

**Event Management**  
**(BAJMC-305)**  
**Unit – 2**  
[Event Management Organisation]  
by  
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**Organizational Structure of an Event Management Company**

- An event management company is a type of organization formed by a group of people whose task is to organize events and look after the designing, planning, and management of these events for their clients.
- The work involved in planning, organizing, and conducting a major event can be sufficiently great to require the recruitment of a large team of people. The number of people involved in organizing an event depends upon the size and scale of the event. While organizing a small party may require only one or two people, organizing a very large event like the Olympics may require several thousand people. Members of the team may be involved on a full-time, part-time, contractor, casual, or voluntary basis. At the head of the team is the Event Director whose job it is to keep everyone working together for a considerable period of time.

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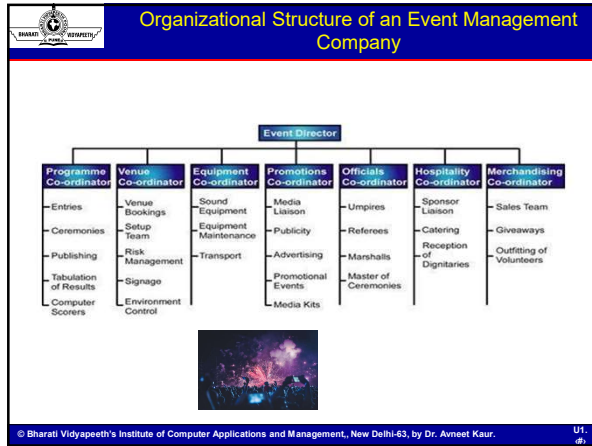
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**Organisational Structure**

- The position of the event director is the most important and also the topmost position on the hierarchy chart of an event management company or team. He/she is the one responsible for directing and looking after the smooth functioning of the entire event. Within the supervision of an event director are the departments of the event company and they are mentioned in the below-given lines
- Programmer Coordination Department:** The "Programme" is the schedule of activities from the start of the event to its conclusion. This is the department which looks after the coordination of the event and makes sure that everything from ceremonies to tabulation etc. runs in smooth order and proper synchronization. For a sporting event, the programme governs which competitors participate at what time. For a conference, the programme stipulates the times of lectures and workshops, what topics are offered and who is presenting.

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**Organisational Structure**

- Venue Coordination Department:** The other department that an event director supervises or heads is the venue coordination department. This department has the Venue coordinator in its top position and takes care of tasks like environmental control, risk management, setup team, and bookings of venue.
- The purpose of making further site visits is to assure yourself that nothing has changed, or at least that any changes that do occur will not affect your event. Changes that could occur include lighting, fixtures removed, equipment, and decor. Further site visits are useful also to plan your event e.g. shipping in equipment.

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**Event Management Personnel**

- The position of the event director is the most important and also the topmost position on the hierarchy chart of an event management company or team. He/she is the one responsible for directing and looking after the smooth functioning of the entire event.
- Event Coordinator:**
  - He sits at the topmost level of authority.
  - He is responsible for managing all staff members below him.
  - Their role is to coordinate the detailed work required in order to ensure the events run smoothly and according to the plan.
  - They are responsible for coordinating with all event professionals and ensures that business operations are efficient and effective.
  - An event coordinator makes sure that all of the planning is correctly executed. Most of their work is done on the day of the event. They're less involved with design details and deal more with scheduling and directing event staff. They make sure that everything is well-coordinated and goes as smoothly as possible.



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**Event Management Personnel**

- Event Manager:**
  - He works closely with the event coordinator
  - Their role is to be active and practical
  - Planning and changes in the schedule
  - Help the members to resolve the problems, listen to their employees,
  - Guide them to achieve their goals and targets
  - He has following responsibilities:
    - He is responsible for planning and producing the whole event; location, organizing transportation, catering, finance etc.
    - He is responsible for procurement management and resource management.
    - He formulates, prepares and implement risk management plan (risks related to event planning and production).



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**Account Planners & Liaisoning**

- An **account planner** is a person who works for a company and is responsible for the management of sales and relationships with particular customers. He maintains the company's existing relationships with a client or group of clients so that they will continue using the company for business. He does not manage the daily running of the account itself but rather manages the relationship with the client of the account(s) they are assigned to. Generally, a client will remain with one account manager throughout the duration of hiring the company. Account managers serve as the interface between the customer service and the sales team in a company. They are assigned a company's existing client accounts. The purpose of being assigned particular clients is to create long-term relationships with the portfolio of assigned clients. The account manager serves to understand the customer's demands, plan how to meet these demands and generate sales for the company as a result.



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**Account Planners & Liaisoning**

- Responsibilities:** The responsibilities of an account manager can vary depending on the industry they work in, the size of the company and the nature of the business. Each customer account can vary in demands and an account manager may work with brand managers for one account and a media department for another. Account managers usually report directly to the account director or agency director of the activity and status of accounts and transactions. An account manager may also manage a single account or a variety of accounts depending on the requirement of the company.

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**Account Planners & Liaisoning**

- Although the responsibility can vary between companies and between accounts, there are a shared set of common responsibilities which are as follows:
  - Generate sales for a portfolio of accounts and reach the company's sales target.
  - Identify new sales opportunities within existing accounts to retain a client-account manager relationship by up-selling and cross-selling.
  - Manage and solve conflicts with clients. The Account Manager is expected to have specific information regarding daily operations of the Company and keep the Client updated.
  - Interact and coordinate with the sales team and other staff members in other departments working on the same account.
  - Establish budgets with the client and company.
  - Meet time deadlines for accounts.

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**Account Planners & Liaisoning**

- Global account managers:** Manage company accounts worldwide. This typically occurs in large companies with international accounts.
- National account managers:** Manage numerous accounts nationwide. This typically occurs in medium to large companies when a company has multiple locations across the country.
  - Global account managers and national account managers may work together in a hierarchical structure. The trend is to move responsibility for the major key accounts to the global level.
- LIASONING:** Liaisoning is defined as the communication or cooperation which facilitates a close working relationship between people or organizations. A **liaison officer** is a person who liaises between two organizations to communicate and coordinate their activities. Generally, liaison officers are used to achieve the best utilization of resources or employment of services of one organization by another. Liaison officers often provide technical or subject matter expertise of their parent organization. Usually, an organization embeds a liaison officer into another organization to provide face-to-face coordination.

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 **Account Planners & Liaisoning**

- **LIAISON OFFICER DUTIES AND RESPONSIBILITIES**
  - Maintain thorough knowledge of the business, as well as an understanding of how that impacts the other entities of contact
  - Monitor, coordinate, and communicate strategic objectives of the business
  - Collaborate and communicate successfully with other entities outside of the business
  - Work with other staff members to develop a greater understanding of the business and any issues that arise
  - Develop and foster relationships with the community, stakeholders, and other entities
  - Collect, analyze, and utilize data and feedback to identify opportunities to improve the relationship between the business and the other entity
  - Compile reports about particular incidents, events, or updates about important issue for the business

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 **Account Planners & Liaisoning**

- Proactively solve conflicts and address issues that could occur between the business and the other entity
- Promptly respond to incidents and other events as necessary
- Act as a positive representation of the business to the community
- **SKILLS OF A LIAISON OFFICER**
  - Customer-oriented attitude
  - Excellent verbal and written communication skills
  - Ability to establish and nurture beneficial business relationships
  - Self-motivated with a willingness to take initiative and solve complex problems
  - Capability to negotiate with and influence others
  - Analytical and mathematical mind to analyze data and create necessary reports

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 **Account Planners & Liaisoning**

- Ability to thrive in a fast-paced and sometimes high-pressure environment
- Excellent stakeholder management, issues management and conflict resolution skills
- Understanding of legislation including interpretation, implementation and the use of legislative instruments.
- Ability to think strategically and respond effectively to emerging issues.
- Negotiation and facilitation skills, including the capability to initiate creative and innovative thinking.
- Sound understanding of government processes and the ability to quickly develop beneficial working relationships with government, stakeholders and industry representatives.
- Strong research and report writing and public speaking skills
- High level communications, project management, time management and **organisational** skills.
- Self-motivated and efficient, with ability to work autonomously as well as contribute to a creative, enthusiastic team environment.

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