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A STUDY ON PROFESSIONAL SATISFACTION, CHALLENGES OF EVENT MANAGERS TO SUSTAIN THEIR BUSINESS OPPORTUNITY

(WITH SPECIAL REFERENCE TO CHENNAI CITY)

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ABSTRACT:

This study identifies the professional satisfaction, challenges of event managers to sustain their business opportunity (with special reference to Chennai city). An event can be portrayed as a public gathering for the purpose of any celebrations. Each and every event differs from one another. Hence, they must be planned according to its nature. Events can be classified on the basis of their size, type and context. Nowadays, the Event Management industry plays a very big role in the society.The paper describes that there are some difficulties for the Event Managers like handling technical equipment's, handling harsh people and the agents also. These difficulties should be avoided; proper recognition must be given to this field. The event managers must be well trained and they must have the professional qualification.

INTRODUCTION

An event can be portrayed as a public gathering for the purpose of any celebrations. Events can be classified on the basis of their size, type and context. An event can be a social event like a birthday party, Engagement, Wedding. Educational Events like an Education fair, Job fair, Workshop, Seminar, Debate, Contest, Competition etc.Each and every event differs from one another. Hence, they must be planned according to its nature. Nowadays, the Event Management industry plays a very big role in the society they need the help of Event Managers. Generally speaking, events are also a part of common life because people get to know and talk with different people from various backgrounds. Event managers and event coordinators need to coordinate in order to develop the most possible plan for the events. In order to make

events, more successful and well-organized, people need the help of the professionals. This emerging need of the professionals paves a way for the promotion of Event Management business.

Event Management is a process of analyzing, planning, marketing and evaluating and organizing an event. If an event is organized in a professional manner, it can be used as a very powerful marketing tool to launch a product or a service.When compared to other profession, Event Management is a new and emerging field. In this field, they have well trained professionals as Event Coordinators. They play a predominant role in organizing and executing the Events in a successful manner. This in turn creates a new experience in the events to the clients.In general Event Management is referred as planning and coordinating the events and also providing a Service of decoration, Floral arrangement, Food and beverage, Transportation, scheduling the events and Budgeting.In the recent era, Event managers are getting more events from the top level to the bottom level. Many organizations, charitable Trust, Industries are conducting events in order to market themselves, to build a bonding/relationship to raise money and to celebrate the achievements.

BACKGROUND OF THE STUDY

Events are become a part of our life; everyone has a desire to have a successful event. For this desire many of them are searching for a professional to take up such events. A successful event will give the happiness and a status for the customers. Event Management will take the individuals across the world, which means from catering to the international audience and the event which are executing in outside the country. In the modern world people are leading a mechanical and a stressful life. They need to refresh themselves to burn out the stress. An event plays a vital role in making the people to enjoy with their family and friends. Hence such events must be well planned and should make it memorable for them. It is in the hands of Event planners who face many obstacles in planning their Events. Therefore, the researcher has decided to study the opinion of Event Managers in various dimensions. The main reason for conducting this study is to analyses the professional satisfaction and challenges faced by the Event Managers to Sustain in their Business.

REVIEW OF LITERATURE

➢ **Emma Abson (2017)** has stated 15 dimensions, identified by Dulewicz and Higgs (2005) in their Leadership Dimension Questionnaire which were expressed by the managers when they were describing their roles and responsibilities. They also identified six key leadership practices which were adopted by Event Managers. Additionally, the findings show that seven of the event managers feel they have one opportunity to get their event delivery right; that they must be consistent in their performance and focused on that goal despite the difficulties of the prescribed situations event managers often face without this key skill, these managers did not feel they would be able to lead their events effectively.

➢ **Amir Saleem (2017)** has explained that the event management software was developed with proper planning and guidance. The iterative waterfall model has been used during the development of this project. Planning at each stage has done properly. The design phase was fully designed as per the protocol. Unit testing of each module and sub-module has been conducted by integrating both the modules. The findings of the tested modules are meant to serve the managing purpose for all kinds of events with a complete and easy approach. In this project, the author made an attempt to effectively introduce the concept of event management systems already existing in the society.

➢ **KlaraTrostLesic (2017)** has studied the experience of visitors and participants of the events. The results revealed that the majority of the participants had memorable experiences about the events. This means that the experience has a positive impact on visitors and participants, yet it is not strong enough to have durable changes on an attitudinal or behavioural level. The research results also showed that the experiences from events were contingency linked with the group respondent, i.e. that event visitors and participants have different experiences about the events.

➢ **Tzu-Wei (Arwen) Huang et al (2017) conducted a study and**the results of their evaluation tool highlights that, Singapore, Vietnam, and Indonesia's casinos have the highest ability to organize and promote successful events among the other countries in East and South Asia. They have also found out that local events are the most favoured among the 3 organized events in East and South Asia. According to their research data, they found out that all of the countries they have investigated in East and South Asia rarely host exhibition events, with Singapore as an exception as they are the only country that has organized all of the categories under special events that they have researched. The author concludes that Singapore's casino can satisfy all types of patrons, due to the fact that they have multiple varieties of organized events.

➢ **SandeepMisal, SagarJadhav , TusharJore , ArchanaUgale (2017)** has prepared a new system after identifying issues in existing manual system, in which easy to use GUI is proposed by which Student coordinators, Staff coordinator can view all the records which are necessary. Participant students can view and register for events online. The research finding helps to implement College Event Organizer system to address the problem faced by event organizers with respect to communication and working methods.

OBJECTIVES

1. To analyse the views of Event Managers about Acquisition of Professional Skills.
2. To study the Opinion of Event Managers about the Challenges faced by them.
3. To find out the Opinion about factors influencing Professional Satisfaction of Event Managers.
4. To figure out the association between Professional Skills and the Opportunities for Sustainability in the field of Event Management business.

METHODOLOGY

Research methodology is a technical way to solve the research problem. It provides various steps that are generally adopted by a researcher in analyzing the research problem and interpreting the results. Research methodology encapsulates with the research design and other methods applied in the present study by the researcher.

Sampling Size and Sampling Technique

Sampling Size

The sampling size chosen for this study is 110. The sample is selected in such a way that it includes the Event Managers of all ages, different designations from different educational streams with distinct experience in Chennai city.

Sampling Technique

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purpose of statistical inference. The sampling type used in this study is Convenient Sampling.

Primary data

The researcher has prepared a well-designed questionnaire for collecting the responses from the Event Co-ordinators. The questionnaires were distributed to 150 Event Managers and are requested to provide necessary information. Among the circulated, 110 were found to be complete and utilized for the study.

ANALYSIS & DISCUSSION

- ❖ Majority of the respondents (43.6%) are having 3-6 years of experience, and very least number of respondents (6.4%) are having above 10 years of experience.
- ❖ Majority of the respondents (35.5%) are in the income group of 10,000-20,000 per event, the least number of respondents (8.2%) are in the income group of 31,000-40,000 per event.
- ❖ Majority of the respondents (91.8%) have not gone for any Event Management course, and only 8.2% of the total respondents have gone for Event Management course.
- ❖ Based on the mean value, it can be inferred that there is a significant difference between age and professional satisfaction. The respondents who are in the age groups between 31-40 years are more satisfied with their business, they can reframe the bad situations quickly, they feel secured with their business, they are satisfied with the income from their business, they are happy with their profession and would like to continue their business in future also when compared to other age group.
- ❖ Based on the mean value, it can be depicted that there is a significant difference between work experience and professional satisfaction. The work gives the personal accomplishment to the

respondents who are having above 10 years of experience. They feel secured with their business, they all are satisfied with their income and they would like to continue their business in future when compared to the other work experience group. The respondents who are having 7-10 years of experience are having a supportive team to do the events in an effective manner.

❖ Based on the ranking given by the respondents it can be stated that 66 out of 110 respondents have given first rank to promotion of event management business through online and the least rank was given to the promotion of the business through business cards.

❖ Based on the correlation table there is a moderate correlation between professional skills acquired by Event Managers and their Sustainability in the business in future.

SUGGESTIONS

This study has been done considering most of the factors like age group of the respondents, Gender of the respondents, Experience, Marital Status, Educational qualification, No. of Events per month, Income per event, Nature of the business, Professional qualification. Some suggestions are as follows.

➢ If there is any union for this field it would be better.

➢ Government should impose the rules and regulations for this industry.

➢ Must reduce the tax level.

➢ Event Management courses must be organized in the colleges.

➢ Certificate courses like Diploma in Event Management must be inculcated.

➢ The promoters must get a good salary without any commission.

➢ People must directly approach the Event Management Company without any agent.

➢ Female also must take up this as a profession.

➢ The Event Managers must also protect the environment; they can organize Eco-friendly Events.

➢ They can reuse the waste materials.

➢ Many Event Managers will not go for the Site where their event has organized, they must visit the site while on the event or before and after the event.

➢ Event Managers or Coordinators are in the higher stress level while conducting an event, their organization should conduct some games or some other entertainment to de-stress them.

➢ Event Managers must be updated and must have an ability to work with the new technical equipment's.

➢ Must have a proper training for the coordinators to work with the technical equipment's.

➢ Event Managers should have a professional knowledge about Event Management.

➢ The large-scale event management organization will only be conducting an event like celebrity management, fund raising events etc., the Small Event Management Entrepreneur's must have equal preference with the above-mentioned Events.

➢ Event organizers should get feedback from the clients.

CONCLUSION

Event Management as an industry is in emerging stage. It has a long way to go, it has a bright future. In the current scenario Event Management will reduce the burden of the people who want to organize an event. Event Management system has become easy to handle all the matters regarding an event. In many events, people are able to plan small parties and social get-togethers in their own homes, coordinating larger events, on the day of the event, an event manager is typically responsible for making sure that goods and services are delivered and the event runs smoothly without any mistakes or problems. If an event manager works for a banquet hall, hotel, or other venue, his or her role may be slightly different than that of an independent event manager.Many Event organizers love their business and they are happy in their field. A good Event Management must have a package of new and better ideas.

As the planning progresses, organizers are reminded to remain focused on the objectives of the event and incorporate those objectives into the planning process. Budget preparation is a crucial element in this process and may ultimately determine the success or failure of the event itself other vital considerations include catering or food service, selection of the date and site, promotional strategies, and event activities.Successful Event planners will refer multiple sources, especially past events, before undertaking the responsibility involved in conducting an important event. Referring to academic, event planning sources is an integral part of the initial planning stages of any event.

The study concludes that most of the Event managers are satisfied in their profession and income. They need proper recognition from the government. The Female Event Managers are facing more challenges when compared to male Event Managers. The people who are in Above 10 years of experience are enjoying their profession, which mean experience plays a greater role. If the Event Managers are well experienced in this field, they could not find any difficulty in their work. The study describes that there are some difficulties for the Event Managers like handling technical equipment's, handling harsh people and the agents also. These difficulties should be avoided,the event managers must be well trained and they must have the professional qualification.

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