its rich historical culture and heritage, coupled with colorful fairs and festivals like camel Safaris, Pushkar fairs, Desert festivals etc has become one of the favorite destination in the world.

Tourism has been highly touted as a route to the Development of a city or environment. It professes to bring much-needed revenue and employment to the inhabitants of the place, while simultaneously claiming to preserve its cultural, historical, or natural ‘attractions’.

This paper is an attempt to describe how important is our fairs, festivals or events for the growth in tourism industry in Rajasthan as tourism plays an important role in the socio-economic development of any country. It is also one of the major sources to earn foreign exchange, and generating employment for urban as well as rural public.

**KEYWORDS:** Tourism, Events, Destination, Festivals, Culture, Growth

### INTRODUCTION

The travel and tourism industry has emerged as one of the fastest growing sectors contributing significantly to the Indian economic growth and development. India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions.

According to a travel report, India ranks 11th in the Asia pacific region and 65th on travel and tourism Competitiveness Index. The Indian hospitality sector has been growing at an annual rate of 14 per cent every year adding significant amount of foreign exchange to the economy. Travel and tourism’s contribution to capital investment is estimated to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent. The total market size of tourism and hospitality industry in India stood at US\$ 117.7 billion and is anticipated to touch US\$ 418.9 billion by 2022.

Foreign tourist arrivals (FTA) during the period January – December 2013 stood at 68.48 lakh as compared to FTAs of 65.78 lakh during 2012, registering a growth of 4.1 percent. FTAs during December 2013 were 8.00 lakh as compared to 7.53 lakh during December 2012, growth of 6.3 percent. Foreign exchange earnings (FEE) during January – December 2013 stood at US\$ 18.133 billion as compared to FEEs of US\$ 17.737 billion during 2012, registering a growth of 2.2 percent.



Laced with the magic of the sepia luster of Thar Desert and with the promises of colour and valour, Rajasthan is the best place to rediscover the pulse of India so very eloquently. For a leisure trip, therefore, Rajasthan is indeed the place to be. Rajasthan is dotted with forts, palaces and historical monuments. Built on high hilltops, in the heart of massive deserts, and on islands in lakes, the palaces and forts in Rajasthan display the architectural tradition of the state.

Jaipur, Udaipur, Bikaner, Jaisalmer and Jodhpur are the most preferred destinations for the tourist.

Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centres of Ajmer, Pushkar and Nathdwara (for domestic tourists). The employment in the sector and the sector's contribution to the state economy, as well as employment potential were limited.

However, over the last few decades, due to the focussed efforts of Rajasthan Tourism, various State Government agencies, select entrepreneurs / individuals, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map. Also, as compared to the past, where the tourism in the state meant desert tourism, heritage tourism (forts, palaces, etc.) and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from in the state, which enhances the overall tourism experience.

(Financial Express: April20, 2015) Looking at facilitating investments in tourism sector, Rajasthan government is organising a 'Research in Rajasthan' programme in mid-November, 2015. During her inaugural address at the 8th edition of the Great Indian Travel Bazaar (GITB) 2015, Vasundhara Raje, chief minister, Rajasthan Government, stated that the event will be focused on attracting investments in hospitality, improving the tourism circuits, etc. "The three day 'Research in Rajasthan' event will be inaugurated by prime minister Narendra Modi and will be bringing in many countries like Singapore, Japan and England to discuss the various investment opportunities.

The ongoing two-day event of GITB, organized by the Department of Tourism, Rajasthan government, Ministry of Tourism, Government of India and the Federation of Indian Chambers of Commerce and Industry (FICCI) is witnessing participation from 277 foreign buyers from 45 countries and 199 exhibitors. "With over 10,000 structured B2B meetings and support from 10 state government and organizations like Indian Heritage Hotels Association (IHHA), Hotel and Restaurant Association of Rajasthan (HRAR), Rajasthan Tour operators (RATO) and other tourism organizations, this is the largest GITB organized so far, since its inception," stated Dr A Didar Singh, secretary general, FICCI.

Highlighting the state tourism statistics, Raje mentioned that the tourism sector in Rajasthan will see a major surge by 2018. "By 2018, we expect the foreign tourist arrivals to reach 2.5 million from the current 1.5 million and the domestic traffic to be around 50 million from the present 30 million."

### **Rajasthan Fairs and Festivals**

The Rajasthan's love for color and joyous celebrations, music, dance and festivals makes it one of the most colorful deserts in the world. We have numerous fairs and festivals of the region.

Following are few fairs and festivals to learn the rich heritage and culture of Rajasthan:

- Nagaur Fair, Nagaur (Jan-Feb.)

- Kite Festival (held on 14th Jan of every year)
- Desert Festival, Jaisalmer (Jan-Feb.)
- Baneshwar Fair, Baneshwar (Jan-Feb.)
- Gangaur Festival, Jaipur (March-April)
- Mewar Festival, Udaipur (March-April)
- Elephant Festival, Jaipur (March-April)
- Urs Ajmer Sharif, Ajmer (According to Lunar Calendar)
- Summer Festival, Mt.Abu (June)
- 10) Teej Festival, Jaipur (July-August)
- Kajli Teej, Bundi (July-August)
- Dussehra Festival, Kota (October)
- Marwar Festival, Jodhpur (October)
- Pushkar Fair, Ajmer (November)
- Camel Festival, Bikaner (January)

The very rich culture heritage and most hospitable people make journey to Rajasthan a most enjoyable experience of life both for foreign and domestic tourists.

#### **Various Events That Took Place in Rajasthan Are**

- Annual Summer Training Camp at City Palace, Jaipur
- Annual Summer Festival at Mount Abu
- Jodhpur celebrates 556th Foundation Day
- Jaipur Bike Polo Tournament on 27<sup>th</sup> April, 2014
- 64th Rajasthan Day Celebration in Jaipur
- Explore Wilds in the Sariska National Park
- 'Jaipur Art Festival' from March 17-23, 2014
- Jaipur Literature Festival 2014
- Mehrangarh Fort Hosted 'Gypsy & Flamingo Fest'

And the list is endless.

#### **Tourism in Rajasthan**

Tourism industry in Rajasthan is a vital breath and considered as an apex industry which gives economic benefits

like foreign exchange earnings, regional development, infrastructure development and promotion of local handicrafts.

The growth rate of tourism in the state of Rajasthan has shown that tourists arrivals both domestic and foreign in the state of Rajasthan is increasing annually and it increase 0.83 crore to 3.01crore from the year 2001 to 2012 which represent that more attention made to this sector in state plans.

**Table 1: Statistics of Tourist Arrival in Rajasthan from 2001 to 2012**

Year	Indian Tourist	Foreign Tourist	Total	% Change		
				Indian Tourist	Foreign Tourist	Total
2001	7757217	608283	8365500	5.19	-2.38	4.60
2002	8300190	428437	8728627	6.99	-29.57	4.34
2003	12545135	628560	13173695	51.14	46.71	50.92
2004	16033896	971772	17005668	27.81	54.60	29.09
2005	18787298	1131164	19918462	17.17	16.40	17.13
2006	23483287	1220164	24703451	25.00	7.87	24.02
2007	25920529	1401042	27321571	10.38	14.82	10.60
2008	28358918	1477646	29836564	9.41	5.47	9.21
2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
2010	25543877	1278523	26822400	-0.06	19.11	0.71
2011	27137323	1351974	28489297	6.24	5.74	6.21
2012	28611831	1451370	30063201	5.43	7.35	5.52

Source: Tourism Annual Report 2012-2013 - Department of Tourism, Rajasthan

## OBJECTIVE OF THE STUDY

- To critically assess the opportunities to promote Rajasthan as a tourist destination.
- To evaluate the present tourism promotion system and the government policies of Rajasthan tourism.
- Effect of fairs, festivals and events on tourists.
- To facilitate the growth of tourism in the state so that private sector contributes significantly in the development of tourism in Rajasthan.

## REVIEW OF LITERATURE

According to Dr. Laveena T. Dharmwani Assistant Professor, N.R. Vekaria Institute of Business Management Studies, Tourism in Rajasthan offer many unique products such as forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts. No doubt tourism industry in Rajasthan suffer some social and environmental problems such as poor infrastructure, damage to heritage and pilgrimage places, environment pollution, lack of connectivity and shopping malpractices. Though it is true that government of Rajasthan has made many efforts to increase tourism in the state and try to improve various tourist services to provide good tourist facilities.

Batra K.L. (1990) in his study on "Tourism in Rajasthan problems, potential and future prospect" concluded that there were various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular, and India in general. Some of which were inbuilt in nature and some were created by those who were totally unaware of the benefits of tourism. He strongly recommends that "tourist activity in Rajasthan must be taken as a dynamic tool in uplifting the social status of our society. For this, one suggestion can be given that there should be frequent get together of our local people with the foreign tourists so that some of our age old rotten social barriers and orthodox systems can be broken".

Bartwal (2008) in his article discusses that despite numerous efforts through "Incredible India" campaign, India is lacking tourist's figures. India is not able to flock a large number of visitors in its beaches, mountains and desert sands but does not talk about the methods to improve the present branding of Incredible India. There are many emerging dimensions in Indian tourism states and the various issues faced by Indian tourism industry, like infrastructure, lack of hygiene, high tariffs etc. (Iqbal, 2003) and also suggestions to improve the present conditions for improving our tourism industry

Dr. Nripendra SINGH , Ms. Sunaina AHUJA and Alexandru NEDELEA "Incredible India" campaign would certainly help to attract more foreign visitors in India and would also close the communication gap between centralized and state wise tourism campaign. At last it can be concluded that there are immense opportunities; both directly as well as indirectly related to Indian tourism industry. It is recommended that coordinated efforts are required amongst Central, State and Private authorities to establish India as a world class destination for travel and tourism.

**Research Methodology**

Primary research is conducted in 4 main tourist places:

Universe: Jaipur, Jodhpur, Jaisalmer, and Udaipur.

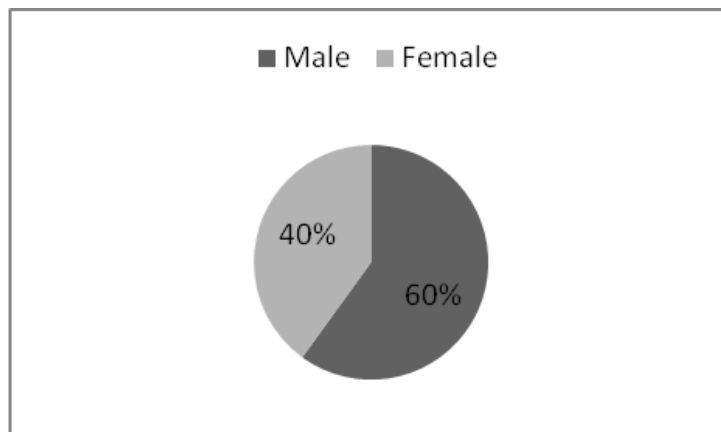
Sample Size: 200 Tourists in Rajasthan (Domestic and Foreign both).

Secondary research is also conducted from various journals, articles, web sites etc.

**Classification and Tabulation of the Data**

**Table 1: Classification on the Basis of Gender**

<b>Male</b>	120
<b>Female</b>	80
<b>Total tourist in Rajasthan</b>	200



**Figure 1**

**Table 2: Classification on the Basis of Age Group of the Visitors**

<b>16-25 Yrs.</b>	35
<b>26-35 Yrs</b>	85
<b>36-45 Yrs.</b>	55
<b>Above 46 Yrs.</b>	25

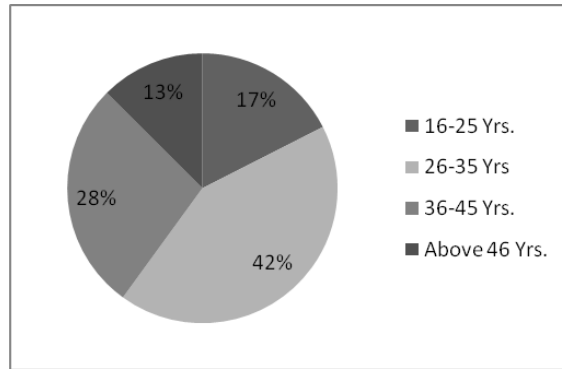


Figure 2

Table 3: Classification on the Basis of Monthly Income of the Visitors

<b>Below 15,000</b>	40
<b>15,000-30,000</b>	82
<b>30,000-45,000</b>	50
<b>Above 45,000</b>	28
<b>Total</b>	200

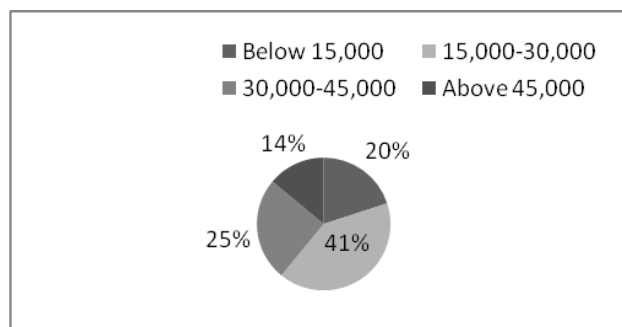


Figure 3

Table 4: Type of Holiday

<b>Self-Organized</b>	155
<b>Tour Operator</b>	45
<b>Total tourist</b>	200

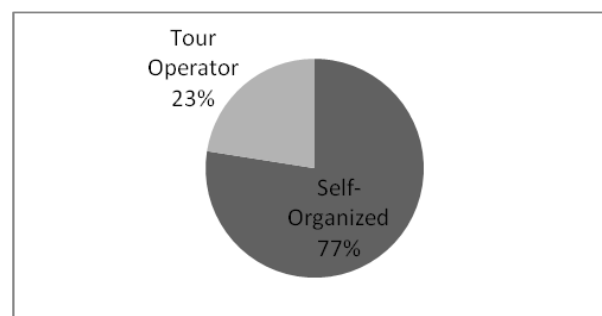


Figure 4

Table 5: Number of Times They Visited Rajasthan

<b>First Time</b>	88
<b>2-4 times</b>	64
<b>5 times</b>	25
<b>Many Times</b>	23

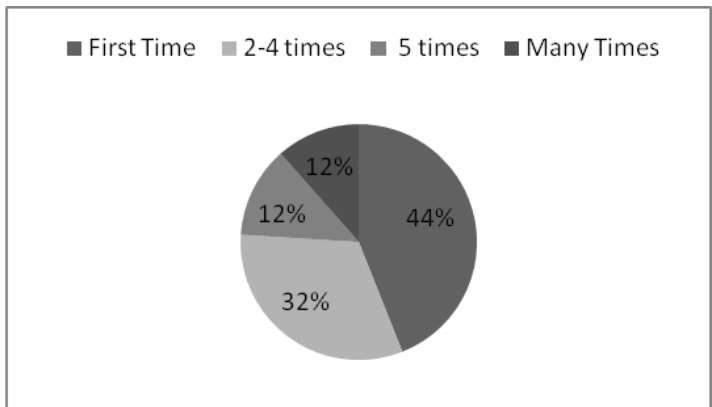


Figure 5

Table 6: Classification on the Basis of Purpose of Visit of the Tourist

Leisure Tour	106
Visiting friends and family	24
Business & Professionals	26
Social & Cultural Functions	10
Attending Conference , Seminars etc	18
Watching Events	8
Recommended by friends or family	8

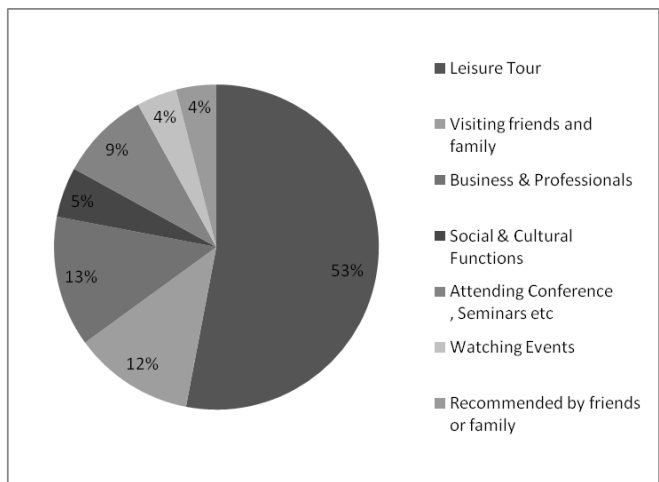


Figure 6

Table 7: Number of Night stay During the Visit

1-2 night	20
3-4 night	84
1 week	50
More than a week	46

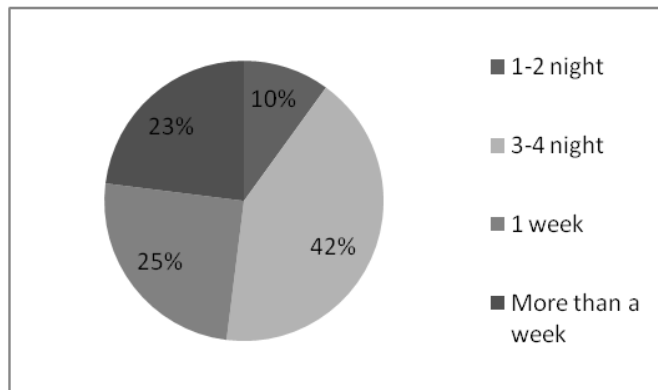


Figure 7

Table 8: Number of Person who have Heard about Various Fairs and Festivals of Rajasthan

Yes	186
No	14

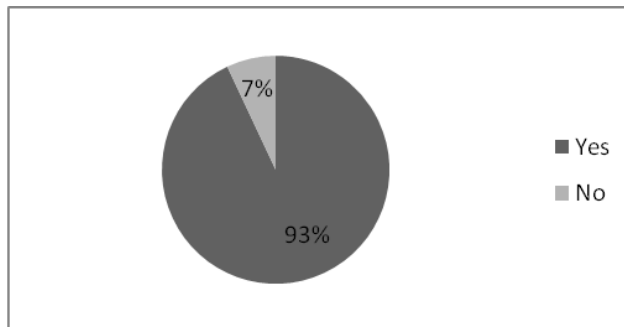


Figure 8

Table 9: Festivals the Visitors Heard the Most

Gangaur Festival, Jaipur	28
Mewar Festival, Udaipur	6
Desert Festival, Jaisalmer	10
Teej Festival, Jaipur	80
Dussehra Festival, Kota	20
Camel Festival, Bikaner	12
Pushkar Fair, Ajmer	20
All of the above	24

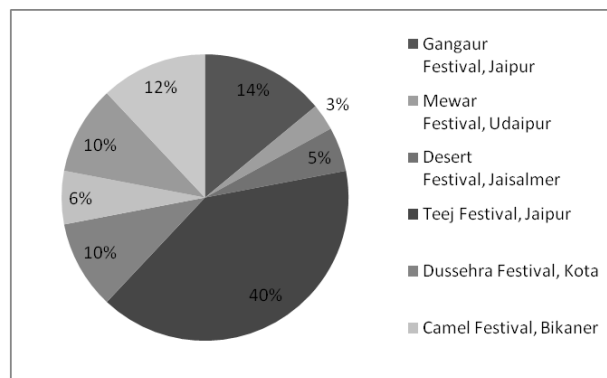
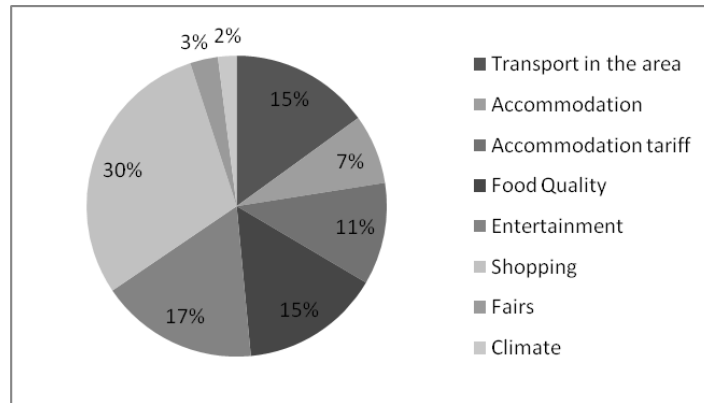


Figure 9

**Table 10: Satisfaction Factor of the Visitors**

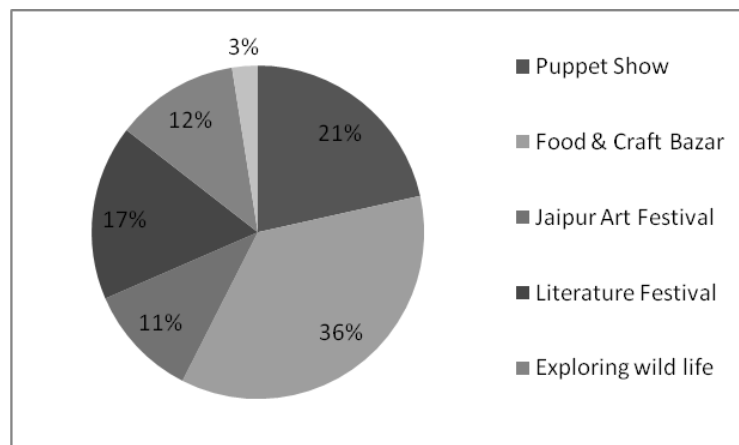
Transport in the area	30
Accommodation	15
Accommodation tariff	22
Food Quality	30
Entertainment	34
Shopping	59
Fairs	6
Climate	4 (Too Hot)



**Figure 10**

**Table 11: Most Interesting Event**

Puppet Show	43
Food & Craft Bazar	72
Jaipur Art Festival	22
Literature Festival	34
Exploring wild life in Sariska	24
Annual Summer Training Camp at City Palace, Jaipur	5



**Figure 11**

**Table 12: Full Potential of the State has been Realized or Not**

Yes	68
No	40
Partly	47
Still lot to be tapped	45



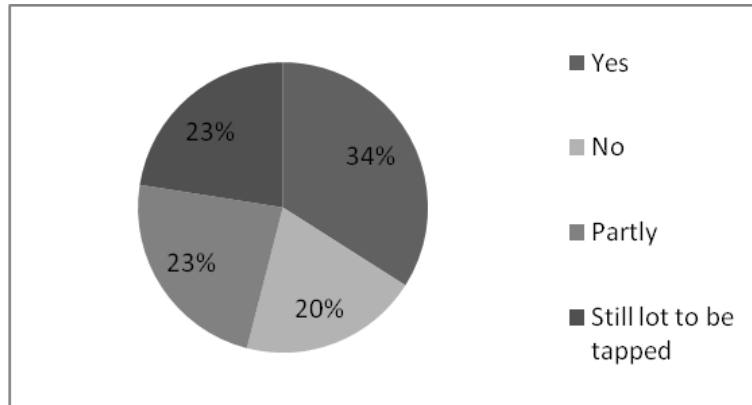


Figure 12

Table 13: Area That Requires More Attention

Infrastructure	58
Marketing Efforts for Promotion	62
Support from private sector	16
Involving General Public	30
Tourism Policy	34

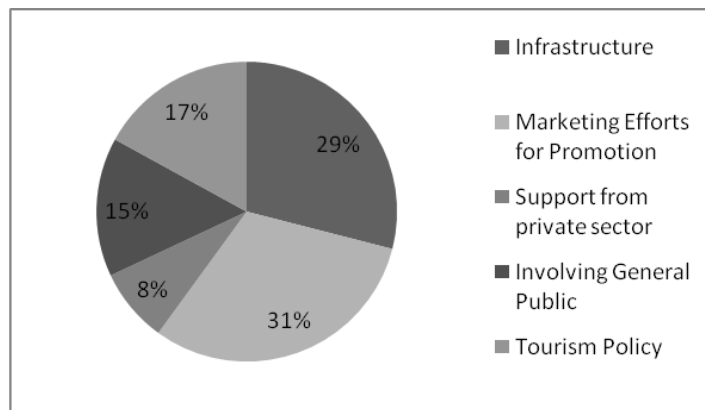


Figure 13

Table 14: Tourist Who Wishes to Come Back to Rajasthan on Any Fair or Festival

Yes	164
No	36 (they wish to go to new place on every vacation)

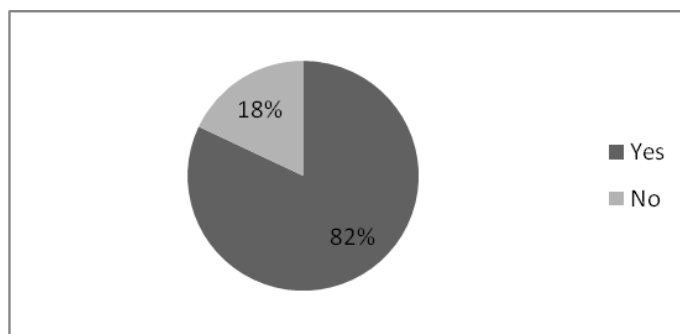


Figure 14

## FINDINGS

- Few tourist places, sites or forts need more development and maintenance like Bikaner, Chittorgarh etc.
- Poor marketing efforts.
- Maintenance of old monuments, forts etc are less.
- The government has not been able to leverage the India Incredible to campaign and carry it forward.
- Most of the respondents have heard about various festivals like Teej festival in Jaipur and are interested to be a part of them; therefore this can be used for marketing promotion.
- Maximum respondents wish to come back to Rajasthan for leisure and visit to other places which are left by them in this visit due to shortage of time.

## CONCLUSIONS

- The potential of tourism of Rajasthan is yet to be tapped fully. This requires combination of efforts on both policy and marketing side.
- The basic infrastructure road, rail and air connectivity needs to be strengthened.
- Internet marketing is another area which needs to be focus of marketers for promotion.
- As majority of people visiting Rajasthan are young professional in the age group 26-35 yrs., there is a need to cater their taste.

## SUGGESTIONS

- Tourism must be given the status of priority sector.
- Preservation of heritage and greater involvement of private sector.
- Better connectivity between the various tourist centers in the state.
- Making the overall experience of the tourist wonderful so that they become the brand ambassador of the state.
- Maintenance of tourist spots and properties with the help of urban local bodies and tourism department.
- Infrastructure around the tourist sites to be developed.

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## APPENDICES

### QUESTIONNAIRE

Dear Sir/Mam

I, Shruti Arora, a research scholar, (From University of Kota, Kota) is conducting a survey on "The Impact of Events on Rajasthan Tourism with reference to Different Fair& Festivals." Please help us in providing the following information.

Information or details provided by you shall be kept private and confidential and be used only for research purpose.

Thank you

1. Name of the Tourist:
2. Please tick on the following:-

Domestic tourist / Foreign Tourist

If Foreign Tourist. Then please specify the country name: \_\_\_\_\_

3. **Gender:** Male / Female

4. **Age group of the Visitor**

Age	16-25 Yrs.	26-35 Yrs.	36-45 Yrs.	Above 46 Yrs.
<b>Tourist</b>				

5. **Average Monthly Income of your Family**

Below 15,000	15,000-30,000	30,000-45,000	Above 45,000

6. **Type of Holiday**

Self Organized	
Organized (From Tour Operator)	

7. **How many times you have visited Rajasthan?**

First time	2-4 times	5 times	Many times

8. **The Purpose for visiting Rajasthan**

Purpose of visit	Tourist
Leisure Tour	
Visiting friends and family	
Business & Professionals	
Social & Cultural Functions	
Attending Conference , Seminars etc	
Watching Events	
Recommended by friends or family	
Others (Please Specify)	

9. **Have you ever heard about the various festivals and fairs in Rajasthan?**

Yes	
No	

10. **If yes, then during which festival you would like to visit Rajasthan?**

Festivals	Tourist
Gangaur Festival, Jaipur	
Mewar Festival, Udaipur	
Desert Festival, Jaisalmer	
Teej Festival, Jaipur	
Dussehra Festival, Kota	
Camel Festival, Bikaner	
Pushkar Fair, Ajmer	
All of the above	

11. Number of night stay you wish to spend during your tour:

No. of Nights	1-2 Night stay.	3-4 Night stay	1 Week	More than 1 week
Tourist				

12. According to you, which factor satisfies you the most in your tour?

Factors	Tourist
Transport in the area	
Accommodation	
Accommodation tariff	
Food Quality	
Entertainment	
Shopping	
Fairs	
Climate	

13. Which type of event you found most interesting during your visit?

Event	Tourist
Puppet Show	
Food & Craft Bazar	
Jaipur Art Festival	
Literature Festival	
Exploring wild life in Sariska	
Annual Summer Training Camp at City Palace, Jaipur	

14. Do you think that the full potential of the state has been realized?

Yes	
No	
Partly	
Still lot to be tapped	

15. Which area you feel requires more attention so as to increase more tourists towards Rajasthan?

Area	Tourist
Infrastructure	
Marketing Efforts for Promotion	
Support from private sector	
Involving General Public	
Tourism Policy	
Others (Please Specify)	

16. Please write the cities you have visited in Rajasthan or going to visit in this tour and also your favorite you visited now?

17. Would you like to come back to Rajasthan on any occasion or event?

Yes	
No	
If yes, then specify	

Thanks for your Co-operation

## **Shift in marketing Trends in the Current Competitive Scenario**

**Dr. Anukrati Sharma**  
**Associate Professor**  
**Faculty of Commerce and Management**  
**University of Kota, Kota**

**Mrs. Shruti Arora**  
**Research Scholar**  
**University of Kota, Kota**

### **Abstract**

**“There is only one boss of the market – the customer. He can fire everybody in any company by simply spending his money on another brand.”**

Marketing; the lifeline of businesses truly gives zest to the corporate and makes a striking difference to the brand and its equity. The ethos of marketing keeps changing with the times. As the customer becomes more knowledgeable, the customer contact through marketing plays a vital role in conversion of businesses. Now, the genre of marketing moving from products to customers and now to human spirit. Marketing enjoys a dominant position today as can be seen by the success of the current age businesses.

**Key Words: Marketing trends, Competition, Customers, Market, Survey**

### **Introduction**

As compared to the 90s, people today are more educated, more conscious of their wants and demands, more precise in their choice of products and services and are more aware of the availability of products and services. This has led to a revolution in the Indian market and the trend has begun to move towards customized products and services. With an increase in the purchasing power, the customers do not mind paying a reasonably higher amount for the choice of their goods and services as long as it is tailored as per their wants. This is the reason for the everyday new launches and the never ending models and series of a product. The marketers are trying to match the pace of the evolution of their products with the pace of changes in the consumers' demands.

During the coming decades, information and technology will rewrite the rules of competition, introduce innovative business models, change assumptions in markets and create a world of hyper connected businesses.

Today marketing is really about providing valuable information or content to current and potential customers for the purpose of building trust, branding, awareness, and positive sentiment i.e. the primary focus of any organization is building the relationship, not the hard sell.

## **Objectives of the Study**

- 1) To know what are the various marketing trends in current competitive scenario.
- 2) To view the change in the market as an opportunity to grow.
- 3) Reasons why to keep a track on current marketing trends.

## **Research Methodology**

Secondary Research was conducted through magazines, editorials, text books, journals etc.

## **Review of Literature**

“Today, it isn’t enough to be tech savvy and marketing smart. There’s also a pressing need to understand the growing assortment of opportunities and risks that confront today’s enterprise.”

By Sam Greengard, Contributing Writer, CMO.com

According to the book, “[A NEW BRAND OF MARKETING](#)” written by Scott Brinker, there are 7 Meta-trends - each of which has dramatically changed the nature of marketing. And collectively, they have created a whole new brand of marketing:

1. From traditional to digital
2. From media silos to converged media
3. From outbound to inbound
4. From communications to experiences
5. From art and copy to code and data
6. From rigid plans to agile iterations
7. From agencies to in-house marketing

According to the interesting analysis of [Lighthouse Insights](#), the campaign has a way deeper value in nowadays India’s society:

While men were the sole breadwinners in most Indian families, this has changed now to double income households with the woman of the house contributing equally in the finances and also in buying decisions. As a result advertising now also speaks to the woman.

On a side note, the campaign was also successful for another reason: the choice of the medium, digital video commercial.

The idea leading to the creation of a DVC is based on the digital consumption behavior of users: studies have shown that Internet users watching digital videos have risen from 56% in 2008 to 75% in 2013.

### **Creating Market Research Surveys**

Market trends are reflective of what consumers consider important. If a company is not aware of how quickly trends change in the market, they can face lower sales, poor branding, and consumer reluctance. When new products and competition enter the market, or when a consumer base has its purchasing power shift, a company has to make changes to its products and how it markets them.

Market research surveys are important to track market trends for a number of reasons:

- 1) **Value** – Tracking market trends brings value that is reflected in product sales. They are also reflected in savings. Companies save money when they know which products are selling well and which aren't. They also save money when they understand why consumers are not buying their products in a given quarter. Once a company has that information, they can make necessary changes to products and/or pricing. Even the marketing and distribution strategies can be updated with information gained from market research surveys.
- 2) **Relevance** – Unlike information gained from end-of-quarter sales or annual reports, market research surveys provide relevant information on specific products. They also give important information on trends. If a company's sales of a new line of house cleaning products sell only a few items well, managers have to get information quickly on the products that aren't selling well. This saves time and allows for relevant information for specific sales/product innovation decisions to be made.



- 3) **Quality** – Unlike financial information on sales and profits, market research surveys give direct information on product quality. When consumers are asked specific questions about the quality of products, they are more likely to give accurate information about product specifications.
  
- 4) **Data vs. Information vs. Knowledge** – Surveys provide data only. It is up to the person designing and interpreting the data to turn it to information and knowledge. This means that survey questions have to be carefully and precisely designed. Once the data is gathered from consumers, it is turned into information such as charts and graphs. This is only information, though, and real knowledge is based on insights and experience.

### **Few Marketing Trends in current competitive market**

Here are some of the major trends that should be kept in mind and are useful for an organization:

- 1) **Social media distribution is booming**

Many marketers have turned to social media to promote their brands and dive into reputation management, so now the area is evolving rapidly. According to the survey, in 2011, 74% of marketers used social media to distribute content, in 2012 it was 87% and last year it was 96% (approx.).

- 2) **The End of Desktop**

Reports of the death of the desktop may be greatly exaggerated, but in 2013 it lost its place at the top of the e-commerce heap to the combo of smartphones and tablets. "Mobile-first design" caught on as one of the year's buzzwords. "No longer an add-on to the marketing mix, targeting mobile users will become top-of-mind to a campaign's success," said Jud Bowman, CEO of mobile ad network Appia, in an interview with CMO.com.

### **3) Green Washing Subsidies**

The rise of green and sustainable business practices has sent a tsunami through the enterprise. While many organizations have made an earnest attempt to become greener, it's also no bulletin that many others have attempted to use marketing to disguise feeble efforts and mislead consumers about what they're actually doing. As consumers become savvier and the downside for green washing becomes more apparent, more and more CMOs are discovering that it's better to approach environmental issues honestly and make genuine efforts to improve rather than to try to fool the public.

### **4) Intrapreneurialism Grows**

The most successful organizations recognize the need to be highly agile and flexible. The problem is that simply decreeing a need to be innovative or assigning employees to address the task doesn't necessarily produce results. Consequently, some organizations are revamping conventional marketing practices and allowing small and ad-hoc teams to compete for new projects or initiatives that are on the leading edge of conventional and digital marketing.

### **5) Metrics Mature**

The ability to measure every click, tweet, and page view is both a blessing and curse. On one hand, there's a wealth of potentially valuable information that can transform an enterprise. On the other hand, it's incredibly easy for marketers and others to take their eye off the ball and chase the wrong metrics.

### **6) People-Based Research Makes a Comeback**

Marketers are addressing big data overload by seeking more human insights. It used to be called "ethnographic" research. Now it's "qualitative" research—asking people what they think of products and services.

## **7) More Maker Fairs and Meet-Ups**

As consumers get overloaded and begin unplugging and masking their identities online, marketers will need to create more events and situations to give them a reason to interact with their brands in the real world.

## **8) Strike Down the Banners**

The desktop may not die, but online video will rule over banner ads in 2014. The tablet has already become established as the “second screen” at home, and increasingly consumers on the go are turning to mobile media as their main channel. And as consumers move their activities to their mobile devices, video will move with them. “As mobile advertising spend increases in 2014, brands and marketers will continue to discover and explore more creative mobile ad solutions, and banner ads will be on the decline.

## **9) Consumers Expect More**

Over the past 5 years consumer expectations have increased on average 20%. Brands have kept up by only 5%, a big gap between what’s desired and what’s delivered. The ability to accurately measure real, unarticulated expectations will provide significant advantages.

## **10) Fewer Tedious Texts**

More visually literate consumers will move from text outreach to more image-based connections. Visual content will become more important in creating viral marketing campaigns, with brands becoming more attentive to image-sharing initiatives and platforms.

## **11) Instant gratification**

Apple recently offered a \$25 iTunes digital gift card for every Apple TV purchase online.

Offering a gift has always been one of the pillars of generosity marketing. The next evolution of it is to do it online with digital gift cards. Consumers are instantly delighted, which is particularly valued by today's young audiences.

## **Findings**

Therefore, if the companies are on with the current marketing trends, they can be successful and can achieve more profits. Few of them are as follows:

- 1)** The India Brand Equity Foundation (IBEF) has released an overview of the current trends in the Indian pharmaceutical market. The domestic pharmaceutical industry in India has been growing at a compounded annual growth rate (CAGR) of over 14.5 per cent for the past four years while pharma exports have grown at CAGR of 17 per cent during last 3 years with exports reaching \$14.5 bn during the year 2012-13. Indian pharma companies are constantly innovating and adopting international standards to stay relevant in the competitive global market. The leading R&D spenders amongst the Indian pharma companies in 2012-13 have been Lupin Pharma (US\$120 million), Dr Reddy's Laboratories (US\$120 million) and Cipla (US\$67 million). Notable as well is the fact that the Government of India is providing incentives in terms of tax breaks to make the Indian pharma industry an end-to-end solution provider.
  
- 2)** Indian players are offering a broad portfolio of data management services pertaining to health records, health information services and clinical database management.
  
- 3)** The performance indicators for most mobile service providers have been improving, according to Telecom Regulatory Authority of India (TRAI). The call success rate, an important parameter for determining the overall quality of service, is above 95% for all service providers. Most operators in every circle have above 98% call success rate. Call drop rate is less than 2%, again signifying better quality than in the past. Point of Interconnection congestion (POI) has been decreasing. Customer

service quality parameters have progressed in the right direction although there is still a long road to travel on that end.

- 4) Mobile number portability (MNP) is also implemented in India. It comes at nominal cost to the customer and motivates the operator to keep their customers happy in all respects. As a result of MNP, the market is seeing millions of customers switching from CDMA to GSM providers.
  
- 5) India's second largest carmaker, Hyundai Motor India (HMIL) has sold 35,248 units during April 2014, marking a growth of 8.78 percent (April 2013: 32,403 units). Commenting on the monthly sales Rakesh Srivastava, senior vice president, sales & marketing, HMIL said "Our performance for April 2014 is in line with this year's objective of growth in volume and market share. Growth is led by sedan and utility vehicles across geographies, with new products Xcent, Grand and Santa Fe, adding volumes with an overwhelming response from customers. We foresee to maintain this positive momentum in this year by strengthening product portfolio and improving channel efficiencies."

### **Conclusion**

Realizing this, the market trend is also now aimed at reaching beyond the already acquired consumers. The companies are turning their attention towards those unprivileged and unfortunate people who cannot afford to buy their luxurious products. Such people are being aimed to made customers. The marketer needs to get inclusive. The marketer needs to think of the masses that are larger than what he defined to be his masses. The marketer needs to reach out to potential consumers and non-consumers alike. Every brand offering needs to have two avatars - one for the potential buyer and one for the non-buyer. Cheaper and good quality products, mass customization to suit the pockets of all and various price discounting and guarantees are being offered to make such people a part of the market. Strategies such as availability of products on EMIs, 0% interest loans, low end models with a little less features and extended warranties are the emerging trends of the market in order to capture the entire population and reap the benefits of such a large population.

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# INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)

ISSN 0976-6502 (Print)

ISSN 0976-6510 (Online)

Volume 4, Issue 3, (May - June 2013), pp. 19-37

© IAEME: [www.iaeme.com/ijm.asp](http://www.iaeme.com/ijm.asp)

Journal Impact Factor (2013): 6.9071 (Calculated by GISI)

[www.jifactor.com](http://www.jifactor.com)



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## SOCIAL MEDIA: A NEW MARKETING STRATEGY

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### ABSTRACT

“Where people interact freely, sharing and discussing information about their lives.”

Social media has become a platform that is easily accessible to anyone with internet access. It is growing at an explosive rate with millions of people all over the world generating and sharing content on a scale hardly imaginable a few years ago.

Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. The success and recognition of the business brand are the most crucial points which must be kept in mind while making a business plan. Today no one can deny the role of social media marketing to set and market throughout the globe. Social media is getting popular these days to promote various brands. The World is full of new media and digital communication technologies. There are many ways to promote the brand with the help of social media. The impact of promotion through social media is immense and gives a combination of speed and relevance. Brand awareness is one of the important factors which boost up the sales ratio of the product of the company. The present paper is an attempt to find out the purpose and benefits of using social media in present seconiro . The paper also highlights some important social media networks and gives a glimpse of the hindrances of the same.

**Key Words:** Social Media, SWOT, Quality Communication, Network

## **INTRODUCTION**

Social Media, today, is among the ‘best opportunities available’ to a brand for connecting with prospective consumers. Social media is the medium to socialize. It has a strong impact on the purchasing process of a consumer. The traditional buying process of a consumer includes search detail information of a brand/ product, and after getting detailed information they consider many brands and then from those brands they evaluate a few brands and in the end, the final decisions are taken according to his/her needs.

Nowadays, due to advancement of technology, social media is considered as the right way to get right information at the right time by the consumer. Social media give consumers high control as it enables the buyers to gather much more information, watch reviews, and make comparison of different products, while sitting at home.

These techniques have proved to be quite cost-effective and have attracted many customers. In today’s world internet is considered as the best way to spread messages. Therefore many companies have gained a lot from digital marketing and fans through social networking. Social Networking Websites including Facebook and Twitter which are now being used by various multinational companies in order to convey their message to the customers.

Social Media has become a major factor in influencing various aspects of consumer behavior which leads to brand commitment.

According to Barnes, N. G., & Mattson (2008) social media takes less time to reach out to customers and has endless possibilities. It helps to grab attention of a customer by writing a blog or leaving a comment on someone else’s blog. One can reach out to potential clients in a cost effective manner by advertising on social websites, especially if one is a small business owner who doesn’t have the budget for television and advertising campaigns.

In the 21st century, brands need to have a social story to leverage the emotional and persuasive elements that make offerings successful.

There are three strategic roles that help to build the brand. Marketers must use social media to serve their brand building objectives. It can help the brand to:

- 1) Build a relationship to become more trusted;
- 2) Differentiate through an emotional connection to become more remarkable and unmistakable; and
- 3) Nurture loyal fans to become more essential.

### **Status of Different Social Media**

#### **Facebook**

- Currently, there are 45899920 Facebook users in the India, which makes it no. 2 in the world.
- In June 2011, Mumbai had the highest FB user base in India with 3.7 million FB users and ranked 18th in the world
- Chennai currently has 1.2 million FB users showing 101.64% penetration (among internet users). So at an average, every Chennai internet user has at least 1 profile/page on FB

There are 73% male FB users and 27% female FB users in India, compared to 45% and 55% in United States and 46% and 54% in Brazil



### **Twitter and LinkedIn**

- Twitter
- Top 3 brands on Twitter in India: MTV India, Times of India & Vodafone India. Since 2010, Twitter users in India have increased by 191%, with more than 20,000 users having 500+ followers that read their updates daily
- LinkedIn
- India ranks #2 in terms of the total number of visitors on LinkedIn globally by the country, following UK at #1
- In India LinkedIn has 10.6 million users. Mumbai leads on the professional front with 9,26,562 users while Delhi follows with 8,78,690

Social Media India on professional social networking site highlights that most registered user on LinkedIn are from Engineering field with 7,67,624 followed by Job function of Information Technology with 4,19,288

### **Google Plus**

- Google Plus
- Indian ranks at #2 in the number of Google Plus users in July 2011 with 142,339 users.
- Pinterest
- Indians are pinning! 4.8% of the Pinterest users come from India and they generate 3.9% of the page views on Pinterest.
- India ranks second after US.

Similar to the global phenomenon Social media in India is driven by young and educated in the cities and towns across India and 2011 saw a tremendous rise in the number of users and their activity in terms of time spent, engagement levels and quality on various social networking sites. According to Telecom Regulatory Authority of India there has been rapid rise in the number of internet users in India and has reached 121 million users in 2011. Broadband too has seen significant growth in 2011 with 13.30 million users (22% YoY) compared to 10.92 million users in 2010 and is expected to reach 15.9 million users by end of 2012. 80% of the internet users are urban users and 20% are rural users in India and educated young people and professionals across industry verticals like IT, BFSI, Retail, Automobile, Pharma, etc are driving the social networking sites usage in India. Indians migrate to United States (US) for education and jobs and most of them will be in constant touch with friends in India which led to the rise in usage of social networks and it was even more increased as US companies set up offices in India employing thousands of people here, Indians using more technology products like mobiles, laptops, other computing devices like PCs, tablets and finally the voyeuristic appeal with open networks drove the usage further.

Most popular social networking site in India is Facebook as recently it has dethroned Indonesia from the number 2 slot with 46 million monthly active users in February 2012 on the site, an increase of 132% from the prior year. 75% of Facebook users in India are male and metro cities dominate the usage in India. Google+ has a total user base of 12.3 million in India with 86% of the users being male and dominated by students and young professionals. Twitter has a total user base of more than 14 million in India and is the sixth largest country in terms of accounts and the micro blogging in India has not risen in India when compared to

other social networking sites as Indians are not comfortable with a 140 character limit. LinkedIn the professional networking site has more than 14million user base in India and is one of the rapidly growing social networks in India. Orkut was the initial dominant social networking site in India until Facebook entry and it has around 18 million user base in India but the network which was acquired by Google is fading into oblivion as Google is more focused on Google+. Indian social networking sites too have significant user base in India and Ibibo has around 12 million users base and BharatStudent has around 7 million users base.

### **OBJECTIVE OF THE STUDY**

The objectives of this study were the following:

- 1) To highlight the usage of Social Media in India .
- 2) To find out the advantages the society can get through social media
- 3) To highlight the usages and impacts of social media on society
- 4) To find out the importance of Social Media for Brand Awareness
- 5) To make a SWOT analysis of Social media . initiative.

### **RESEARCH PROBLEM**

According to the above stated objectives, the research problem can be concluded as Social networks /media can be used by companies to create brand awareness and the challenges faced by the companies. Moreover the research problem area is further divided into the following points –

1. Role of social media and its impact
2. .Challenges faced by companies using social media.
3. To conclude that the social media tools/channels are the best to adopt in the present world..

### **LIMITATIONS OF THE STUDY**

The researchers faced lot many problems while conducting the research study. The first and the foremost problem was related to the sample size. The findings cannot include all the companies that use social media but other than this, the objective of adopting the social media is also different.

### **REVIEW OF LITERATURE**

The first sociologist who started to use the term social network systematically is J.A. Barnes who used the term for the first time in his 1954 study “Class and Committees in a Norwegian Island Parish”. Barnes (1954) used the term to describe the existence of social networks, "largely a system of ties between pairs of persons who regarded each other as approximate social equals”, next to the other terms that were used in sociology in those days. Social media are described by Blackshaw and Nazzaro (2006) as consumer –generated media. This form of media, describes a variety of new sources of online information that are created, initiated, circulated and used by consumers’, intent on educating each other about

products, brands, services, personalities and issues. (Blackshaw and Nazzaro 2006) Another definition of social media by Larson, (2011) is rare in that the author defined social media from the perspective of companies, bypassing the fact that social media exists by favor of users and not by companies. Kaplan and Haenlein (2010), put more emphasis on the underlying technology when defining social media,” Social media is a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. Mangold and Faulds (2009) define, social media encompasses a wide range of online, word of mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer to consumer email, consumer product or service ratings’ websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, image, movies or photographs), and social networking websites to name a few. Kaplan et al (2010) gives a more categorized version of this list and mentions the following different types with accompanying examples, ”collaborative project (e.g. Wikipedia), blogs, content communities (e.g. youtube), social networking sites (e.g. facebook), virtual game world (e.g world of Warcraft) and virtual social worlds (e.g. second life ).

## **RESEARCH METHODOLOGY**

For making this research successful and worthy, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. Informal interviews have been taken of 200 respondents. The research also includes secondary data which has been collected from various websites, books, journals etc.

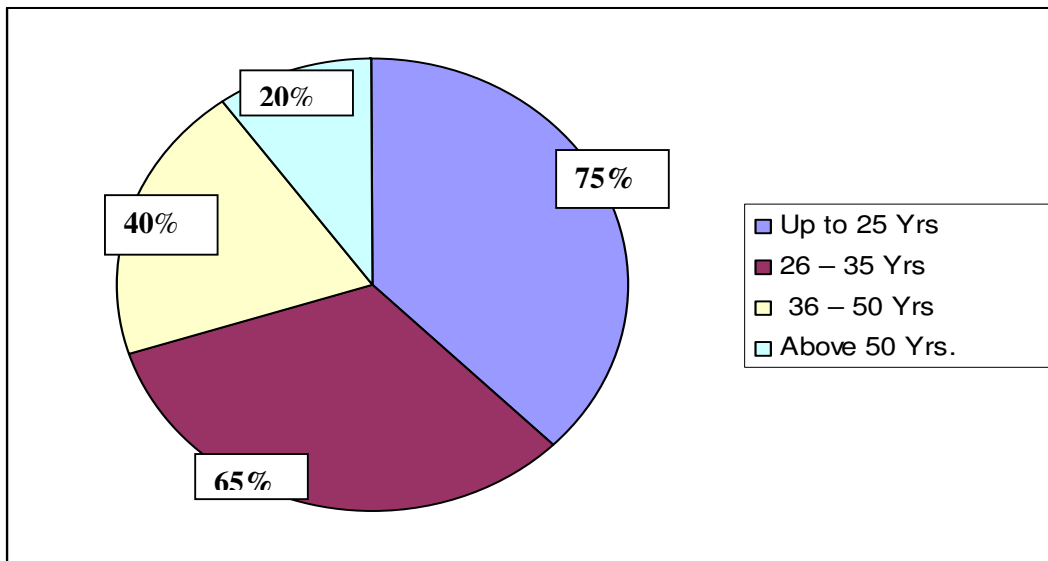
### **Sample Size**

The respondents in the sample consisted of consumers who used to see and shop through the social media networks. 200 (two hundred only) respondents from Kota city (Rajasthan) were interviewed. The samples are further presented in the tabulation form with their responses.

### **Analysis of Data**

**Table 1: Age of Respondents**

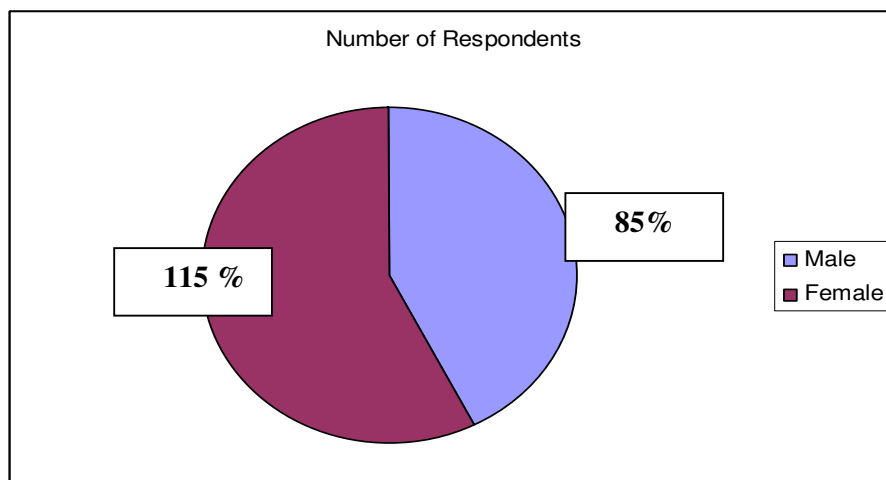
<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage (%) of Respondents</b>
Up to 25 Yrs	75	75
26 – 35 Yrs	65	65
36 – 50 Yrs	40	40
Above 50 Yrs.	20	20
Total	200	200



The above table and figure shows that most of the respondents are up to 25 Yrs. of age.

**Table 2: Gender of Respondents**

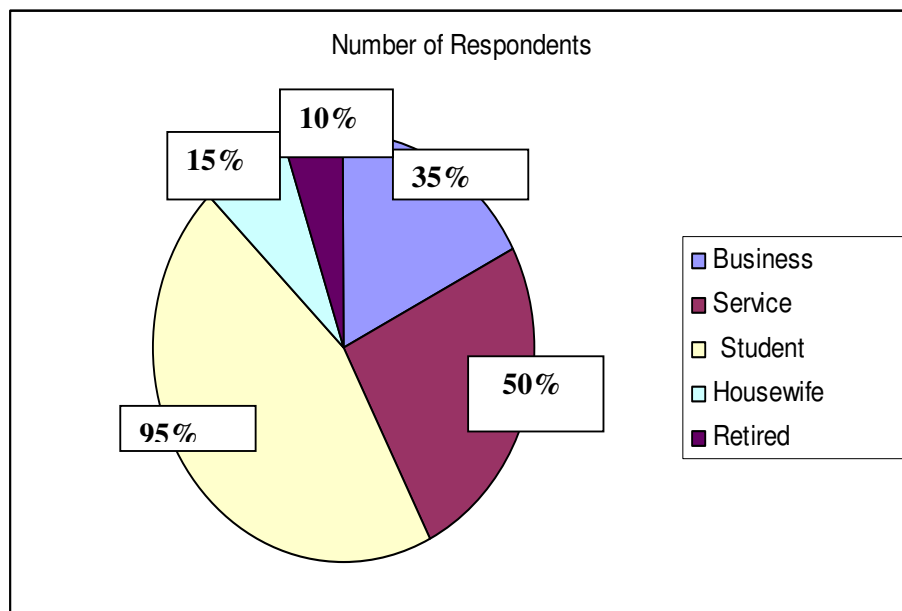
Response	Number of Respondents	Percentage (%) of Respondents
Male	85	85
Female	115	115
Total	200	200



The table number shows that most of the respondents who are engaged in networking sites are Females.

**Table 3: Occupation of Respondents**

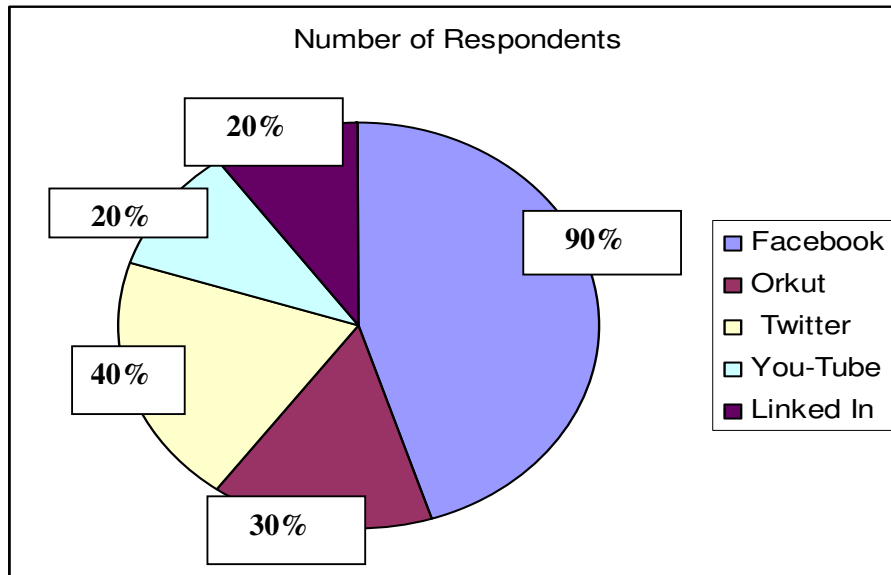
<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage (%) of Respondents</b>
Business	35	35
Service	50	50
Student	90	90
Housewife	15	15
Retired	10	10
Total	200	200



The table and figure represent that maximum respondents are students and the least are retired and housewives.

**Table 4: Preference of Social Networking sites**

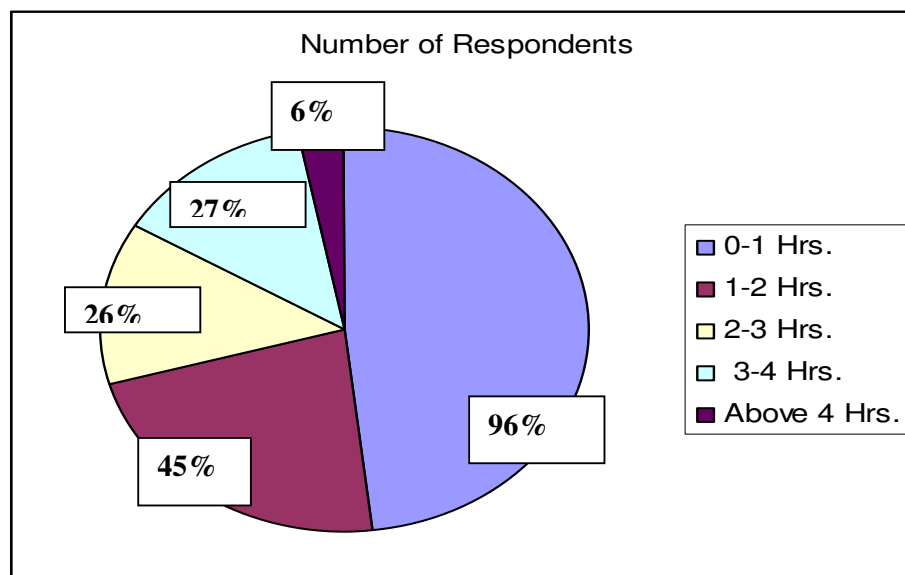
<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage (%) of Respondents</b>
Facebook	90	90
Orkut	30	30
Twitter	40	40
You-Tube	20	20
Linked In	20	20
Total	200	200



By this we can conclude that, the most preferred social networking site is Face-book.

**Table 5: Time spent on Social Media networking sites (Per day)**

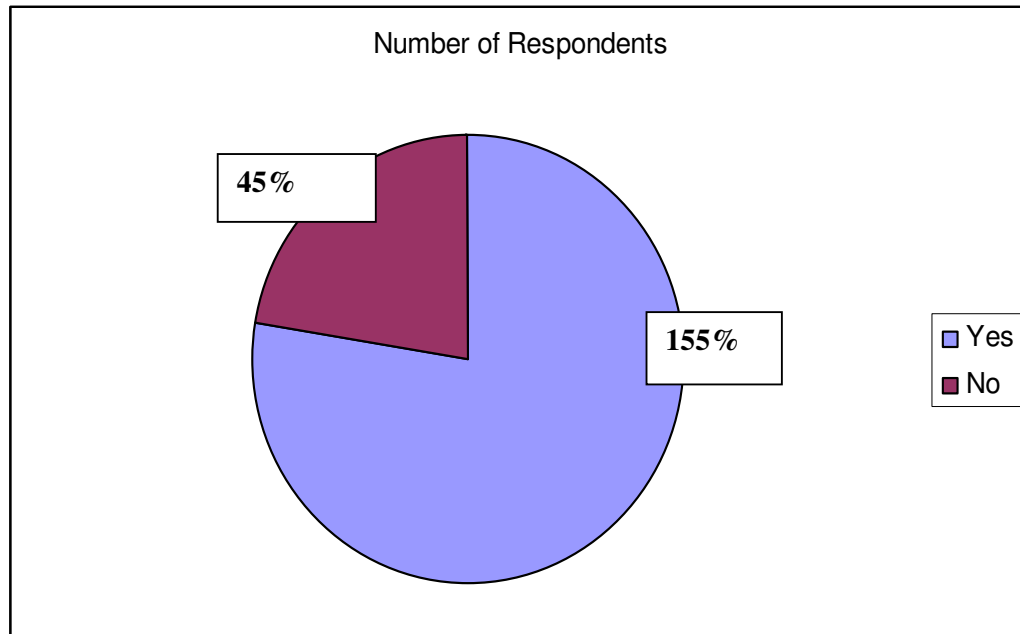
Response	Number of Respondents	Percentage (%) of Respondents
0-1 Hrs.	96	96
1-2 Hrs.	45	45
2-3 Hrs.	26	26
3-4 Hrs.	27	27
Above 4 Hrs.	6	6
Total	200	200



Maximum respondents surf Facebook up to 1 Hr. only

**Table 6: Preference of buying the product through these social networking sites (on Trial Basis)**

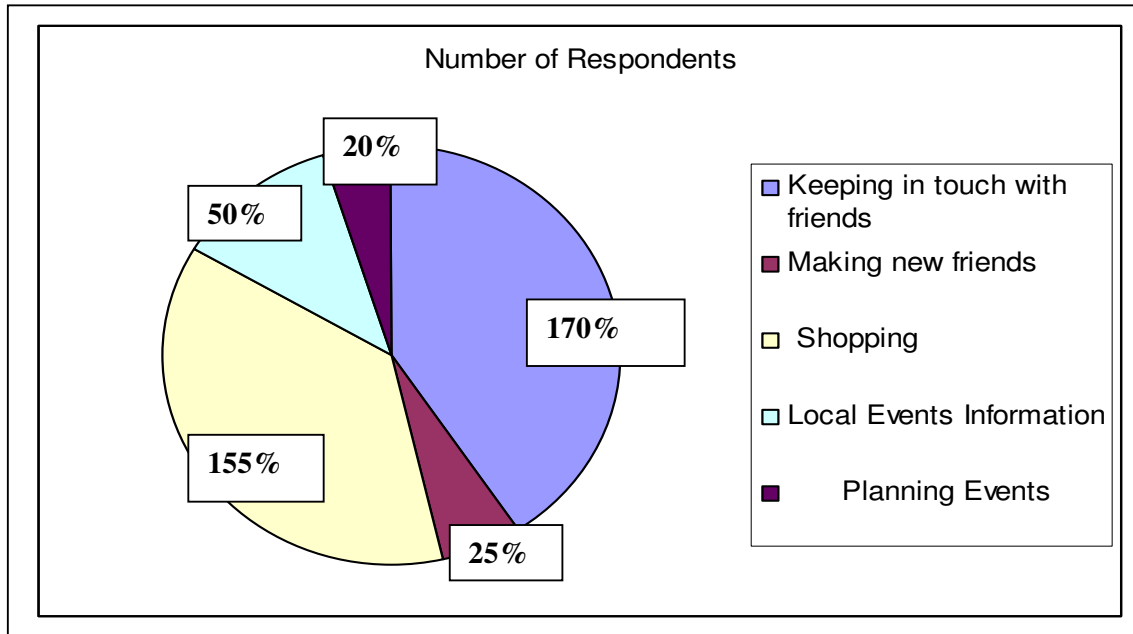
Response	Number of Respondents	Percentage (%) of Respondents
Yes	155	155
No	45	45
Total	200	200



The respondents usually prefer to buy the products on trial basis.

**Table 7: Reason for using these sites by the respondents**  
(Respondents have selected more than one option)

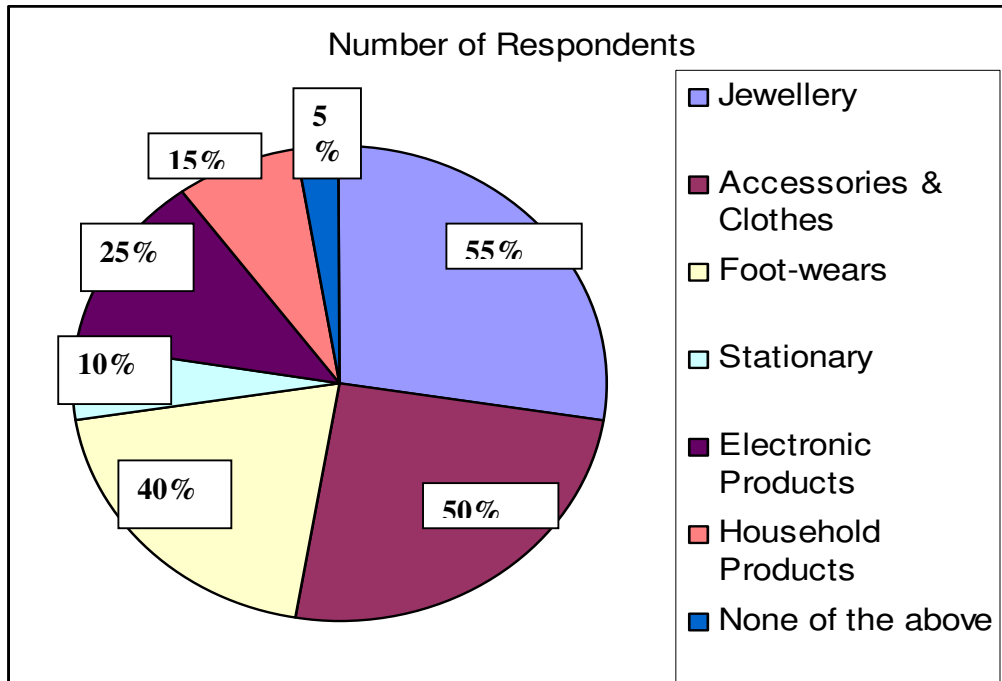
Response	Number of Respondents	Percentage (%) of Respondents
Keeping in touch with friends	170	170
Making new friends	25	25
Shopping (for trial basis)	155	155
Local Events Information	50	50
Planning Events	20	20



**Table 8: Type of product which influence the most**

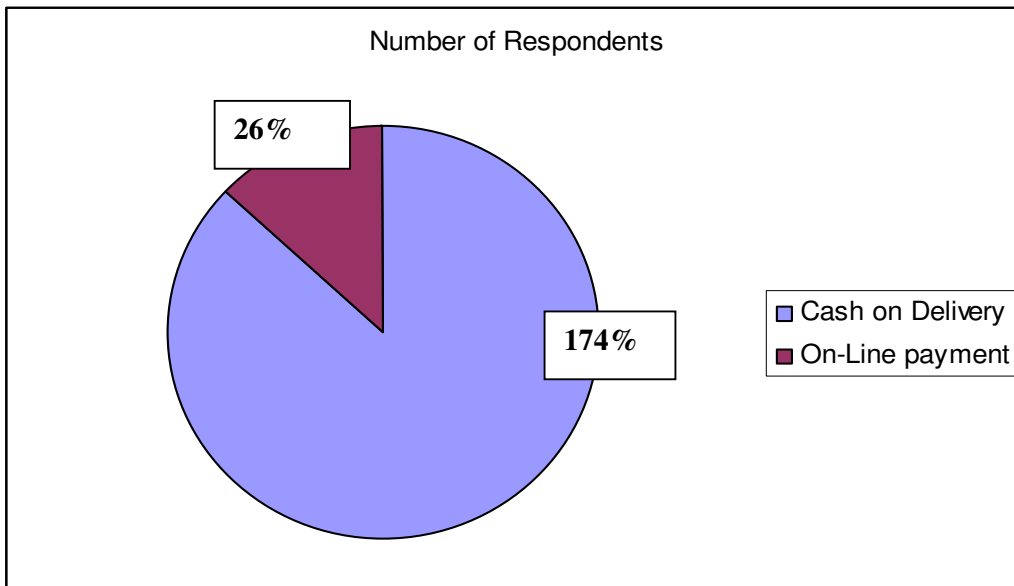
Response	Number of Respondents	Percentage (%) of Respondents
Jewellery	55	55
Accessories & Clothes	50	50
Foot-wears	40	40
Stationary	10	10
Electronic Products	25	25
Household Products	15	15
Others	–	–
None of the above	5	5
Total	200	200





**Table 9: Type of Payment mode they prefer**

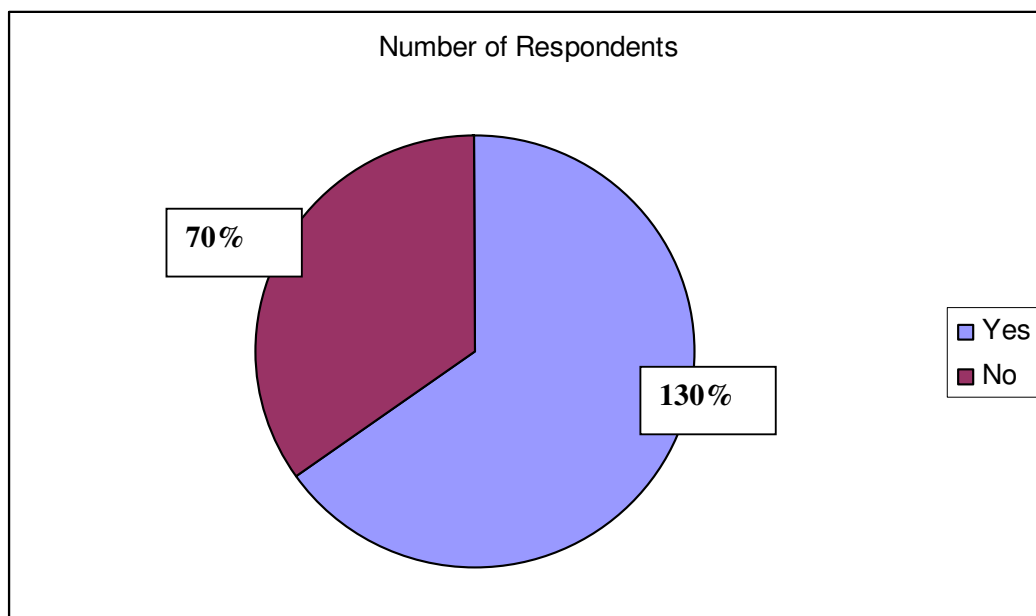
Response	Number of Respondents	Percentage (%) of Respondents
Cash on Delivery	174	174
On-Line payment	26	26
Total	200	200



Cash on delivery is mostly preferred.

**Table 10: Whether cinema is losing battle with Internet**

Response	Number of Respondents	Percentage (%) of Respondents
Yes	130	65
No	70	35
Total	200	200



Out of 200 respondents, 130 respondents think that internet and social networking sites are having a big impact on a person's life, especially on youth.

### **EVOLUTION OF SOCIAL MEDIA MARKETING**

According to the survey done by Marketing Profs., a big change has been found from 2009 to 2012 i.e. 86% of the companies maintain a Facebook presence, 84% are active on Twitter, and 72% show up on Linked In.

Sources: Marketing Profs

### **BENEFITS OF SOCIAL MEDIA**

In a survey, when asked to some people about why social media would be more of a priority in 2013, more than 65 percent said it was for building brand awareness. Close to 50 percent said social network-based marketing efforts help to create more brand loyalty, and more than 46 percent look to social media to find and create new audiences.

Social media **enables** companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enables customers helping customers.
- Engages prospects through customer evangelism.

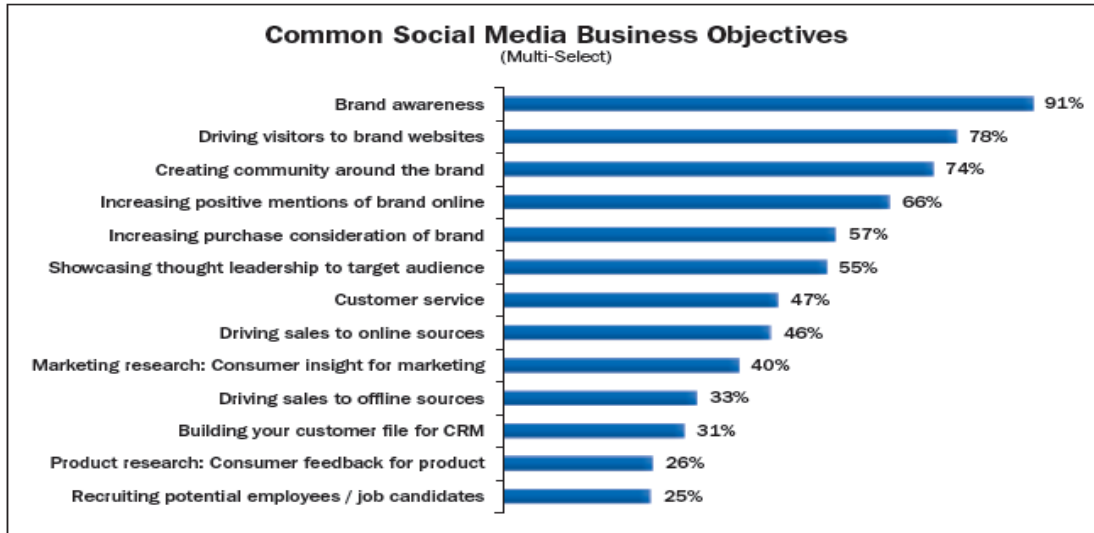
Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

**SOCIAL MEDIA OR SOCIAL NETWORKING SITES LEADS AS TOP ONLINE ACTIVITY IN INDIA**

Today, social networking is truly a global phenomenon. While word-of-mouth has always been important, its scope was previously limited to the people you knew and interacted with on a daily basis. Social media has removed that limitation.

Top Online Categories by Share of Total Minutes June 2012 Total Internet: India, Viewers Age 15+ Location Home/Work* Source: comScore Media Metrix			
	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Total Internet : Total Audience	61,004	100.0%	772.5
Google Sites	57,826	94.8%	155.3
Facebook.com	50,890	83.4%	224.9
Yahoo! Sites	39,977	65.5%	63.3
Microsoft Sites	29,363	48.1%	19.8
Wikimedia Foundation Sites	21,031	34.5%	11.1
Times Internet Limited	20,535	33.7%	16.9
Network 18	17,891	29.3%	31.6
Ask Network	15,829	25.9%	3.5
Rediff.com India Ltd	15,346	25.2%	28.3
NIC.in	13,308	21.8%	23.6

## SOCIAL MEDIA MARKETING FUNNEL OR OBJECTIVES



Source: MarketingProfs 2012 Social Media Survey, February 2012. Chart Base: 256 marketers.

**Source:** Social media sales funnel: (<http://socialmediatoday.com/SMC/176665>)

There are the 5 ways to use social media to build the brand awareness:-

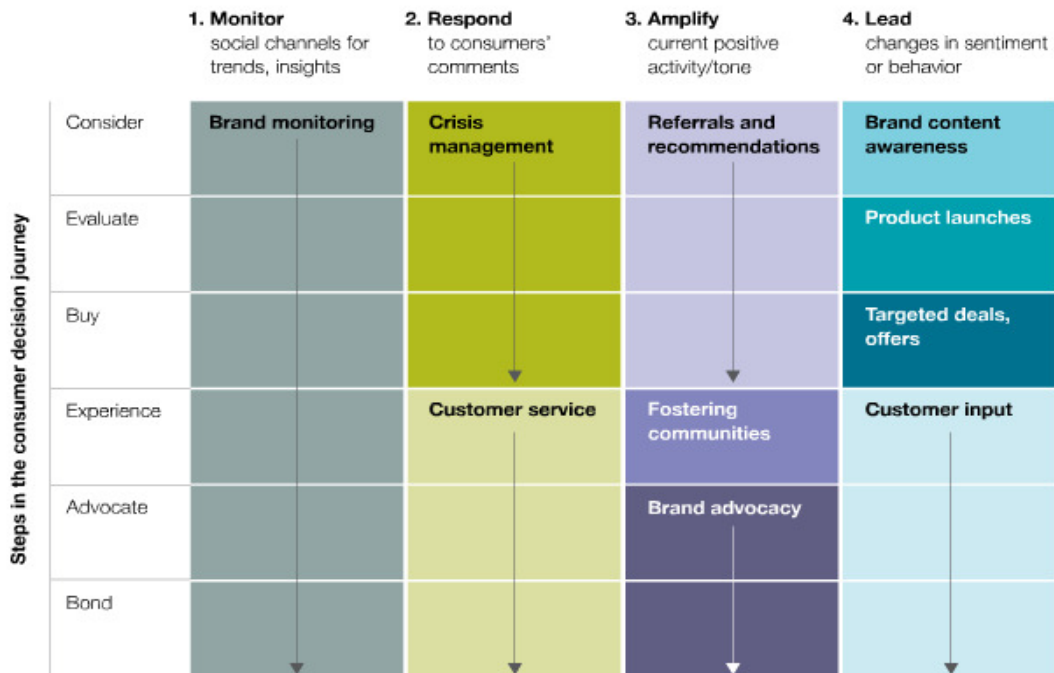
- 1) Bring Your Brand to Your Customers
- 2) Generate Quality Content
- 3) Be Active on Social networking site
- 4) Connect Customers, Contacts
- 5) Make Yourself Available

### Why businesses need to consider social media marketing services?

- 1) **Size:** Face book has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends.
- 2) **Transparency:** No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved.
- 3) **Reach:** It is possible to make a mark globally and do it quickly using social networking sites.
- 4) **Branding:** Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likelihood to get brand conscious even with a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands that have powerfully used social media platforms to endorse themselves.

The Process of Social Media

**Social media enables targeted marketing responses at individual touch points along the consumer decision journey.**



Source: Expert interviews; McKinsey analysis

**SWOT ANALYSIS OF SOCIAL MEDIA**

Without the help of SWOT Analysis it is not possible to make a effective marketing strategy . To set up a product or service in the market through the help of social media it is first needed to make a analysis of Strengths, Weaknesses ,Opportunities and Threats of it .

Following are the some questions which can help the strategists to find out the SWOT of their company regarding the usages and requirements of Social Media for the products and services.

- Is there currently any business using Social Media ?
- Does the company have the creative people to develop meaningful high quality content and communication on regular basis ?
- Do we have the budget to develop online shopping ?
- Does your business understand the keywords of customers ?
- Do the company will able to create the positive image by using social media for the products ?
- Does the company feel safe to deal with the customers through the help of social network ?
- What social network the competitors using ?

## **CONCLUSIONS**

There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.

Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer--to--peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

To approach communities and engage in dialogue that seems relevant and motivating for an audience of extremely sophisticated and literate users.

Therefore, for building up a brand, a marketer must remember to:-

- 1) Be personal
- 2) Be in dialogue
- 3) Be a Product
- 4) Be a community
- 5) Be social now

## **Examples of Social Media**

Here's the most surprising result of Com Score's research:

- 1) Nestle: 2.7 billion impressions - The Company has 670K followers on Facebook, excluding separate pages for its brands. Its head of marketing and consumer communication, Tom Buday, is on Face book's client council.
- 2) Procter & Gamble: 2.66 billion impressions - The Company believes that using social media rather than traditional media can help it save up to \$10 billion a year.
- 3) Kellogg: 1.89 billion impressions - Kellogg doesn't just use social media only for promotion, it also uses it for consumer research/listening and new product ideas.
- 4) Nokia – To promote its new E75 device with its own e-mail service, the company set up a community website where members could contribute and talk about e-mail and help each other. Nokia also created accounts on Orkut, Twitter and Face book to promote its device.

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Chunyan Wang Dept. of Applied Physics Stanford University California, USA  
<http://seowizardry.ca/social-media-swot-analysis>

## QUESTIONNAIRE

Hello Sir/Mam

I, Shruti Arora, with the guidance and support of my supervisor am here to conduct a research survey on the topics “Social Media: A New Hybrid for Brand Awareness, A study on the Selected Social Media Networks”. Please give your honest opinion and understand that this information collected will be purely confidential and will not be shared for any purpose other than research.

(If you are aware of Social Networking Sites, then please fill this questionnaire)

### A) Personal Profile

**Name –**

(Please tick  $\surd$  below)

**Age -**

- 1) Up to 25 Yrs.
- 2) 26 – 35 Yrs.
- 3) 36 – 50 Yrs.
- 3) Above 50 Yrs.

**Gender –**

- 1) Male
- 2) Female

**Occupation -**

- 1) Business
- 2) Service
- 3) Student
- 4) Housewife
- 5) Retired

**Education Level -**

- 1) 12<sup>th</sup>
- 2) Under-Graduate
- 3) Post-Graduate
- 4) Others

**Income-Group (Monthly) –**

- 1) Below 10,000
- 2) 10,000-15,000
- 3) 16,000-30,000
- 4) Above 30,000

**B) (Please tick  $\surd$  below)**

**1) Which social networking site you prefer the most?**

- a) Facebook
- b) Orkut
- c) Twitter
- d) You Tube
- e) My Space



**2) How much time do you currently spend on Social Media networking sites (Per Day)? (i.e. Facebook, Linked In, Twitter, Orkut etc.)**

- a) 0-1 Hrs.
- b) 1-2 Hrs.
- c) 2-3 Hrs.
- d) 3-4 Hrs.
- e) More than 4 Hrs.

**3) Does your social media presence effectively promote your personal brand?**

- a) Yes
- b) No

**4) Do you prefer to buy the product (on trial basis) through these social networking sites?**

- a) Yes
- b) No

**5) Does the company create goodwill on you while using these sites?**

- a) Yes
- b) No

**6) You prefer to use these sites mostly for? (You may select more than one answer)**

- a) Keeping in touch with friends
- b) Making new friends
- c) Shopping
- d) Local Events Information
- e) Planning Events

**7) What type of products influence you the most through social networking sites? (You may select more than one answer)**

- a) Jewellery
- b) Accessories & Clothes
- c) Foot-wears
- d) Stationary
- e) Electronic Products
- f) Household Products
- g) Others (Please Specify)
- h) None of the above

**8) Do you prefer to buy the products frequently through these social networking sites?**

- a) Yes
- b) No

**9) Which type of payment mode you prefer?**

- a) Cash on Delivery
- b) On-Line payment (Debit/Credit card)

**10) Do you think that Cinema is losing the battle with Internet (Social Sites)?**

- a) Yes
- b) No



**International Journal of Economics, Commerce and Research**

(ISSN (Online): 2319-4472; ISSN (Print): 2250-0006; Impact Factor(JCC) : 4.5976; Index Copernicus Value (ICV) : 3.0; )

*in recognition of the research paper quality, originality and significance in modeling and technical flow and upon recommendation of the TJPRC Journals Best Paper Award*

*Committee proudly present this*

**BEST PAPER CERTIFICATE**

to

**Anukrati Sharma & Shruti Arora**

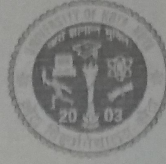
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Dated: 31/01/2017

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mrs. Shruti Arora D/o Sh. Ajai Kumar Arora has successfully completed her Ph.D. Course Work in the subject of Business Administration Under the Department of Commerce & Management, University of Kota, Kota as per the norms of UGC [UGC Minimum Standards and Procedures for award of Ph.D. degree Regulations 2009].

The details are as follows:

**Roll No. :** CW- Bus.- 35

**Faculty:** Commerce

**Subject:** Business Administration

**Department:** Commerce & Management

**Ph.D. Course work Result:**

NAME OF PAPER	MAX. MARKS	MARKS OBTAINED
PAPER I : Research Methodology Computer Application & Mechanics of Writing	100	56
PAPER II : Review of Literature & Research Technique	GRADE : Good	
<b>RESULT</b>		Pass

I wish her for every success in life.

Date: 31/01/2017

Place: Kota

Dy. Reg. (Research)





## CERTIFICATE OF PARTICIPATION

It's hereby certifies that

**Shruti Arora**

has well participated in the conference  
organized by Infinium India Group held that Kota on 7th Jan, 2017  
(Saturday) and presented the paper entitled  
"*Role of Research and Account Planning in Advertising*"

Chief Executive Officer

Business Head