

# **MEET THE CEO**

## **INVITATION**

**DEPARTMENT OF COMMERCE AND MANAGEMENT**

has organized

**MEET THE CEO** on

Monday i.e. on 8<sup>th</sup> of Nov 2021

Time: 10.30 am onwards

Venue: UG Seminar Hall

**Chief Patron**

**Dr.V.Narayana Rao**

Principal, KBN College

**Invitees**

**Sri.T.Vijaya Babu**

**Vice - Principal**

**Sri.P.L.Ramesh**

**Vice - Principal**

**Chief Guest**

**Sri. T.MAHESH KUMAR**

**CEO, VEDUKA EVENTS**

**VIJAYAWADA**



**Invited by**

**Dr.G.V.S.R.N.S.A SASTRY**

Head, Department of Commerce and management

**Sri.N.Hemanth Kumar**

In charge - BBA

## About the Program

The department of Commerce and management has organized MEET THE CEO on 8<sup>th</sup> of Nov 2021 at 10.30 am onwards at UG Seminar Hall. The Students from BBA and B.Com Logistics has attended the program and experienced an informative knowledge on Event Management and its Nature, How to get Success in as Event Managers and How to start Event Business. The Highlights of the program is very rich in knowledge and more thought provoking subject.

Whether organizing a small meeting or orchestrating a large conference, event planning is a huge task! Every event, no matter how simple or complex, requires detailed planning and organization. From establishing an accurate budget to promoting your event, there are a number of components you should start to consider early on to make the process as stress-free as possible.

### 1. Define goals and objectives

Before jumping right into the logistics like venue or speakers, you should spend time identifying the purpose and reason for planning this event. You should answer this question:

What the ultimate goal for this event?

This is the *why* that spurred you to plan an event in the first place. Are you looking to:

Drive new sales? Support a product launch? Increase brand awareness? Or maybe, you have a combination of multiple goals? Determine what you are looking to accomplish and how this event will help you do that.

Next, what are the objectives?

In planning any event, you should identify a set of objectives that will support your ultimate goal. Here are a few examples of event objectives:

- Increase registration 10% from the last event
- Increase revenue by 25% from the last event
- Receive 100 preorders for upcoming product
- Increase social media mentions/follows/reposts during the event

With your goals and objectives in place, you can create a preliminary scope of the event. Your scope should offer key details and point to how you will achieve your outlined goals. While not set in stone, you should lay out preliminary event details including:

- **Dates.** Your time frame for the event, i.e. in 9 months.
- **Attendees.** Will this be a 100 person event, a 1,000 person, or 10,000 person event? You should begin to think about size. Are your attendees coming from around the country or is this a local event? You'll also want to keep your attendees' demographics in mind as you plan.
- **Location.** Is your event local? Or, will it be hosted in a destination? Start to create a shortlist of cities and venues that make sense for your event.
- **Type of event.** Are you driving awareness of a new product? A one-day event with keynote may make sense. Bringing together thousands of customers? A two-day user conference may be right for you. Hosting an internal or association meeting? A day of small sessions could be a fit.

## **2. Establish an event budget**

Creating a budget is an essential early step in event planning that helps to clarify other aspects of your plan. Additionally, establishing a budget helps to avoid unwanted surprises (like running out of money for decor, etc.). You will be more successful if you map out your entire budget in advance, continue to update as you finalize variables, and stay very close to the process.

## **3. Build your events team**

For small events, you may personally be handling many or all of the tasks discussed in this section. However, for large events, it takes an organized team to execute the production.

If you are building a team from the ground up, it's important to designate roles early on to ensure accountability. All members of the team should report into a project manager who has visibility across all of the moving pieces.

### **Building the ultimate event team**

According to Eventbrite, only 12% of events have teams of ten or more people and the most common number is 2 to 5 employees (45% of events), so often individuals wear multiple hats. If you're among the few that have 5+ team members, here's a look at how roles are typically distributed:

### **Project Manager**

Oversees all of the moving pieces described below, this person is ultimately responsible for the execution of the event. Manages the budget. Drives strategy. Makes top-level purchasing decisions.

### **Venue/show floor**

This person is the main contact for the venue, the vendors, the sponsors while on-site, and the onsite volunteers and staff: security, photography and food/beverage. They remember everyone's name, and they know where all the outlets are.

### **Scheduling**

This person leads agenda development, work with speakers, and makes sure the schedule is up-to-date and communicated to the right parties. Your scheduling guy coordinates meetings at the event, and he lives to make attendees into successful networkers.

### **Creative design**

Creative designers put together all visual design for printed and web materials like schedules, collateral, registration and signage, and anything needed for the mobile event app. To break it down: they make you look good. You may want to work with an event design agency.

### **Marketing and Communications**

This person or team makes the right people aware of the event, create offers and timing strategy to boost registration, oversee branding, communicate with registrants, coordinate social media amplification and media relations, and send and measure follow-up materials. Oh, and they're just nuts for measurable performance.

This team makes sure a guest has everything he needs to get the most out of the event, from maps, schedules, speaker info, and how to network. They build out and update the mobile event app.

## **Registration and Check-In**

These folks own registration setup, work with a software provider, produce and manage badges, generate reports, and make sure the registration process (pre-event and during the event) is running smoothly.

## **Sponsorships**

This team member works to map out booth spaces, sell sponsorship opportunities, maintain relationships with sponsors, and explore community organization relationships. They have killer timing and great people skills.

## **Keeping your team organized**

With a team in place, you're ready to create an event project plan. A project plan is more than just a to-do list. It's a detailed breakdown of every single action item that identifies owners, dependencies, due dates, and completion status. You should be able to justify every action item by mapping it to your top-level event goals.

## **Event management tools**

Project management tools streamline event management and organization. Utilize these tools to keep all of the moving pieces accounted for. With the ability to assign and monitor projects, a project manager can maintain an accurate view of progress and timelines with these tools:

- Asana
- Trello
- Smartsheet

## **4. Pick your venue and date**

Choosing your venue and date for your event are two major considerations that will shape the rest of your project plan. Start researching venues as early as possible. The event marketplace is crowded, so finding a time when there will be venue availability is important. When deciding on a venue, you'll also have to consider dates for your location based on seasonal factors like travel and costs.

## **5. Develop event branding**

From the event name and theme to the event website design and on-site look and feel – your event's branding sets the tone for your event. When people think of your event, you want a strong personality to shine. Additionally, a strong event brand provides a vision and helps to steer the direction of your even

## **CONCLUSION**

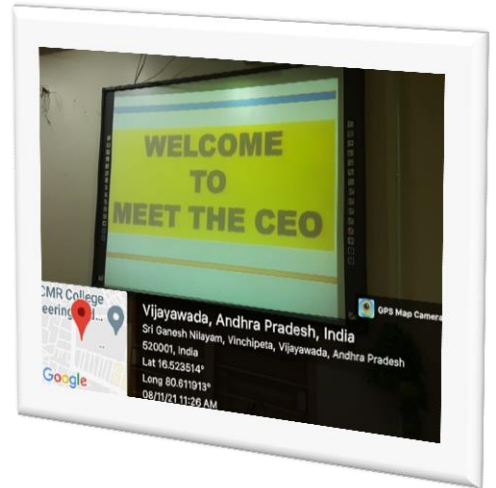
Together, each of these elements comes together for your event masterplan. Work through each of these to create a strong, actionable plan for your event. When planning an event, you should begin your planning as early as possible. With many moving pieces, getting a head start means a smooth finish.

With a strong plan in place and the wheels in motion – the next step is to flush out your marketing plan and put it into action. Continue on to the next guide, *Guide to Planning an Event: Marketing and Promotion*, to pick up practical tips on creating a 360 event marketing plan that increases registration and engagement.

# Photo Gallery



WELCOMING SLIDE



Chief Guest addressing the gathering

Students are more active in Listening



Felicitaton to the Chief Guest

**THE END**