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**IMPORTANT FACTORS  
RESPONSIBLE FOR MAKING EVENT  
EFFECTIVE AND EFFICIENT**

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## **Introduction**

It is essential for any event to be based on strategic approach with proper coordination in order to enhance the events staging and its development. This strategic approach however is incomplete if it does not have the capabilities of addressing event related problems such as event proliferation, regional branding consistency, growth in levels of attendance management, local development of economy being leveraged and supporting planning of event's quality and the management of event (Rofner, 2009). This essay has been supported based on the objective to identify and critical analyze the important factors that can help in management of event in the most effective manner.

To some individuals events are places where they work while for others event is only an activity of leisure developed to entertain others. An event can last for several days or can also be of only a day. However if the owner of the event and its organizer neglect the safety of people and employee working for managing the event successfully, then it results in either hampering the status of events name in the eyes of the spectators or results in bad publicity of the owner itself (Rofner, 2009). There are various clubs running on individual or group basis which have engaged in organizing and running several varieties of events across the year. The events can be inclusive of global or provincial or games of club at every level etc.

## **Important factors in effective event management**

Even though an event has to be effectively run after an year or more, still the planning for this event has to be done well in advance. Commencing planning beforehand helps the event organizers to understand the critical details of the event such as the type of event, its size, required venue, venue size etc so that when the date for the event approaches each of these aspects are handled as per their requirement and nothing is left out (Rofner, 2009). Before committing even the outlay of finances, the factor of success lies in first addressing the event to be organized feasibility at the date when its planned in accordance to the availability of the venue. In order to assess the feasibility it is important to focus on the following given factors that create issue:

Issue	Consideration
Details of other competing events, which may take place at the same time	The timing of your event and the target audience could be affected by another event organised at the same time and in the same area. Some local research should be undertaken before committing to the proposed date.
Sponsorship opportunities	Companies or individuals may be interested in becoming associated with your event. It is your responsibility to ensure that your sponsor's expectations can be met.
A marketing strategy	If you want the public to attend your event you may have to develop a marketing strategy. This may range from flyers in your local area to radio and television advertising.
Insurance	No event can take place without insurance; the availability of cover required will be dependent on the activities, size and scale of your event and your efforts to minimise risk factors.
Available funds	An estimate of income and expenditure should be prepared as there are many costs, which may not be apparent until you begin the detailed planning of your event. Items such as the collection and disposal of litter and waste can be an item of expenditure that is sometimes forgotten when preparing your budget.
Suitable venue availability	There may be an existing facility available for your event or you may need to modify a facility. This is one of the most important factors when researching the feasibility of your project, some of the questions you should ask include: <ul style="list-style-type: none"> <li>• Will you need to construct temporary facilities?</li> <li>• Is there sufficient space for the expected audience?</li> <li>• Are there security considerations?</li> <li>• Is there adequate access and egress from the site?</li> <li>• Is there sufficient parking and/or loading areas nearby?</li> </ul>
Contact with relevant bodies and agencies	Any activity, which involves a concentration of people gathering in one place, will have an effect on local infrastructure and it is common courtesy to inform agencies such as An Garda Síochána, and local residents of your intention to hold an event. <ul style="list-style-type: none"> <li>• You may be obliged to enter into a formal consultative process with the statutory agencies.</li> </ul>
Availability of resources	Resources required for events, include time, people, equipment and finance. Some of the questions you should address include: <ul style="list-style-type: none"> <li>• How many staff will the event require? Will some of the staff be paid?</li> <li>• Is there sufficient time to plan the event?</li> <li>• Is the equipment required available for the period of the event?</li> <li>• Are there local sources of equipment?</li> <li>• How much planning is required?</li> </ul>

(Issues and considerations in the event feasibility analysis stage)

(Source: Perry & Rumpf, 2008)

Factors of success are key elements of the event that have to be identified by the manager and team of the event. These factors of success are extremely important as they have the tendency of influencing for increasing the probability regarding the success of a particular event. These

events can be in context with any field, whether it be an event of sports or a big ceremony. Stakeholders play a significant role within the success of the events. Hence, this part of the report will be discussing certain factors that affect the effectiveness of event management. These factors include planning in advance planning, insurance, consideration of stakeholders and several other such factors.

### ***Advance Planning***

Plans must be commenced well in advance before the opening date of a particular event. The advance period will be highly dependent on certain other elements such as the duration, size, and type of the activity being proposed along with the logistics needed for the particular event. Before making the commitment towards the outlay of finance, one must first be addressing the level of feasibility in order to organize a particular event related to the venue and date being planned. However, this particular factor involves certain issues such as opportunities of sponsorship, strategy of marketing, availability of funds, insurance, suitability of a particular event and many more (Perry & Rumpf, 2008). To some individuals events are places where they work while for others event is only an activity of leisure developed to entertain others.

### ***Insurance***

Insurance has been identified as one of the most relevant factors in the organization of an event. As per the law focusing on event management, the organizer of an event should be having the cover of Employers Liability for each and every employee that include helpers being unpaid and cover of public liability for the patrons. The particular requirements of the event should be involved in a discussion with a company of insurance or a broker for ensuring that there is availability of an appropriate cover with respect to the event (Rofner, 2009). The owners of the venue may also be focused on making requests for certain insurances along with indemnities and in certain cases, the company of insurance will also be needed for the acceptance of excess consideration related to the policy.

### ***Suppliers and Contractors***

Depending upon a particular of scale of the event, there are chances that one will be engaged in the services being provided by the sub-contractors and the contractors for undertaking these types of tasks as the teardown and construction of momentary structures and the services being maintained and installed related to the services on the site. The take down and set up of the major

sites of event can end up being highly disastrous and each and every important precautions require to be placed by the organizer of the event and the contractors. Hence, there is a need for certain documents that shall be provided by the contractors (Johnston & Clark, 2008). For certain events, where there is a need for significantly building up a program, one must be considering the appointment and involvement of the safety officer of the event in order to select the contractors for ensuring that there is adherence towards safe procedures at work on the site event, along with an engineer of structure for ensuring any temporary form of structure being built as per the specification.

### ***Design of Venue***

In the case of external events, the choice of site and the site being prepared is obviously critical for the success of a particular event. There will be a need for sufficient space for accommodating the fixed or approximate number of audiences, taking into consideration the space being occupied in presenting the structures, while activities being performed, and the facilities being provided. The site being suitable will also be highly dependent on the conditions of the ground, routes being accessed, the services being provided, and the constraints in the environment like the potentiality towards the disturbances by noise, if there is an involvement of workplaces or houses close to the venue of the event (Robinson, 2010).

### ***Event Control Facilities***

The space or room being provided as the control point of the event is extremely important for the smooth functioning of a particular event. Even if the events are small in size, one should be having central point where the co- ordination and administration of the events have to take place. The designation for the control room of event should be done with restricted accessibility for displaying, collecting and distributing the information for the key staff of the event. These control rooms are also important for collating the documentation of the event. In addition to this, this control room acts as a point of contact for individuals that visit the event due to the purpose of the event (Johnston & Clark, 2008). These factors of success are extremely important as they have the tendency of influencing for increasing the probability regarding the success of a particular event. These events can be in context with any field, whether it be an event of sports or a big ceremony.

Furthermore, planning for an event has to be prior to the event wherein organization plans for the event in every phase and in which detailed description of every phase is dependent upon the venue for event inclusive of scaling, duration and activities of planning (Monroe & Kates, 2005). All the events therefore need to involve important phase elements and these require identification of the issues associated with them as well. All these phases are required to exhibit event with safety culture establishment within practices of management and operations. The evident nature of safety need not be associated with respect to conceptions and rules which have been externally imposed but the aim here is to make every party associated with the event to be completely committed in bringing safety associated standards to the company such as, In Phase 1 (building up and loading in) it is required to acknowledge the event's venue design, competent staff selection is also crucial here, analyzing and listing the contractors and sub-contractors, structure construction, delivering with safety and installing the services along with equipment are also additionally useful (Perry & Rumpf, 2008). The strategic management systems in the phase 2 of event are inclusive of operational capabilities of the event being strengthened such as managing traffic in the event's area, analyzing the outcomes for risk of fire and being prepared for the same. Phase 3 however is the phase when loading is kept out and breakdown for the same is done. Equipment safe removal in this phase is required along with removal of waste as an ethical practice.

Another important factor for making events effective is the risk management factor associated with planning of events (Raj, 2008). The initial step here is to first make sure what kind of risks are present not only in the internal environment of the event but also in its external environment. Furthermore, there is no limitation to this examination with respect to issues of safety but it can make sure that the conduction of the event will take place in the best possible manner. Personnel, property, income and liability are the four common areas wherein losses for events are associated. Through examination of each of these areas a possibility of additional safety and additional dealing with risks can be obtained (Ramsborg, 2008).

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built as per the specification (Robinson, 2010). Even though an event has to be effectively run after an year or more, still the planning for this event has to be done well in advance. Commencing planning beforehand helps the event organizers to understand the critical details of the event such as the type of event, its size, required venue, venue size etc so that when the date for the event approaches each of these aspects are handled as per their requirement and nothing is left out.



(Managing Risk )

In addition, it is extremely important to develop an assessment of risk based on risk assessment matrix that illustrates all the possible measures of control.

Assessment of risk and control measures	
Hazard	Slips/Trips
Summary of risk to be assessed Persons at risk Nature of risk	a) Risk of injury to all persons traversing the venue b) All participants, staff and patrons admitted to the event site c) Risk of muscular skeletal disorders, broken limbs, bruises and cuts
<b>Likelihood:</b> High - 3 Medium - 2 Low - 1	<b>2</b>
Preventative measures for Risk Control	a) Maintain pedestrian routes in a safe condition b) Provide and maintain clear signage on all routes c) Provide and maintain adequate lighting on all routes d) Maintain a good housekeeping regime e) Monitor crowd congestion
<b>Likelihood Post - Control</b>	<b>1</b>
Maintenance	a) Constant checking and subsequent action is required

(Hazard Assessment)

(Source: Robinson, 2010)



Structural safety on the other hand is equally important because an evident documentation structure brief helps in providing the stakeholders and the associated individuals with the event, about its critical details and the way in which the event will be managed and effectively made successful. The site being suitable will also be highly dependent on the conditions of the ground, routes being accessed, the services being provided, and the constraints in the environment like the potentiality towards the disturbances by noise, if there is an involvement of workplaces or houses close to the venue of the event (Rofner, 2009).

## **Conclusion**

There are various ways by which an event can be planned and executed in the best formulated manner. This essay has identified and analyzed the importance of several considerable factors inclusive of event planning, safe venue provision, organization staffing, unexpected to be prepared for, documenting every conversation and managing the stakeholders in the event. There can be a different between setting desired by an event and the venues wherein these events are taking place but the application of general principles of common effectiveness gained in the event remains the same throughout. With higher good practices standardization, it is possible for people to reduce their uncertain outcomes in association to plan and organize for making the event not only safer but also successful (Shokri & Kavousi, 2009). Additionally, the care duty is the responsibility of the owner of the event because it is he who has to abide with the regulations of the venue standards law and legislations. Each of these practicable assumptions result in excellent formulation of an event which not only helps in promoting the event name but also the relevant cause associated with an event.

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