Multilevel multitasking multiplied multiple times is Event Management

-Rehan Waris

We Chat :

Mr. Jason Glen Kotian

Director, CEO
at XXL Studioworks

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"*The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.*" - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

Prof. Dr. Uday Salunkhe
Group Director

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2019, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the September Issue of SAMVAD for the year 2019!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the July Issue of SAMVAD which revolves around the theme of "**Event Management**".

In today's social media world, everyone wishes to be a part of an unforgettable event; be it a corporate event or even personal occasions like birthdays, weddings etc. Therefore in the past decade, we have observed a rise in the growth of the event management sector by leaps and bounds and hence in this edition, we wanted to talk about event management and its impact on different sectors in much more detail.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

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WECHAT

Mr. Jason Glen Kotian

Director, CEO at XXL Studioworks

Team SAMVAD

1. Could you take us through your journey from being a Welingkar-ite to being the director of XXL Studioworks.

Ans. Welingkars was probably the most important phase of my life as it proved to be a critical platform to mould and groom my skillsets and overall personality. Apart from the theoretical knowledge, the practical learning gave me a jumpstart in the industry. Welingkars helped me think analytically and made me imagine creatively.

My first placement was through Welingkars and it was at Zee, six years spent at Zee were full of challenges but the practical learning during the course helped me to be a real competitor and a winner. Entrepreneurship came very naturally to me and for the last 7.5 years XXL Studioworks has been my baby growing under me. Even the most excellent student needs an extremely good mentor and I was lucky to find that mentor through Welingkars.

2. Which has been the proudest moment of your career?

Ans. Thankfully there quite a few, but the ones that stands out the most is XXL Studioworks presence across more than 25 major Indian cities and it being one of India's leading agency for School Contact Program.

Also, XXL Studioworks fetching recognition and awards for "The Dance Project" produced by it for Sony Music & YouTube was a moment of pride. XXL not only produced it but also provided end to end solutions right from conceptualization, content creation and marketing.

While we see awards just as recognition for our hard work, receiving award at Welingkars Alumni Meet in the first year of XXL's inception, we feel extremely proud as this is where the journey began.

3. How has the theme and execution of Events changed over the years?

Ans. The focus of the industry has grown more and more towards the consumer brand experience and the focus and quality has been much more than ever before. XXL works as brand custodians and focuses on simple, feasible yet impactful ideas with quality output.

4. What have been the challenges faced by the industry in recent years?

Ans. The industry is such that most of the times budgets win over quality. But is encouraging to see that there are more and more brands that are focusing on idea and quality and not just the cost.

5. What approach do you use to deal with difficult people and situations?

Ans. First of all, I really don't believe people are difficult, situations are. And dealing with difficult situations is part and parcel of the game. Difficult situations will arise every now and then, that is how we all grow and learn, we use a very positive approach towards everything overall at XXL.

Mr. Jason Kotian with our WeSchool Director- Dr. Uday Salukhe.

6. How do you define success in the entertainment industry?

Ans. XXL has a very different way to define success; it begins from its team. The success for the team is measured through the time they spend with their families, fitness levels of each individual, and off course we also look at the business growth to finally measure the success altogether. The success of XXL is also measured through the amount of work ideated and executed versus just executed. While the main motto is to grow on the number of brands and the overall revenues, if the earlier points mentions are not fulfilled then it is not complete success for us.

7. How important is marketing today for an events/program?

Ans. While the content/product is the hero,marketing is the director which helps define the largeness of the hero.

8. Why has Event Brand Management been gaining momentum?

Ans. Even Brand Management has become crucial to brands as brands now need to reach out to the customers in a more personal and customised manner. It is no longer feasible for any brand to organise standalone events which lack the attractive cover of branding and gives it a distinctive identity of its own.

9. Since the industry trends are changing at a fast pace, which trend do you think will bloom and what would be your advice for students to keep up with them?

Ans. Trends are seasonal and keep changing. Students must first focus on working on brand experience with budgetary and logistical feasibility, overall brand amplification justifying the brand value irrespective of the medium.

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OPERATIONS

DEMYSTIFYING SAP SUPPLY CHAIN EVENT MANAGEMENT

Jayavel Ravindranathan , PGDM- S.I.E.S College of Management, Mumbai.

It is very easy to talk about event management, but it requires lot of effort by team members and leaders. The main reason for anyone to consult an event management company is to conduct the event smoothly and enjoy the event without any stress. The primary objective of any organization is to satisfy the customer, which in turn results in revenue generation. For event management, they need to make sure all processes and parts of the event work smoothly and cost-effectively.

SAP helps the event management to achieve its goal. System Application and Product (SAP) is Enterprise Resource Planning software that helps to run the day-to-day business. It has a huge impact on Supply Chain Management.

Using SAP, the event management team can track every movement of an event. Let us consider the Music concert, which is about to happen in Mumbai, event management team will load all the different processes or stages of the event. At each stage the update will be obtained by the manager and entire team, if there is any issue in obtaining permission to the concert with the municipality, then the respective member will get the update about the issue and he/she can take care of it.

Similarly, at each stage, the communication becomes easy among the team members. The effectiveness of the team is to rely on this communication. The upward communication among the employees and the manager is made easy by the SAP EM. It provides better visibility of data and information.

SAP Event Management is a part of the SCM module of SAP, which is a new module implemented in very few of the companies. In the SAP EM, there are new attributes like Event type, tracking ID, Event handler and so on. These attributes provide information about responsibilities of each event's team members and the stage at which the event is going on.

As discussed earlier if any problem occurs in the event there is an alert framework that sends pop-up message to the respective person and the manager, so that they can discuss the problem and come up with a solution. Alerts are useful in conveying the information that one process or event is successfully completed so that the succeeding event can proceed. For instance, stage decoration for the music will happen only after the electronic arrangement, so once the electrical team is done with their work, they can send alert to the next team to proceed.

The workflow engine will provide the entire workflow of the event. If the delivery of the items is shipped to the wrong address it can be identified using IoT and the mistake can be rectified. If the client asks for a specific ice sculpture, then it has to be transported to the event location within a specific temperature. It can be monitored throughout the route. If the temperature of the container rises then a notification will be sent to the driver regarding the same. By this, wastage costs will be reduced and the client will be satisfied.

As we know the relationship between supplier and organization plays a crucial role in event

management companies, SAP provides details about payment balance with the vendor and supplier, which will help the organization to keep track of the payment details and pay on time.

A dashboard can be created for each event so that the progress report will be easily available at the disposal of the organization. Organizations can share specific data like transportation of goods, event status, and details with the client through SAP which ensures customer satisfaction and keeps them informed about the progress taking place in the event. The Client also has an option to modify or put in some last-minute requests to the organization regarding the event.

Cost-efficiency, transparency and effective utilization of resources in the Event management are some of the areas in which the SAP plays a major role. Every process in an event has its supply chain cycle. Overseeing all the processes and maintaining the effectiveness is a tough task for the organization.

SAP Event management can be used in IPL, IIFA, and Corporate Events as well. An event as big as IPL, where many peoples are involved right from the ground maintenance team to the Organizer; using SAP top-level management people can know the status of each employee. SAP also supports parallel processing which enables them to know the status of the next day match along with the stadium details. As the next match will happen in another state, it is hard for them to physically check all the processes on-field. SAP will help them in smooth functioning and reduce miscommunication.

Technology plays a vital role in every aspect of our life; an organization needs to be up-to-date with technology to increase their efficiency. Currently, IoT is playing a major role in event management where most of the work is handled faster with lesser workforce. Within a few years, the successful implementation of Artificial Intelligence may change the way in which organizations work. Organizations need to evolve so that they can be in the race.

The purpose of organizing SAP event management is to satisfy and delegate the client as per his/her requirement which ultimately enhances the image of the event management company and subsequently play an important role in increasing the revenue. SAP helps event management companies to run smoothly and cost-effectively. SAP ensures that all processes and activities of the event are inline, provides better communication among the team members and it provides better visibility of data and information. SAP plays a vital role in the type of events where all the details are related to the stakeholders associated with an event. These details can be stored as a master file.

In the current scenario, companies are benefitting from IT-enabled supply chain events which involve effective use of data analytics tools, AI, IoT and business analytics. But the difficulty arises in training all the employees on how to use the technology. Because in every supply chain, each employee need not be a graduate. Some employees are out in the field. If the technological shift becomes easier than the event management will be completely optimized in term of efficiency.

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GENERAL MANAGEMENT

5 C'S OF EVENT MANAGEMENT

Sakshi Deokar- PGDRM, Institute of Rural Management Anand, Gujarat

The recent growth in the events management industry states that organization of the events cannot be impromptu or extempore. Business events management is the practice of incorporating business logic into labelling, communicating and handling of events. The application of project management that is used to any kind of ceremony is termed as event management. The events industry today includes events of all kinds' right from the small business brunch or the high tea to the organization of the Olympics. It is the charge of an event manager to plan, organize and execute all sorts of such events.

Exercises that are required for advertising and dealing with the events, the means that should have been pursued for the fruitful achievement of the target are the 5 C's of event management which include-

1. Conceptualization of the creative idea and ambience
2. Costing- it involves the calculation of the cost of production and implementation
3. Canvassing for sponsors, customers and other networking components
4. Customization of the event according to requirement (brand personality, budgets, etc.)
5. Carrying out – it involves the execution of the events according to the final concepts.

1. Conceptualization

Conceptualization includes a complex beating wherein the same number of stages and mixes are worked out as would be prudent. The first idea experiences alterations based on the information sources got from the other C's. the last ideas get characterized once the limitations presented by spending plan, customers necessities, target crowd, and so on are impartially expressed.

"A certain kind of permission is given to live differently, to conceptualize and to act according to a new conceptualization" said Judith Butler. Thus, each event should have a unique concept which will attract a larger amount of audience.

2. Costing

It involves the preparation of the cost estimates, sources of acquiring funds and the preparation of the budgets. It is often said that money costs too much. Thus, it is necessary to allocate proper amount to production. There are cases when the expenses overpass the allocated budgets. Thus, it is necessary to maintain safety margins for this purpose. This is, where the intended interest group will be remembered and the invitees will be picked. The harsh gauge of the considerable number of consumptions will be investigated. Cost cutting may present issues in the midst of unanticipated conditions; however losing on the quality would be exacerbating issues.

"We believe that the future for content- creators such as ourselves lies in being able to source project money from an audience and deliver on those projects in timely and cost-effective manner." Said a future money believer Freddie Wong

3. Canvassing

At the stage the costing has usually been done but the message of the event has to be made known to a larger group of audience. They need to be made aware and thus the canvassing of the event takes place. It is usually done to pull in sponsors, customers and other networking components. The canvassing of the event can be done through external reach or event networking. For a sponsor to get enough mileage out of an occasion, sufficient focused on pre-attention and publicizing are fundamental; in this manner making event organizing basic for the accomplishment of an occasion. Formation of a system and making it a triumph is the principle of target exposure of the event.

It is important that the targeted audience is informed about the event well in advance so that they can spare time for the same. For an instance, for a birthday party it is ok if you invite people 1-2 days before the event. But for a national level conference all the invitees must be invited well in advance

4. Customization

Everything is customized to suit the target audience and disseminate the message effectively. The planned event is customized according to the brand, targeted audience and the extent on which the event is to be conducted. The preferences of the customers play a greater role in the customization of the event.

5. Carrying out

It involves the actual execution of the events according to the final customized plan. It is the most crucial of all the 5 C's since the results of all our efforts will be seen now. If the event is carried out well it will give the audience memories of a successful and a well- planned event. Small mishaps in the event will give the audience that kind of memories. Thus, it is very important that the event is implemented well.

We term this activity as carrying out of the event. In general practice each of the 5 C's may not carefully hold past the arrangement in which they have been displayed previously. This is a mind blogging co-operation between the different C's before the carry out of the event, contingent upon the pre-requisite of the customer, limitations constrained by spreading plans, and so on. The last idea is landed at in the wake of obliging change.

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MARKETING

ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING

Kanak Kakade, Sudesh Chandran- S.I.E.S College of Management, Mumbai.

Artificial intelligence has become a prevalent technology in the 21st century. A technology that has become the backbone of all the smart devices in today's era. Everyone from a cab driver to a student is using AI technology these days. This widespread use of AI technology has proved to be beneficial to the big MNCs who wish to reach out to their customers in a fast and efficient way. This brings us to the marketing perspective of technology. AI is helping MNCs to come up with new ways to reach out to the customer and understand their customers in a better way. The technology has modified the market to an extent where targeting a customer on a personal level without invading their privacy has become possible. This enables the companies to segment their market extensively and understand the demand and desire of a customer on a personal level. AI has established its presence in different sectors like health, education, business, finance, law.

How does AI help marketers make their work simple?

AI helps the managers to gather, analyze and store an extensive amount of data which helps the marketers to predict and forecast the market demand. E- Commerce companies like Amazon, Flipkart, and much more use AI to store the data, analyze patterns and design algorithms and applications to tap into different markets.

How AI tools are used for marketing

Artificial intelligence tools help to facilitate collecting and segregating data and extracting the relevant data out of all the information that is received by the companies.

I llustration:

Facebook keeps track of the activity of its users and stores relevant information like – the pages followed by the users. Interests of users in various subjects like music, movies, politics, etc.

The AI tool extracts the data and sends relatively relevant data to its users.

For example –

Let's say Aditya is fond of pets and like to listen to EDM music. He likes the content which has pets or EDM music in it on Facebook. The AI tools used by Facebook will then monitor and remember Aditya's activity and advertise different events like EDM concerts and pet shops or pet fests to Aditya.

This is how the AI targets the customer on a personal level and markets about different events and products which is relevant to the customer.

AI tools like ONNX, TENSOR COMPREHENSIONS, GLOW, FAISS, are used by Facebook for data mining researching.

Entry of AI into the event management sector

Event management can be a tedious task because there is a lot of data to be analysed,

segregated and stored correctly to facilitate people.

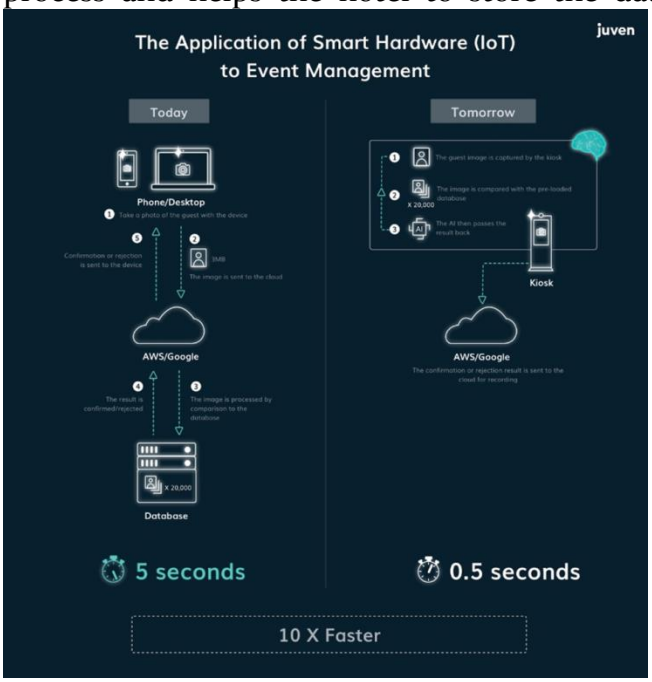
I llustration:

Managing check-in in a variety of hotels.

Hotel check-ins are one such event where the hotel has to deal with a huge amount of data at all times starting from the booking of the rooms to checking out of the customer.

The use of AI along with face recognition software makes this process simpler and faster.

The following image explains the process in which the AI facilitates the hotel check-in process and helps the hotel to store the data.



Nonetheless, the biggest event which happens in India is undeniably Indian Elections. From senior citizens to a 7-year-old child, all are always enthusiastic about the Lok Sabha election or General Elections. Bharatiya Janata Party (BJP), Indian National Congress (INC), Aam Admi Party (AAP) and various other political parties uses data collection and artificial intelligence for the election campaigns.

Neta App, a phone app by Mr.Pratham Mittal co-founder of Venture Pact, has made leaders contesting for elections to understand the voters' behaviour towards their respective political parties most conveniently and efficiently & can influence the voters. Once the app is downloaded, it captures the location and show the potential leaders nearby whom one can vote. The app uses artificial intelligence to collect data of voters and thereby politicians do their campaign accordingly.

BJP for its latest campaign elections in 2019, derived the data of beneficiaries from the Ujjwala scheme, then approach & would convince them to vote for the party. Dravida Munnetra Kazhagam (DMK) uses AI so to target first time users. Vidooly's Analytics gathers information in which political videos has maximum viewership, and share the same data with the advertising companies. With the help of video marketing with AI-Powered insights, FMCG is the biggest investor in these advertisements.

Conclusion:

Artificial intelligence marketing is the new way of marketing which not only helps to derive consumer behaviourism but also to reach them in a short period. There has been a paradigm shift in the field of marketing with the inclusion of

Artificial intelligence. AI plays a crucial role in event management from guiding the customers about various activities included in the events and to pick the best options available from it. It helps in understanding the new avenues coming up in the market through pop ads, video advertisements, chat-bots, etc. At the end of every event, data collected from visitors attending the data, helps the firm to rectify flaws if any and to rebuild their brand value. Artificial intelligence and machine-based learning would represent the next edge for marketers. As rightly said by Stephen Hawking "*Computer will overtake humans with AI within the next 100 years. When that happens, we need to make sure the computers have goals aligned with ours*"

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HUMAN RESOURCES

IMPORTANCE OF DEVELOPING SOFT SKILLS OF EMPLOYEES

Anjali Grover - PGDGBO, Shri Ram College of Commerce, New Delhi

When dealing with people, let us remember that we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bustling with prejudices and motivated by pride and vanity."

The general importance in employment is given to abilities, training and other hard skills. Soft skills are sometimes undervalued, but they play a very important role in the organisation. These are interpersonal skills involving the ability to create and maintain a work relationship with others. Employers want programmers who are at the top position. But more importantly, they also want employees who can define their goals clearly, work well with others and build relationships with co-workers, and take initiative. About 92% of global hiring managers agree to the fact that candidates with soft skills are very important for the success of a company. Only 53% managers say their companies have a formal process for accessing soft skills.

Suppose you have to visit an eye doctor for regular check-up, and you have two options available. One doctor gives you less time, is in a hurry and doesn't answer your questions regarding your ailments properly and talks in a rather unhappy tone while the other doctor gives you more time, answers your questions properly and has a positive approach. Though

Both are equally good in treatment. Which eye doctor would you go to?

The question becomes a rhetoric one and the answer lies in the fact that equal priority should be given to soft skills as given to hard skills. In any organisation, there is a need of people who can communicate in writing, people who really know how to have a conversation, people capable of paying attention, and patience.

The problem lies in not giving importance to the soft skills. Organizations expect that people know these soft skills beforehand, and they know how to behave at the workplace in an appropriate manner. They think that everyone is capable of understanding the importance of being on time, taking initiatives, being patient and also producing high-quality work, but this is certainly not possible. The reason being that every organization carries different work culture.

Focussing on the need of the soft skills and as to why is it so significant for an organisation. The most important reason in empowerment. Soft skills are essential for career progression. The question that comes up next is- Can you convince the interviewer or client that you will solve his problems and deliver value to the organisation? There are opportunities as well as challenges and competition. We need to be oriented towards developing the soft-skills which enhance their relationship with clients.

What are these soft skills and how these can be built? The soft skills need to be build up as communicative skills, critical thinking and

problem solving skills, team work, life-long learning and information management skills, entrepreneurship skills, ethics, moral and professional, leadership skill. Need for developing these skills can be reasoned into the following-:

1. Better understanding of your co-workers or peers.

2. Integrating into the organizational culture.

3. Developing the ability to become a good team player.

4. Creating your importance at the workplace.

5. Increasing your performance standards.

6. Developing empathy and emotional intelligence.

Let us focus on about what has been the current scenario in the development of soft skill in any organization. Currently in any industry, comparing to the last four decades, there has been spectacular growth in well-paying job opportunities, as a huge number of variety of graduates are produced each year, but there is still less number of people employed every year because the employability of candidates is not up to the mark. The globalization and diversification of various industries have suddenly found us wanting in the area of soft skill. A recent NASSCOM study endorses that about 75% of the engineers are not employable since only academics and theory is focussed upon. Developing markets like India, Mexico and Brazil put more importance to soft skill in shaping the future of recruiting and HR.

Various companies follow the Dale Carnegie approach to develop soft skills in employees by conducting workshops. Some of his famous quotes can be easily correlated in this respect-:

Soft skill is something which needs to be focussed on to be developed in the employees. It is the need of the hour today. Every company would wish to prosper in every aspect in the industry and apart from hard skills possessed by employees, soft skills play a major role in enhancing the work culture of an organization as well as reducing conflicts which will not only lead to the growth of the organization but also make it a happy place for its employees.

"You can make more friends in two of months by becoming interested in other people than you in two years by trying to get other people interested in you."

Soft skills are hence as important as traditional hard skills regardless of the industry. Soft skills do complement the hard skills and needs to be understood clearly. Hence, these skills play very important role in both personal and professional life.

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FINANCE

ARE TERM LOAN ONLY SOURCE OF FUNDING FOR EVENT MANAGEMENT?

Madhav Rathod - 2nd Year MBA Maritime Management, B.K. School of Professional and Management Studies, Gujarat University, Ahmedabad.

The magicians of any event are event planners. They manifest the tasked with a stunning arranged event, without revealing the hard work that goes on behind the scenes. The supreme event trick? Making sure that every event goes off without any hindrance.

As similar to other business for continuing the operation of event management, it need a capital. The right source for capital is the main challenge. A term loan be a solution for a number of common financial challenge event planner's face. The main issue with term loan is high interest, and for new start-up's this is a big challenge, they are new in market and struggle to survive and on other hand term loan make a burden on them. Means capital is the main element which affects any business drastically. Instead of taking term loan therein many sources which help to raise the capital such as

- Sponsorship
- Crowd funding
- Initial Public Offering (IPO)
- Barter
- Angel investors

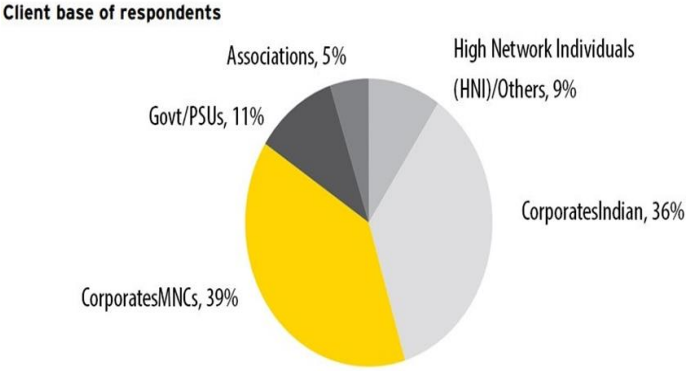
Sponsorship is the productive way to raise a fund by a organization. The individual or group that provides the support financially is called sponsors. It will probably be necessary to get some core funding in place or here people already signed up for your event before approaching sponsors. When you do, make sure you have also finalised your sponsorship packages and are clear on exactly what benefits you can offer to sponsors.

Crowd funding is the another way to raise the capital contribution of small amount of money from a huge number of people, for raise a capital via crowd funding it need a detail about your great, new event, set a financial target.

And the one of the best idea to raise your capital via initial public offering (IPO). It means list a company an organization on stock market before go through this process you have to create your firm in a form of company. This is the way by which you sold your company share to investors and via this you can build a capital.

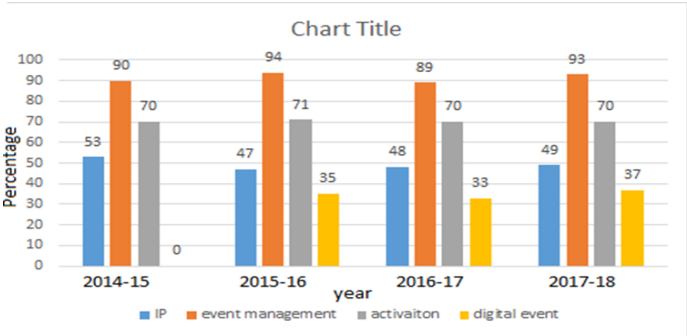
Above are the few sources of fund raising methods but good idea and good team always have a full opportunities to cash in and raise the capital just focus on targeted capital and targeted customer. Term loan is the right way to raise capital but it creates obstacles toward the payment of high interest instalment during the term period. From last years the growth of event management is good so the investors crazy to funding the event management firms, because they know that events or functions is a platform where it play vital role of useful way of communication between clients and companies, because of that the companies, universities, government, public/private association, agencies and hospitality sector conduct event regularly.

The main role of conduct these type of event be event planners, for the success of these events, well designed planning is required about event management, on site technology (mobile apps, speaker management, and others), among other tasks. This events planning requires months of preparations, creativity and well leadership and arrangement quality and we see from past years trends the rate of hosting events is increasing with very well growth rate.



Source:- 'The hindu' survey report

According to EEMA (Event and Entertainment Management Association) survey, in essence the report places its focus on the activities of event management companies, member of which were 'managed events', being organised by 89% of the firm. However the popularity of the events appears to have dropped since 2014-15, when 94% of the firm were engaged in the hosting of events.



Source:- EEMA survey report

This data show that the investors are also interested to be a part of growth industry.

Funding given by any agencies, firm, investors have main aim to get profit from invest money or resources. Growth of any industry makes attract attentions of anyone.

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CALL FOR ARTICLES

We invite articles for the October, 2019 Issue of SAMVAD.

The Theme for the month of **October** - **"Paint Industry"**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th September 2019**
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

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