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EMERGING TRENDS IN THE MARKET OF EVENT MANAGEMENT: A LITERATURE REVIEW**ANTRIKSHA NEGI****ASST. PROFESSOR****INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT****NEW DELHI****RAVINDER PANT****SR. ASSOCIATE****CVENT INC.****GURGAON****ABSTRACT**

Event management is an ever-present word in contemporary society which is used for small business breakfasts, large corporate shows and also for big international sport events, such as the Olympic Games. Event management involves studying the particulars of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event and is considered one of the strategic marketing and communication tools by companies of all sizes which is growing at a rate of three times that of traditional advertising. It is a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural, social or other type of high-interest public activity. The purpose of this study is to identify and examine budding trends in event management by using secondary sources of data collection and determines the research gaps in this field for future researchers.

KEYWORDS

Advertisements, Cultural Events, Economic Impact, Festival.

INTRODUCTION

Event management involves studying the particulars of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. The recent growth of festivals and events as an industry around the world means that the management can no longer be temporary such as the India International Trade Fair (IITF), have a large impact on the whole country. The industry now includes events of all sizes from the Olympics to an in-house meeting for ten business people. Many industries, charitable organizations, and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate. Event management is considered one of the strategic marketing and communication tools by companies of all sizes which include product launches to press conferences, to promotional events. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people; and can also invite their audience to their events and reach them at the actual event.

Event marketing which is growing at a rate of three times that of traditional advertising; is a form of brand promotion that ties a brand to a meaningful entertainment, cultural, social or other type of high-interest public activity. In traditional manner events means gathering events that would bring people and tribes together to create peace, harmony and good will etc. Event promotions have an opportunity to achieve success because, unlike other forms of marketing communications, events reach people when they are accessible to marketing messages and capture people in a relaxed atmosphere. It provides companies alternatives to the cluttered mass media, ability to segment on a local or regional basis, and opportunities for reaching narrow lifestyle groups whose consumption behavior can be linked with the local event.

Using secondary sources of data collection from various websites, published articles, national and international journals, case studies, data from job advertisements, research study of Association for Events Management Education (AEME) etc; this paper will facilitate an overall discussion on event research and contribute to the body of event and festival knowledge. The purpose of this study is to identify and examine budding trends in event management by making reviews of the topics presently under study by event research experts and then identified gaps which will provide an opportunity for further development of a research agenda for events which will have considerable realistic implications both for academic circles and for the events industry.

LITERATURE REVIEW

Mair Judith and Whitford Michelle (2013) identified and examined emerging trends in event and festival research and also in the themes and topics being studied in this area. Using an innovative research technique underpinned by Q methodology, this study facilitated a deeper discussion on event research and contributed to the body of event and festival knowledge by using the opinions of events experts on the topics and themes that will highlight the future development of an events and festivals research agenda and revealed several areas for comprehensive and further research which includes definitions and types of events, and events logistics and staging.

Authors here represented a comprehensive overview of existing studies, and provided vital information for events researchers in all areas of the field. Further, the research highlighted the gaps where further study is unlikely to provide new knowledge.

O'Toole J. William (2000) explored the latest trends in project management system that integrates all elements of the planning and control, and the influence of information technology on event management. This study further highlighted the topics *vis-à-vis*; trends in Project Management suitable to event management; the convergence of diverse event management procedures; differences between the current project management body of knowledge and the practice of event management; the concept of a workable dynamic.

The purpose of this paper was to track the movement of event management towards the project management model by describing the history of project management and the current trends; and then similarities and differences were explored by comparing project management with similar areas in event management and suggested a blend of event management knowledge and skills based on the theory of project management. Author outlined the need for a systematized methodology for the planning and control of events like; the absorption of useful techniques from other disciplines, refinement of these techniques and shifts in focus which combined with systems analysis and operations research, form an integrated system and a science. The paper concluded that event management; is converging towards a systematic approach to planning and control and suggested that some standardization is required for increasingly regulated and complex environment.

Presbury Rayka and Edwards Deborah (2005) discussed the need to incorporate sustainability into meeting and event management; to describe the process used by the Best Education Network (BEST) to identify sustainable meeting and event objectives; and to present the learning objectives that were identified, as a result of this process. The concept of Think Tanks was used to draw together educators, researchers, consultants and practitioners from the tourism industry to input their knowledge and experience into BEST practice for sustainable tourism. This paper provided a background to meetings and events including their contribution to communities, their role in sustainability and an overview of current pedagogy in the teaching of meetings and events and described the Nominal Group Technique (NGT) a tool that was used to identify objectives for sustainable meeting and event management. The study presented an argument for the

inclusion of sustainability into meetings and events and the objectives that were identified at BEST Think Tank III, using the Nominal Group Technique, and has subsequently been incorporated into the development of a teaching module for sustainable meeting and event management.

KoseHuseyin, Argan Tokay Mehpare and ArganMetin (2011) aimed to show the application of event management dimensions named ticketing, transportation, human resources (volunteers and trained staff), budgeting, marketing and PR and risk management while managing and marketing a successful special sport event. The study made several contributions for the sport event managers and sport marketing managers about how to use event management dimensions effectively and shape strategies based on this perspective. A case study was employed using judgmental sampling technique to analyze a sport event based on event management and event marketing perspectives. Data in the study was collected from primary (personal semi-structured interviewing and observations) as well as secondary data sources (observations, internet resources, press and visual media). The researchers carried out five group interviews, with key informants in the special sport event.

The paper presented the findings of a case study about dimensions of event management and event marketing and also reviewed the literature for event management and event marketing and approaches with the focus on the dimensions of event management named ticketing, transportation, human resources (volunteers and trained staff), budgeting, marketing and PR and risk management. Through the research findings and informal interview with audiences indicated over of average satisfaction about performance of whole event management and marketing.

Arcodia Charles & Barker Tanuja (2002) reports the results from a content analysis of 105 job advertisements and revealed the range of industries that require event management specialists or skills, and a series of required skills and key attributes of event managers which can be used as the basis for curriculum evaluation and training needs, and create a better understanding and compatibility between event management education and industry practice. The study provided an overview of the literature on employment skill and attributes requirements of event managers, outlines job advertisements as a source of workplace related skills and attributes and describes the methodology, preliminary results and implications of a web-based job advertisement study of event managers. The paper outlined below mentioned key skill specification in event management job advertisements:

Event Management Skills	Percentage of Advertisements
Organization Planning	88
Communication	85
Leadership and Decision making	38
Budget and financial management	31
Marketing	30
Team	29
Customer Service	26
Building relationships	23
Problem solving and analytical	18
Funding and sponsorship	17

Getz Donald (2010) examined the nature and scope of festival studies by compiling and analyzing a large-scale literature review of 423 research articles published in the English-language scholarly press, and three major discourses were enabled, namely; the roles, meanings and impacts of festivals in society and culture, festival tourism, and festival management. The paper sought to make a contribution in the areas vis-à-vis actual experience of festivals by applying phenomenological (hermeneutics) and experiential assessment methods, and cross-cultural comparisons of festivals; it further suggested that methodologies should not be restrictive, and a single epistemological paradigm (such as quantitative positivism) should not prevail. Ontological progress has to be made in defining and linking key concepts, developing a common vocabulary, and scoping the discourses, themes and topics. After discussing these theoretical advances, research gaps were identified and suggested that; to progress a field of study, greater interdisciplinarity is essential which is limited in festival studies; the three discourses do not generally inform each other, and cross-over research is rare; and methodologies should not be restrictive.

Bowdin A J Glenn, Dr McPherson Gayle and Flinn Jenny (2006) undertook a research on behalf of the Association for Events Management Education (AEME) which involved the collection, collation, synthesis and review of literature, primarily through desk research. Its purpose was to identify and evaluate key research already undertaken relating specifically to the definition, size and scope of the events industry, skills and skills development. The project formed the basis for continuing the focus on small firms and exploring similar issues in larger employers and to make in depth exploration of issues like labor turnover, staff retention, training and development etc.

Janczko Ben, Mules Trevor and Ritchie Brent (2002) reviewed basic principles of economic impact and applied them to a series of four special events held in summer-autumn at Thredbo in Kosciuszko National Park, and were part of a strategy by local tourism managers to develop a non-winter tourism season in an area where snow skiing has been the traditional attraction. A number of general research issues were reviewed, including sampling of event participants, questionnaire design, and the development of multipliers for the Snowy region. The report developed the classic multiplier drawn from Keynesian economics, and estimated the economic impact on Gross Regional Product using data available from Australian Bureau of Statistics' sources.

The study revealed that event and destination managers develop survey templates that can be applied to many events in a particular region so the economic impact of events can be compared and assessed; and provided a starting point for the development of a template and a consistent approach to the economic impact assessment of events and festivals.

Mihaela-OanaȚară-Lungă (2012) approached the new subject of major special events by reviewing existing literature as well as the cultural evidence in order to identify the reference perspectives in defining the concept of major special events. The research aims to bring an integrated vision starting from the meanings given in different cultural backgrounds and continuing with the analysis of the definitions and typologies in order to identify common and distinct elements. The study adopted a qualitative approach realized through comparative analysis method which further helped to determine the cultural meanings of the event.

The comparative analysis with the underlining of the temporal and spatial origin of definitions given for the special event concept allowed the identification of three defining perspectives that correspond to different fields of interest, research and action: the anthropology which emphasizes the group experience with social, psychological and cultural impact, management concentrated on the process of obtaining but also on the result to be obtained and tourism which transforms events in forms of touristic attraction.

LangenFloris and Garcia Beatriz (2009) offered an overview of studies measuring the various impacts of large scale cultural events in which fifty studies from both academic and consultancy backgrounds were assessed, with a focus on the methodologies used and the types of impact assessed of large scale cultural events and festivals. A total of 50 publications were identified, which were consequently grouped according to size of event type. Of these, 16 studies looked at major cultural festivals, defined as multi-annual events with an international reputation, built over a period of time. A total of 14 studies were dedicated to cultural mega events, typically large scale, and short-term events with a one-off nature, which attract the largest range of participants and media coverage. A further 20 studies were dedicated to the impact of the European Capital of Culture event, which arguably takes up a position in between the first two.

CONCLUSION

The term event or events industry is used by a number of people in a number of different ways, with continued discussion about the development of the events industry; however, there is only limited data to support this. If the events industry is to be fully explored, researched and understood, alongside education, training and skills development, further work is required.

While the majority of studies, especially those carried out as custom-made work, still involve primarily ex-post assessments of impacts, some of the studies considered in the paper, do stretch over a number of years, typically starting some time before the event and ending sometime after its ending, which suggests that this issue is progressively being addressed. Despite the frequent reference to gaps in the available literature, the heightened visibility and ever increasing interest in hosting cultural events be it on a large, medium or small scale is having an effect on the range and quality of research approaches. Since long time,

studies are diversifying and longitudinal research, as well as multi-dimensional methodologies – beyond the economic sphere – are becoming more common and expanding beyond the academic environment. This situation calls for a follow-up literature review on this still young but quickly expanding subject matter for impact research so that we can ascertain the improvement and diversity of available literature in this area.

This study helps to determine research gaps in the event literature which will open avenues for various future researchers. Following gaps are highlighted in the paper:

- A. A lack of research in the area of indigenous events.
- B. Assessment of efficiency of organizers concerning adoption of the principles of sustainability, an identification of the current skills of event and meeting managers.
- C. Comprehensive incorporation of sustainability practices into all aspects of meeting and events management.
- D. The lack of attention for long-term impacts because a number of studies have traditional focus on short-term economic impact research.

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