

Event Management



Description

Event management is the process of organising, implementing and gathering feedback for a festival, a ceremony, a competition, a party, a convention, a business meeting etc. Running an event is a useful marketing tool for businesses. Nevertheless, the high workload and lack of time can often hinder the success of the event. A VA can help with the management cycle of events, both physical and virtual, to ensure that they are carried out successfully. Industries for event planning include music & festivals, sports, exhibitions, conferences and corporate events & seminars (Allied Market Research, 2022).

Event Planning Checklist

EVENT PLANNING CHECKLIST

TASKS INCLUDE (ALSO DEPENDING ON THE TYPE OF THE EVENT):

- | | |
|--|---|
| <input type="checkbox"/> ESTABLISHMENT OF DATES | <input type="checkbox"/> COORDINATING CATERING |
| <input type="checkbox"/> DEFINING BUDGETS | <input type="checkbox"/> LIAISING WITH SUPPLIERS |
| <input type="checkbox"/> RESEARCHING VENUES | <input type="checkbox"/> HIRING SECURITY |
| <input type="checkbox"/> ACQUISITION OF LICENCES | <input type="checkbox"/> ENTERTAINMENT (E.G. MUSIC) |
| <input type="checkbox"/> FINDING GUEST SPEAKERS | <input type="checkbox"/> INVITATIONS AND PROMOTION |
| <input type="checkbox"/> COORDINATING DECORATION | <input type="checkbox"/> MANAGING REGISTRATION |





Investment or cost of entry

To start working in Event Management as a virtual assistant, the following investment is required:

- Own a computer and a phone (€€€)
- Do market research using surveys, interviews, observation and desk research to identify in which industry there are opportunities for event management (€)
- Create a network of potential customers and/or partners (€)
- Gather ideas for your own events by attending other events (€)
- Create a website and start building a portfolio to show your work (€)



Environmental Impact

The environmental impact:

- Physical events cause a carbon footprint associated with transport (🌿)
- Online and/or Hybrid events limit CO₂ emissions related to transport (🌿🌿🌿)
- Digital solutions limit the use of plastic and paper products, although consideration towards energy consumption must be given (🌿🌿)

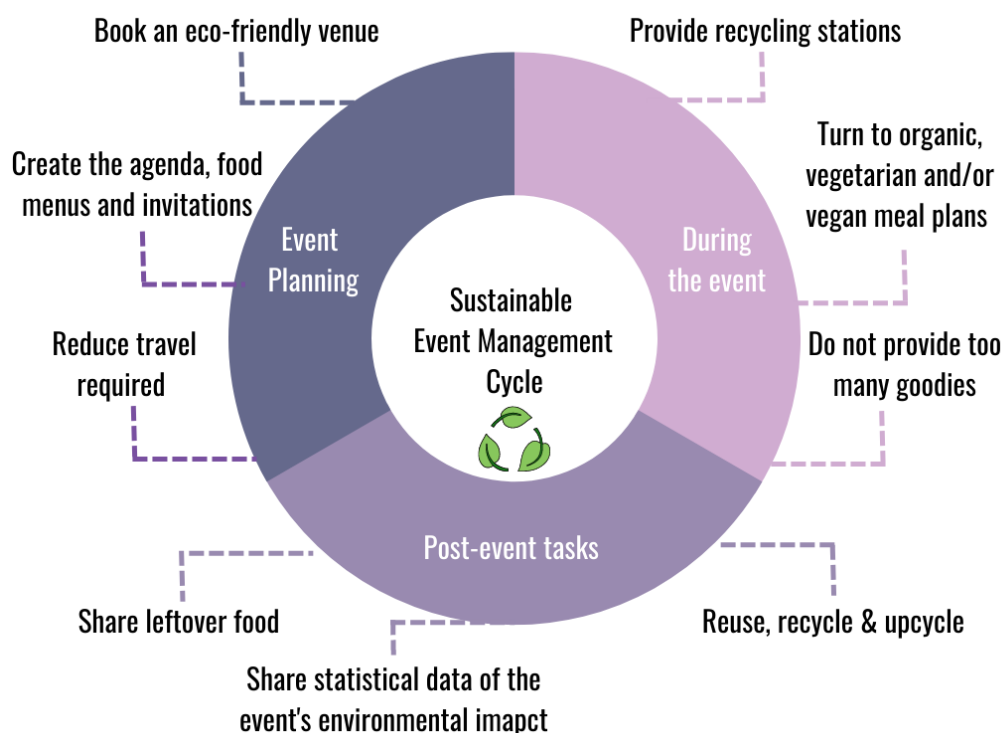
Easy Adjustments for a Greener Event:

- Book an eco-friendly venue, which meets sustainability standards and has recycling stations and energy-saving appliances.
- Be considerate of the materials you use for decorating. Try to reuse, recycle, and upcycle. Coordinate waste management.



- Create digital agendas, food menus, invitations, etc.
- Create provisions for digital solutions (i.e., taking notes on laptops and/or note-taking apps on smartphones, content accessible digitally on the cloud)
- Turn to organic, vegetarian and/or vegan meal plans and/or catering to promote healthy living and reduce carbon footprints further down the process chain.
- Choose locations that are nearer to participants to reduce travel required and organise group transportation if possible.
- Partner with homeless shelters or local initiatives that can take leftover food to avoid environmental waste
- Keep track of statistical data concerning your event's environmental impact elimination and share an infographic to raise overall awareness.

Practices for Sustainable Event Management





Good Practice

- Be considerate of people with auditory problems. Hire a sign language interpreter and include captions in any audio-visual content.
- Use microphones during speeches.
- Double-check with the speakers that they have slides with visual content and simple language during presentations.
- Make sure the venue is accessible to people with mobility and/or visibility issues.
- Consider hiring a moderator if an event gathers many attendees or if there are international participants.



Challenges

- Event Management can be challenging, for example, as the COVID-19 pandemic demonstrated since many last-minute changes can occur.
- Event management is an activity which involves many sub-tasks and can sometimes be overwhelming.
- Finding clients and partners can be challenging for someone who is just starting.



General Advice/ solutions

There are different ways to address these challenges:

- Be prepared for last-minute changes and always have an alternative plan.
- Consider organising hybrid events.
- Make sure that you are on top of the tasks. Use checklists to track your progress.

- Create a database with contacts and constantly update it to ensure that you build a strong network. Advertise your work on social media for people to get to know you and your work.
- Free registration guarantees higher participation.
- Event Management and problem-solving associated with it gets easier with experience. Practice and learn from your mistakes!



Who is this tool/ activity for?

- Working as a VA in this activity is best for people whose goal is to be involved in the field of Event Management.
- People trying to accommodate their work given the consequences of the COVID-19 pandemic can find alternative solutions in this activity. People who enjoy communicating with other people and organising events can find the role of VAs in Event Management interesting

Conclusions

- The highest investment would be to own a laptop and a phone, otherwise, other entry costs are not very high.
- There is a significant environmental impact, especially for physical events, but there are many solutions for greener events.
- Be considerate of people with disabilities by making elements of your event inclusive to all.
- A key challenge is the disruption of events due to covid-19.
- Digital solutions, a strong network of partners and having backup plans can help you navigate through challenges and last-minute changes.



- This activity is ideal for VAs who are organised and good multitaskers.

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