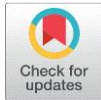# Event Management System

Prakash Raj S[1], Prasanth Bharathi A[2], Rajakumaran S[3], Logesh J[4]
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Abstract: *With a relatively low level of standardization, event management is a profession that is strong and rapidly expanding. We frequently consider event management to be a part of project management, but we must remember that this approach has limitations and requires more advanced techniques.We categories events, contrast project management and event management, review standards in both disciplines, and talk about potential directions for a future with more robust standardization of event management.*
Key Word: *event management; event management Body of Knowledge.*

I.INTRODUCTION

There are many different types of events, including sporting events, concerts, festivals, conferences, summits, weddings, and marketing events to advertise new goods or services. The size and length of events vary. The Olympic Games last weeks, while a product campaign may only last one hour. Some occasions are predicated on ideas that have been tested tens of thousands of times, like in the marketing industry and frequently in sports [1]. Similar to European Capitals of Culture, themes must be created and event clusters must be built for different types of events. [2]

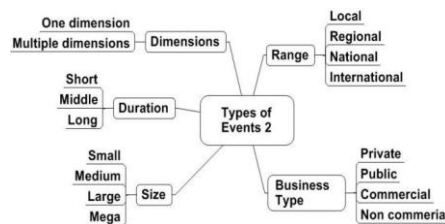There are even more perspectives to consider.Table1 below goes deeper in that kind of classification.
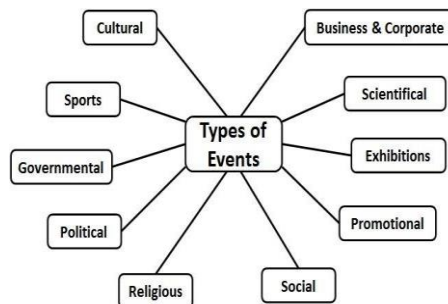
Figure1.Types of Events1

Figure 2. Types of Events2

Like to other professions, professionals labour to create standards that are accepted by international bodies like ISO[3], IPMA[4], PMI[5], and others. A "Body of Knowledge" for a profession, such as the PMBOK of PMI, is frequently composed of standards. Similar projects to create a "Event Management Body of Knowledge" exist for event management [6], [7]. The "Project Management Body of Knowledge - PMBOK" is still ahead of this, nevertheless. There are ISO project management standards, such as the more recent ISO 21500 and the outdated ISO 10006. There is a new standard for event management named ISO 20121 [8] on "Event Sustainability Management Systems" that is linked to other standards like ISO 14000 for environmental protection. That is a significantly smaller contribution to project management than ISO has made thus far "Event Management Body of Knowledge - EMBOK" has been developed, however it has proven difficult due to the wide range of events, from small product launches to major occasions like the Olympics. Because project management and event management share many ideas, techniques, and tools—and because event management is sometimes considered a branch of project planning—creating an EMBOK that is distinct from a PMBOK is challenging.

However, event management has its own concerns and issues. A book like "Risk Management for Meetings and Events" by Julia Rutherford Silver can do a lot more for event risk management than normal books on project risk management can. Event management does not require all aspects of project management to be completely developed, and there are some situations where a "Project Management Body of Knowledge" will not provide sufficient support for event management. There is a need to shape standards dedicated for event management, because we have to harmonize event management.

Especially international event management. Software systems for event management are developed with well-established standards for event.

Therefore we introduced compasses to describe the profile of events. The next figure shows possible dimensions of business or company events.

TABLE I. CLASSIFICATION OF EVENTS

Business &CorporateEvents	Any event, whether it is planned alone or in conjunction with other events, that supports company objectives. This includes managerial functions, corporate communications, training, marketing, incentives, employee relations, and customer relations.
Cause-Related &FundraisingEvents	An occasion planned alone or in conjunction with other occasions that was produced by or for a philanthropic or cause-related organization with the intention of raising money, support, and/or awareness.
Exhibitions,Expositions &Fairs	An event that brings buyers, sellers, and interested parties together to inspect and/or sell goods to a particular sector of the economy or the broader public, whether it is held independently or in conjunction with other events.
Entertainment &LeisureEvents	Aone-timeorperiodic,freeorticketedperformanceor exhibitioneventcreatedforentertainmentpurposes,scheduled aloneorinconjunction withother events.
Festivals	A cultural celebration, either secular or religious, created byand/or for the public,scheduledaloneorinconjunctionwithotherevents.(Manyfestivalsincludebringingbuye rand sellertogetherinafestiveatmosphere.)
Government &CivicEvents	Aneventcomprised oforcreated byorforpoliticalparties,communities,ormunicipalornational governmententities,scheduledaloneorinconjunction withother events.
MarketingEvents	A commerce-oriented event to facilitate bringing buyer andseller together or to createawarenessofacommercialproduct orservice,scheduledaloneorinconjunctionwithotherevents.
Conferences,Workshops,Meetings,ConventionEvents	gathering of individuals for the purposes of sharing information, engaging in debate or discussion, reaching an agreement or making decisions, educating participants, and fostering relationships.
Social/Life-CycleEvents	An invitation-only, private celebration or commemoration of a lifecycle occasion, community, societal, or cultural occasion that is held alone or in conjunction with other events.
SportsEvents	Aspectatororparticipatoryeventinvolvingrecreationalorcompetitive sportactivities,scheduled alone or inconjunctionwithotherevents.

In the PMBOK for projects and the EMBOK for events, even management and project management are categorised into knowledge domains and process groups. Even though events can be thought of as a unique form of project, the knowledge areas and process groups in event management have been reorganised in comparison to PMBOK. The process group according to PMBOK and EMBOK are contrasted in the table below. However, this strategy is unbalanced; stakeholder management represents only a small portion of the administration knowledge domain, quality management is absent at this level, and integration in particular has been neglected. In order to monitor and oversee the operations of the other knowledge areas, we require this knowledge domain of integration management. The primary knowledge areas for event management are listed in the table below, along with a section on marketing, integration management, and quality management in line with PMBOK.
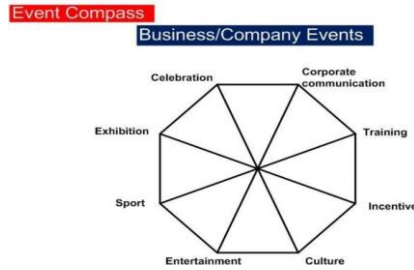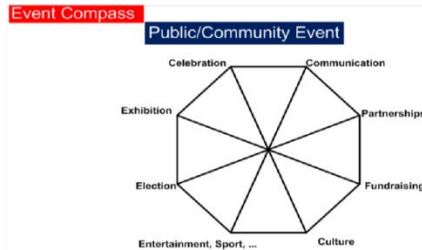
Figure3.Event Compass:Business/Company Events

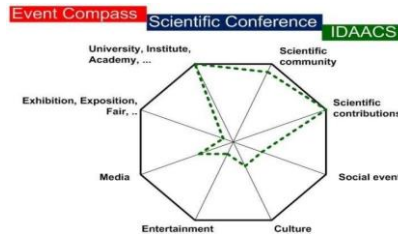*Figure4.Event Compass:Public/Community Event*

Figure5.EventCompass:Scientific Conference with embedded IAACS Profile

In the illustration above, an octagon with 8 potential conference dimensions is shown. In this instance, we specify the level of that dimension based on the radius to an edge. As a result, IDAACS heavily relies on academics from universities to serve as chairs and organisers and as venues. Scientific contributions based on peer-reviewed studies are of utmost importance. Despite being ingrained, social events are not as significant.

These compasses can move. We examined numerous [11], [12]. It is crucial to fix a compass with the specified dimensions in order to compare occurrences of the same type.

This characterization of events is specific for event managemen and goes beyond the scope of project management in general.

I. Knowledge areas and process groups for Event management

Even management and project management are organized according to knowledge areas and process groups – in PMBOK for projects and in EMBOK for events. Although events can be regarded as a special kind of projects in event management knowledge areas and process groups have been rearranged compared to PMBOK. The table below compares the process group according to PMBOK and EMBOK.

TABLE II.PROCESS GROUPS

Process Groups inProjectManagement	Process Groups inEventManagement
Initiating	Initiating
Planning	Planning
Executing	Implementing
	Executing
Monitoring andControlling	Monitoring andControlling
Closing	Closing

The execution processes are divided for event management because, for instance, the processes to execute an

exhibition or a concert are very different from how an event is implemented, prepared for, and installed.

There are significant variances for knowledge areas. Julia Silver introduces 23 knowledge categories in sections [6] and [7], which are further divided into 7 domains for management, 7 domains for design, 7 domains for marketing, 7 domains for operations, and 7 domains for risks. This strategy introduces a marketing domain that isn't covered in the PMBOK but is crucial for events.

However, this strategy is unbalanced as stakeholder management only makes up a small portion of the administration knowledge domain, quality management is not present at this level, and especially the crucial component of

Table III. Knowledge domains of Event Management

Knowledge Domain	Functional Units
Administration	Financial Management
	Human Resource Management
	Information Management
	Procurement Management
	Stakeholder Management
Design	Catering Management
	Content Management
	Entertainment Management
	Environment Management
	Production Management
	Program Management
	Theme Management
Marketing	Marketing Plan
	Materials Management
	Merchandising
	Promotions Management
	Public Relations Management
	Sales Management
	Sponsorship Management
Operations	Attendees Management
	Communications Management
	Infrastructure Management
	Logistics Management
	Participants Management
	Site Management
	Technical Management
Risk	Compliance Management
	Decision Management
	Emergency Management
	Healthy and Safety Management
	Insurance Management
	LegalManagement
	SecurityManagement

Table IV. Knowledge Areas of project management and Event management

Knowledge Areas in ProjectManagement	KnowledgeAreasinEventManagement
Integration	Integration

Scope	Scope
Time	Time
Cost	CostandFinance
Quality	Quality
HumanResources	HumanResources
Communication	Communication,Information,Systems
Risk	Risk
Procurement	Procurement,Infrastructure,Logistics

The fact that there are extra guides for programme and portfolio management, for example, in addition to project management guides like PMBOK, an impact on how knowledge areas and process groups are designed in project management. For instance, there is more discussion of financial topics in the PMI programme guide than in the project guide. There isn't a really defined multi-level strategy with portfolios, programme, and events for event management.

II.RISK MANAGEMENT FOR EVENTS

Risk management for events has to take into account special risks of selected stakeholders like spectators orvolunteers that are not so important in many other kindsof projects. Crowd crushes, conflicts among spectators,terroriststhreatsareissues.Alcoholconsumptionisariskin many cases.

Emergency plans and safe guards are very important. Julia Rutherford Silvers gives a broad overview onrisk management for meetings and events [9]. That leadstoaspecialkindofriskmanagement–andextendsprojectriskmanagementto supporteventmanagement.

III.SUSTAINABLE EVENT MANAGEMENT

ISO20121on"Event Sustain ability Management Systems" was introduced 2012 –5years after ISO26000, the "Guidance on Social Responsibility"[3],–and 9years after ISO10006 the "Guide lines for Quality Management in Projects" [3], the first ISO Standard on Project Management. The young ISO 20121 Standard combines the perspectives of event management and social responsibility and shapes event management. ISO 20121 has a list of stakeholders inevents and discusses the issues of stake holders from the perspectives of event management and project management.

Within the framework of the PMBOK, Rao Amir Khan worked to create a new knowledge area called "Project Social Responsibility Management" [10]. This will provide project managers with better direction and assistance as they carry out their duties while taking into account the interests of stakeholders and the broader community. The six processes that have been established in this knowledge area are:

1. List current social responsibility management
2. Name Important Social Issues
3. Create a plan for social responsibility
4. Manage your social responsibility.

Event management should be developed and standardized. That should be done by using concepts, methods, and tools for project management. Classification of events can help here. In many cases we must develop the concepts and sharpen the tools to support event management. Thomas, Hermes, and Loos [18] started with process models for events, and there are more approaches – also included in [12], and [13] step by step. Object Role Modeling can also help to develop the standards for event management – as discussed in [14], [15],[16]. In several case studies on events [12],[13] we were surprised regarding dimensions and perspectives of events. When we take an event like the Mineral Days in Dortmund [17], there are different actors with different perspectives and different priorities. There are.

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