

Title:

Do People Know Exactly What Event Management and Event Marketing Is

Word Count:

513

Summary:

Event management starts well before the day of the event and requires much follow up work after

Keywords:

event, management, marketing, organizing, social, personal, national

Article Body:

The answer is No .As nowadays any Tom, Dick or Harry has an event management company without k

Now event management and event marketing are two sides of the same coin. Event management can't

Any event management or marketing company or individual has to ensure success for which they a

We can categorize events as national events, social events and personal events.

Social events: consists of award functions, fashion shows, musical shows etc.

Personal events: are marriage functions, birthday parties or any personal celebrations.

National events: like Republic Day and Independence Day, they are considered to be very impor

Conducting an event is not an overnight job. These events required proper planning and depth.

Initial step to organize any event is to divide it into different parts.

1- In first part there will be a team of skilled marketing people, who could find good sponsor

2- Secondly, a group of people works on the venue where the show is to be conducted. The venue

3- In the third part the important thing is practice of the show. The other expert group of pe

4- Fourth part is the selling of tickets in the public and of course the planning of proper se

Lastly, when all these important functions get clicked together, a successful grand event is o

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