

**This Project was submitted by Mr. Jay as a University Project.  
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I, B. J. KURUVILLA HEREBY CERTIFY THAT

***Mr. THAKKER JAY BHARAT***

OF

S.I.E.S. COLLEGE OF COMMERCE & ECONOMICS, SION (E)

OF TYBMS HAS COMPLETED PROJECT ON

TECHNICAL ASPECTS IN EVENT MANAGEMENT

IN THE ACADEMIC YEAR 2004 – 2005.

THE INFORMATION SUBMITTED IS TRUE & ORIGINAL TO THE BEST OF MY  
KNOWLEDGE.

**SIGNATURE**  
**(PRINCIPAL)**

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**DATE:**

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**DECLARATION**

I, Mr. THAKKER JAY BHARAT OF  
S.I.E.S. COLLEGE OF COMMERCE & ECONOMICS, SION (E)  
OF TYBMS HEREBY DECLARE THAT,  
I HAVE COMPLETED THIS PROJECT ON  
TECHNICAL ASPECTS IN EVENT MANAGEMENT  
IN THE ACADEMIC YEAR 2004 – 2005.

THE INFORMATION SUBMITTED IS TRUE & ORIGINAL.

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## **Chapter#1 Introduction**

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### **1.1 Objectives:**

- To study the technical aspect and logistics during planning of an event.
- To study the major players in the industry.

### **1.2 Methodology:**

The method in which the data was collected is as follows:

- The basic theory about the fundamentals was sourced from various event management notes provided by college faculty.
- The Internet proved to be of good assistance for studying the essentials for successful firms and also for various statistics.

### **1.3 Limitations:**

- Event management offers many avenues and it was not possible to cover all of them.
- There was an inability to collect detailed data in terms of one -to- one meeting with people concerned with live entertainment industry. However a little bit could be done.

## **Chapter#2 'Entertainment Industry'- A Profile**

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### **2.1 Definition of Entertainment:**

(n.) The act of receiving as host, or of amusing, admitting, or cherishing; hospitable reception; also, reception or treatment, in general.

(n.) That which entertains, or with which one is entertained; as: (a) Hospitality; hospitable provision for the wants of a guest; especially, provision for the table; a hospitable repast; a feast; a formal or elegant meal. (b) That which engages the attention agreeably, amuses or diverts, whether in private, as by conversation, etc., or in public, by performances of some kind; amusement

### **2.2 Definition of the word 'Event':**

“The use of unconventional media / method involving people witnessing a happening within a capsule of time, for the purpose of communication of a message.”

An Event is a live multimedia package carried out with a preconceived concept, customized or modified to achieve the clients' objectives of reaching out and suitably influencing the sharply defined, specially gathered target audience by providing a complete experience and an avenue for two-way interaction.

### **2.3 Live entertainment & Event management:**

Event Management is a multi-crore industry with mega shows and events hosted regularly. In India even personal functions like marriages and birthday parties have become important social matters, and have to be professionally managed. The growth of sophisticated and mega companies have brought forth a spurt of meetings, seminars, exhibitions, conferences, product launches with everything being a matter of class and style. Then comes the innumerable celebrity shows, international artists shows, shows for a cause, road shows, competitions, that India has seen of late.

More than 200 companies have forayed into events. The live entertainment & event management segment was of minuscule size of about 20 crores in the early 90s, but now it has increased to over 500 crores. Growth is approximately 400% annually. With corporate increasingly using events to communicate with their target consumers and the rising popularity of live entertainment events, the segment is poised to grow rapidly. The FICCI has estimated event management to be a 3500 crore industry by 2005. But surprisingly, research soothed that there was no formalized education to teach event management and Companies found their executives not up to the mark to handle events. It was not so easy to train because event management includes organizational skills, technical knowledge, P.R., marketing, advertising, catering, logistics, decor, glamour identity, and human relations, study of law and licenses, risk managements, budgeting, study of allied like television and other Medias and several other areas.



**2.4 Live Entertainment & Event Management:**

- Event management as the name suggests, refers to planning, creatively organizing & executing an event.
- In the year 2003 alone the event management industry has managed more than 1000 events out of which 20 they are large-scale international quality events.
- The industry has grown from a minuscule size of about Rs.20 million a decade ago to the present size of Rs.3500 billion.
- According to the industry sources, the segment is expected to reach a size of about Rs.11600 crore by 2006.

(Source: FICCI 2003)

**Chapters#3 A look at the basics**

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**3.1 History of events:**

Tracing the History of Events would entail tracing the history of Mankind because coming together forms an event. An event in its universal and literal form would be any occasion when something happens or something needs to be done to organize the same. Examples of International events are Olympics, arena sports. The Pushkar Mela has the distinction of being the biggest attended fair anywhere in India, if not the entire world, making it the biggest event of its kind. These represent the biggest organized effort in events from ancient times. Originated on religious lines, these melas - which literally mean fairs - have always been a meeting ground for big and small traders, across the Indian subcontinent. Traditional games and entertainment have always been a part of such events. The euphoria generated in the fair was not only good for the participants and audience but also for the economy of the region as a whole. Ancient events such as Indian fairs and festivals, with the help of their visually spectacular depiction of epic themes which are interwoven with singing, dancing and emoting were a means of expression of the spiritual and cultural tradition of a community.

It's only in its recent progress about event as a Marketing medium that events are attracting corporate attention and at the same time getting corporatised itself. An event organising agency does every time from offering consultancy for a communication strategy to managing the post-event media coverage.

Rural India comprises of over 5,75,000 villages and the TV penetration here barely crosses 5% and the Internet effect is infinitesimally small. Therefore, to obtain reach for their communication campaigns, various corporate have resorted to events as a strategic alternative. Having made a humble beginning

events have now come a long way in terms of classification and specialization that are possible in this field. In fact, in this new millennium, events as a medium will be catering to all demographic segments of the population. Events have proved to be a versatile marketing communications tool since they can be easily customized to cater to the communication needs of the industry; be it pharmaceutical, financial services or any other. To add to the benefits that a communication, viz. advertising, sales promotion and public relations. An event can also act as a focus for specific campaigns and help in giving a guideline to media-related decision- making such as when to change, stop or introduce new campaigns.

### **3.2 The business of entertainment:**

Event Management, 15 years ago an unheard word in the Indian context Born somewhere in the mid 80s it has grown into a tech savvy industry, and in 2001 alone the industry has organized more than 1000 events including 22 international scale events. According to industry sources the total billings for the year 2001 theyre 1.5 billion with domestic events accounting for Rs.0.9 billion and international events accounting for Rs.0.6 billion.

The typical revenue profiles for a domestic and international event is as under

	International events	Domestic events
Sponsorship fees	50%	80%
Ticket sales revenues	50%	20%

### **3.3 Benefits of events**

➤ **Brand Awareness:**

Events help in increasing awareness of company or its brands(s).

➤ **Corporate Image:**

To support, build or change a desired company or Brand image. Shape or reinforce the public's perception of a company or brand's attributes.

➤ **Media Coverage:**

Guaranteed and potential publicity, helps in projecting right corporate imaging of the company, helps media get a touch feel experience of the brand and its products.

➤ **Access to Internet:**

Use the association on the Internet or create an internet site.

➤ **Building Corporate hospitality:**

Entertain key & potentials clients, b2b marketing, building goodwill amongst potential clients, reinforcing faith in distribution partners, forging alliances with potential investors, motivating existing workforce or rewarding them.

➤ **Niche Audience Targeting:**

More cost effective and accurate than conventional advertising this can get diluted.

➤ **Product Showcase:**

It's a good opportunity to showcase existing products and test new products.

➤ **Differentiation:**

Help create perception about product. It also helps in differentiating product from that of competitors.

➤ **Identification with a particular lifestyle:**

Creates brand world experience which audience can identify with hence forming an emotional bond with the target audience by supporting their lifestyle and likes.

➤ **Merchandise opportunities:**

It provides opportunity for on the spot audience gratification.

➤ **Impact the Bottom Line:**

Driving sales through contests, special schemes, product awareness, etc.

➤ **Help circumvent restrictions on conventional means of advertising:**

Especially for the Tobacco and liquor brands, where conventional advertising is banned, surrogate advertising in the form of events and promotions can help in creating positive equity for the brand and create perceptions in the minds of consumers about the product.

➤ **TINA Factor: (there is no alternative)**

Helps brands evolve and generate awareness about themselves in situations where public advertising is not permitted, by creating subtle brand presence, e.g. McDowell's Derby, Classic Golf, SMIRNOFF Fashion awards, Bacardi Blast weekends, etc.

➤ **Helps break through media clutter:**

By providing focused communications to a focused pre decided product.

## **Chapter#4 Technical aspects in Event management**

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### ***4.1 Pre-Production:***

Following major tasks have to be performed during the pre-production stage:

- Prepare a detailed schedule prior to production work on site.
- Detail out role of departments that are likely to be involved in the production.
- Prepare a detailed checklist of activity heads.
- Plot a detailed time chart, delivery schedules that would lead to successful execution of the production

Pre production work also includes the completion of following tasks:

- Designing And Creation of Set
- Designing of signage's, props, etc
- Creation of the packaging, which could include creating pre-production computer graphics, animation, television show packaging, background music scores, music for the show, composing of thematic music for entries and presentation, etc.
- Scripting, designing and allocating the technical production elements.



## **4.2 On-Site Production:**

This includes actual execution of work on site this could include

- Construction of sets,
- Lighting,
- Backstage management and production,
- Coordinating with dancers, artists,
- Cueing and executing the screenplay of the act or performance,
- Shooting and online editing,
- Controlling and managing multi camera setups.

## **4.3 Post Production:**

Post event Production starts with the end of the show, it is the responsibility of the event manager to leave a venue premise restored to its original state as it was handed over to them prior to the commencement of the event. The post production includes:

- Ensuring smooth dismantling of the technical gear and the staging.
- The material / branding pertaining to the sponsor should be neatly packed and handed over to the relevant authorities.
- Editing of produced footage, packaging it for television.
- In case the show has to be televised then the tapes should be sent to the television director for editing and post production, a designate from the production team should oversee the post production.

#### **4.4 Departments in Production:**

1. Show direction team
2. Scripting and show packaging team
3. Show production manager
4. Technical Production Team
  - Lighting Design
  - Acoustic Engineering
  - Audio Visual Team
  - SFX team
  - On ground management.
5. Backstage Management Team
6. Front of Stage reception and management team

#### **4.5 Production-The Sequence of Activities:**

From the time the client approves the project and the discussed creative plan is passed on to the production team. The onus comes onto the production to design and execute the idea to perfection.

A lot of good production values depend upon drawing detailed checklists, plotting the event map and flow based on time lines and delivery schedules. The first thing that effects good production is drawing a detailed inference and interpretation out of the creative brief, i.e. making a list of requirements that would go into the event.

Starting from the elementariness that make an event like sets, support systems, lighting, audio visuals, staging, backstage and artists, performers, etc. Later they need to workout a detailed flow which includes aspects that would make the audience comfortable in the time they intend to spend at our event.

This includes aspects of cleanliness, comfortable seating, refreshments and sanitation, etc once the requirements are listed out the production team needs to draw a detailed time lines of the event along with job list of who would be responsible for the execution along with a deadline by which the job would be completed.

The master sheet should also include contact numbers of the people involved. This sheet should be used as reference point through out the pre event leading up to the event. A similar entrance and exit sheet should also be drawn for the show date. There should be a minute-by-minute schedule detailing about the timing that would go into putting up the infrastructure and also the ingress of staffing, artists, etc who will be a part of the show. A separate cue sheet detailing the flow of the show/event listing the timings of acts, speeches, presentations detailed to include cues for backstage, lighting, P.A. operator, audio visual team, etc should also be listed as part of the sheet. A separate sheet showing detailed report of work carried out during the day and progress on daily basis should be submitted to the senior production or technical manager.

#### **4.6 Production for conferences:**

Following are the points to be considered for production of Conferences:

- Preparing and designing and production of the conference,
- Invite, mailing and putting together the backend cell for tele-calling and monitoring the RSVP's.
- Follow up calls need to be made to all dignitaries to ensure their participation.
- The Conference branding and the settings and branding need to be designed keeping in mind the theme of the event.
- Ensure the audience is comfortably seated at the conference. There is enough drinking water, other refreshments for the audience.
- Proper signage's indicating areas reserved for media, VIP's, special dignities is put up and the area is distinguished theyll from the general seating so that guests are not inconvenienced.
- The delegate kits, bags, badges, registration process, list of a detailed itinerary of the speakers, ensuring that their presentations are on the computer loaded and ready for the event to begin.
- If there are any other formats of presentation then the same need to be also arranged for and put into place.
- Ensure that all audiovisual gear is checked and backups are in place.

#### **4.7 Production for Awards / Live Events / Fashion Shows:**

Production for live events includes,

- Doing a venue recce to assess the logistics required to put together a show.
- Detailing a complete ground plan including demarcating areas of utility, like parking, toilets, reception areas, etc
- Work out a detailed script of the show including sound and lights and other technical of the show.
- Finalizing acts/artists/dancers/performers and their entries and acts.
- Designing of a stage and set for the show which also includes supplementary like green rooms for the artists and performers, quick change rooms on stage, screens with masking for audio-visuals, etc.
- Doing a detailed checklist for the event which includes detailing out areas of operations, production crew involved in it, a detailed list of props, technical gear, and operational technicians involved/art director/dance director involved.
- Doing a detailed technical rider which lists out all technical-related area which includes sound, lights, audio visuals, sfx, props and other elements to be used during the show.
- Creating a cue sheet which details out all aspects of the show right from timings of the various acts, timings when the artists have to be cued and prepared to go on standby for their act.
- Detailing out what props are required for each act, what specific lighting cues are required if any audio source has to be cued to play during the act (LIVE/RECORDED) the same has to be included in the cue sheet for the sound reinforcement team.
- Special cues for audio visual team to play any audio visuals as part of the act have to be also included in the same brief. Cues for backstage hands, SFX and other allied departments like FOH, etc have to be also informed accordingly.

#### **4.8 The world of technical production:**

Technical production has always been the “what’s that” factor for event managers.

Knowledge of technical production has so far been the domain of few and very few event managers have tried to dare and ‘know it all’ for the success of event because technically sound events can make the most ludicrous concepts look creative, fabulous and opulent if treated to perfection

It is easy to hire a production or technical manager, and rely on his expertise to deliver the goods. But if you don’t have knowledge about technical world you can’t tell if it’s good for you or not.

What makes a great technical production?

A detailed insight into technical gear knowledge of the different applications of technical gear, how does one distinguish gear and/or equipment for the right equipment for the right event?

Selecting technicians is done as per show and budgetary requirements of the client. Having a through knowledge of the show requirements and look and feel that is required for the show, the design of the set, the seating plan of the audience and the format of the show (whether it is for television, or a closed audience or indoor or outdoor)

#### ***4.9 The Technical World at a glance***

1. Lighting
2. Sound Reinforcement

3. Audiovisuals
4. SFX
5. Trussing and Scaffolding
6. Lasers
7. Televised Coverage/Broadcasting
8. Venue Construction

**Lighting:**

- Architectural Lighting
- Theater Lighting
- Special Effect Lighting

**Venue construction:**

- On Ground Venue Arrangement
- Drinking water
- Canteen during Set up days
- Barricading
- Toilets
- Green Rooms
- Meter Room
- Cabling
- General Lighting
- Gates
- Parking Arrangements
- Venue cleaning & maintenance

**4.10 Tips for Technical Manager:**

- Always plan for the worst case scenario, Keep enough back ups for power, mixing controls.

- Keep a Swiss knife and a torch handy while on the set.
- Rubber soled shoes for protection against electric shocks.
- Never handle live wires with bare hands, make sure all wires, joints are well insulated.
- While ordering projectors, always insist on asking for a projector with a bright bulb if not brand new.
- Same goes for scanners and follow spots too.
- Prepare a detailed technical rider of all equipment using separate sheets for each department, 1st out performance, playback equipment separately.
- If audio-visual presentation is to be made in any format e.g. in form of DAT, audio cassette, CD, VCD, MD, BETA, UMAT, VHS, etc then ensure that the software required to play the presentation is included in the software head of the rider and make sure you hand over a copy of this rider to each department head along with the relevant software and make sure to take it back after the show.



## **Chapter#5 Practical viewpoint**

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The process of planning, organizing & staging of an event is described in this chapter.

Event management is the planning and management of an event, project or activity.

It is important when staging an event to be clear about WHY the event is being held:

- To inform and educate the community about a cause;
- Obtain media coverage for an activity;
- To raise funds; and
- To celebrate a community's strength and cohesiveness.

Organizers should also clarify WHO the event is for.

Most events will cater for a variety of interest groups:

- The local community;
- Members;
- Sponsors;
- Media; and
- Potential members.

Regardless of the nature of the event, your target audience or the event's objectives, some Key steps should be followed to help ensure a successful event.

### **5.1 Key Steps for Event Management:**

Developing the event concept

The key questions to ask at this early developmental stage are:

- What is this event for?
- What form will it take?
- When and where will it be held?
- How will the event benefit participants?
- What could be barriers?

### **5.2 Determine the feasibility of the event:**

Key questions to be asked are:

- What physical resources are available (facilities and equipment)
- Or accessible to support the event?
- What are the costs (time, personnel, and money)?
- How can any potential barriers be overcome?
- Is there sufficient time for planning?

Check the timing of your event does not clash with any other key events.

### **5.3 Event Planning and Preparation:**

It's a good idea to establish a formal event committee consisting of committed members who are clear about their skills and what they are prepared to contribute. One person should lead the project as the Event Coordinator.

As early as possible, outline the responsibilities of each member-their tasks, deadlines, reliance on other members for support and any interdependency of tasks.

The following steps are a useful guide for the Event Planning Stage.

### **5.4 Set Objectives:**

- Set realistic dates, times, deadlines
- Consult with stakeholders for input
- Develop budget and monitor finances

### **5.5 List all the essential costs for the event:**

- Costs should include administration, event delivery, marketing, communication, contingency, advertising etc.
- Rupees for unexpected expenses (normally 15% of total budget expenditure).

### **5.6 Many events may also generate some income:**

- Direct Income (ticket sales, programs, catering, car parking)
- Indirect Income (advertising, sponsorships, raffles, donations).

All sponsorships should be noted as income. Also include any costs incurred in obtaining the sponsorship. Refer to our Volunteering and Community and Business Partnerships fact sheet for advice on securing partnerships.

Drawing up a cash flow budget is also advised, which estimates when

money is to be received and when it is to be paid out. Plan for income i.e. payments to be received in order to pay for accounts. As a safety measure, nominate a cut-off date, when a final decision is made to proceed with the event or not. If income is not going to be sufficient to cover expenses, it is advisable to cancel the event.

### **5.7 Identify Tasks and Responsibilities:**

Main tasks for the event must be identified, and individuals in the event committee appointed against each task. Such tasks include catering, competition, facilities and equipment, finance, marketing and Communications, programme/ results/awards, security, insurance (to cover those attending your event), support services, transport, sponsorship relations and volunteers.

### **5.8 Prepare a Chart:**

It may be useful to prepare a chart, which outlines your project timelines and the people responsible for tasks. This will help keep track of your progress.

### **5.9 Sponsorship:**

An excellent way of obtaining resources or help for planning an event are not only in-kind arrangements possible (prizes for a raffle), sponsors can also offer cash, discounted leasing of Premises (room hire discount) and networks and contacts to use.

Examples of these include:

- Having a radio station or relevant magazine as a sponsor;
- Distributing press releases to obtain publicity promoting the event;
- Involving universities, which may set creation of advertising material for

the event as

- A course assignment;
- Sponsorship from a printing company who would then be featured on the promotional
- Material (sponsors should be featured on all promotional material); and
- Featuring the event in all free classified sections like What's on', Community
- Notice boards, listings in club and school newspapers and special interest magazines,
- Interviews with the event coordinators etc.

### **5.10 Monitor event progress:**

The Event Coordinator's role is to monitor the team's progress against milestones and ensure the Event runs smoothly.

Regular meeting dates for progress reports are advisable, to keep members feeling connected with each other, report on progress or problems, and map out next steps for the project and Address contingencies.

### **5.11 Event delivery & Post event:**

Event delivery day requires a clear understanding at the event of each member's responsibilities. It's good to have backup plans in case of changes (a replacement MC if yours is sick or unable to show paramedics on stand by in case of an accident).

A script sheet for the day distributed to all involved is an excellent guide for a smooth event. It also provides context for an individual's tasks. Information on this schedule should include: person, Task, timing, those involved, location and contact information to reach the relevant people.

All activities, no matter how small, should be included in the script (greetings at the door, set Microphone up and test thank MC, present gifts).

Throughout the planning and event delivery stages, it is important to keep records of all activities, Promotional m media coverage, transactions and sponsorship agreements. This is for financial, legal and event evaluation purposes. All material should be kept in a central file which can then be accessed by new staff for learning and guidance for future events.

After the completion of event, a number of 'wrap up' tasks still need to be done. These include:

- Obtain feedback from participants;
- Thank and recognize all involved in the event including volunteers, sponsors,
- Media and participants;
- Hold a debriefing session;
- End out event reports to all sponsors and key organizations; arid
- Ensure records are kept in a central place for running the event in the future.

### **5.12 Possible Loopholes:**

Experience has revealed the following to be 'trouble spots/ loopholes for event management. Try to ensure you address these areas in your planning.

- Not appointing an Events Coordinator.
- Not maintaining accurate written records.
- Not monitoring progress closely.
- Allowing insufficient planning time.
- Failing to communicate and coordinate fully with committee members.

- Insufficient staff.

Specific event 'trouble spots' include:

- Insufficient food and beverages.
- No first aid.
- Poor press coverage.
- No contingency plans for bad weather.
- Program running over time.
- Lack of hospitality for visitors.
- Failure to inform police or local authorities.
- Lack of colour or glamour.
- Insufficient waste management systems (toilets and rubbish).
- Insufficient parking.
- Unclear direction signs.
- Emergency procedures not in place.

### **Recommendations for Filling the Loopholes:**

The loopholes mentioned above can be filled with proper planning and appointment of an event coordinator. He/she should communicate efficiently and effectively with the members of the managing committee

- The coordinator should plan the process in such a way that proper planning time is allotted to activities and a proper back up plan and emergency procedures should be planned in case of contingency.
- The local authority and the police should be informed about the event taking place so that event can be carried on peacefully.
- The coordinator should be given proper details related to number of guests

expected, venue, and etc. so that he can arrange the show at his best with proper staffing

- Details related to venue will help him/her providing with spots for media coverage. This can also help in planning the place required for parking and the appropriate directions towards sitting facilities etc.
- The information related to number of guests expected, will help him in providing sufficient first aid facilities with sufficient number of stalls for food and beverages, proper wastage system, proper sitting facilities with right kind of hospitality.

### **5.13 Key issues plaguing the industry**

#### **1. Withholding tax on foreign artist's remunerations:**

As per existing regulations the event manager is liable to deduct 30.6% tax from the remuneration paid to an international artist. In most cases artist will always refuse to take this burden on themselves and expect the event management to bare the tax. As a result of this most events become a non-starter from the beginning itself.

#### **2. Regulatory clearance for events:**

There are several clearances required for an event especially if it is an international event. At the local level, an average of about 22 clearances are required for staging an event and for an international event; numerous clearances are required to be taken from various agencies.

#### **3. Lack of Infrastructure:**

There is lack of infrastructure in India for staging live events here. Globally events are held in arenas. There is a lack of adequate exhibition infrastructure in India for staging of events. Events are still held in open grounds, sports stadiums and university auditoriums, which are not meant for this purpose.



**4. Lack of Corporatisation:**

The event management industry still comprises of many non corporate entities. In order for the industry to grow, industry players need to expand their operations, invest in hi-tech infrastructure for which they need institutional finance and external equity investments

**5. Establishment of industry forum:**

Unlike in the US, the Indian event management industry does not have a forum or a self-regulatory body.

**6. Entertainment tax:**

The entertainment tax in India is much higher as compared to any other Asian country. Besides, the level and nature of taxation also differs from state to state.

**7. Income tax:**

India has complicated income tax regulations for international artists.

**8. Duties on imports:**

The duty on the imports of equipment pertaining to certain events is still charged at normal rates, there is no special subsidy or waiver for the import of world class equipment to support events in India.

**9. Service Tax**

The fledgling industry which needs to be nurtured by the Government has been taxed under the service tax net (10.2 %) that has been levied as per the finance bill of 2004. This will have a detrimental effect on the industry.

Even if the industry passes on the tax to the clients, from the view point of client this would only cease clients from spending on events.

#### ***5.14 Recommendations for Factors plaguing the industry***

Besides generating revenues from sponsorship and ticket sales the event also creates a strong impact on the economy. In the case of visiting foreign artist the Government of India receives IT from the revenues of the artist. The state government receives entertainment tax from the sale of tickets. Large movement of people traveling inter city for concerts and events results in revenues for the airlines.

##### **1. Regulatory clearance for events:**

While single window clearances have been facilitated by the RBI, decentralization would help in speeding up the process. The government needs to understand that they stand to gain substantial revenues if they make it simpler for event managers. The Government can streamline the approval process by instituting a single-window clearance procedure for international events.

##### **2. Development of Infrastructure**

There is dearly a need to build exhibition infrastructure specifically for events, the way it exists in different countries.

##### **3. Corporatisation:**

For this to happen, the industry needs to restructure itself into corporate entities implement sound trade and accounting practices and implement corporate governance as a code of conduct. Establishment of dear and transparent accounting policies would enhance the reputation of these companies, which will facilitate them to get institutional finance.

##### **4. Establishment of industry forum:**

Establishment of an industry forum or association will assist the industry players in tackling their problems collectively and taking growth-enabling measures. The forum will help in negotiating with suppliers of facilities.

## **5. Entertainment tax & Service Tax:**

The Government should trim down and standardize entertainment tax across the country; this will help in expansion of event industry nationally even in rural areas. The service tax for events held should be subsidized because cost of events is very high and 10.2% Service tax on costs is a big amount. This tax should be reduced so as to help the industry grow. Due to these high taxes many theaters, etc have been closing down. This poses a threat to the India entertainment and event industry.

## **6. Income Tax:**

If India has to become a popular destination for international artists, the income tax regulations should be made as unequivocal and artist-friendly as possible.

## **7. Duties on Imports:**

Relaxation in duties on imports of sophisticated lighting and special effects equipment would assist the event management companies in getting access to better quality infrastructure which, in turn, would result in better quality events and more revenues. The government should bring in some favorable policies that will support the events conducted here.

# Case Studies

## **Chapter#6 Major players in the Industry**

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### **6.1 Seventy entertainment and logistics management**

#### **Business:**

Operating since 1997, SEVENTY boasts a unique, creative track record of helping major brands build their businesses through carefully planned and perfectly managed events and promotions.

#### **Why 70?**

- Because they listen.
- Because of our excellent track record.
- Because they're creative, experienced and accountable.
- Because SEVENTY is the ultimate single point contact for the delivery of focused, unique, highly effective, cost efficient Entertainment and BTL solutions for your brand.

#### **Organization & structure:**

Seventy is based in Mumbai and Delhi with staff strength of 25 of the industry's most experienced professionals.

#### **Pan India operations:**

SEVENTY functions through a network of Affiliate Offices in:

- |             |           |
|-------------|-----------|
| • Kolkata   | Chennai   |
| • Pune      | Bangalore |
| • Hyderabad | Cochin    |
| • Ahmedabad | Indore    |

- Lucknow Chandigarh
- Baroda

### **70 have a proven track record in:**

#### Event Management

- Entertainment & Event Marketing Solutions
- Brand Launches
- Road Shows
- Sampling Events
- Sales Conferences and Incentive Programs
- Sales Promotions
- Brand Celebrity Endorsements
- Private Parties, Functions & Wedding Planning
- Artist & Event Promotion Marketing
- Private Parties
- Weddings

### **Capabilities:**

As one of India's foremost integrated event and BTL marketing companies, SEVENTY provides WORLD CLASS solutions to your brand requirements. Our approach integrates all aspects of the marketing mix to give you the creative advantage you need.

## EVENT DESIGN

- Event Conceptualisation
- Event Creative & Art Direction
- Script Writing & Running Orders
- Stage, Set & Exhibition Design and Execution
- 3D MAX Sets & website Design
- Graphic Design

## EVENT LOGISTICS

- Backstage, Stage, Floor Management
- Print Production
- International & Indian Entertainment Performers Sourcing
- Legal, TBL & Technical Arrangements & Negotiation
- Security Planning and Execution
- Event Personnel Recruitment
- Technical Personnel Recruitment
- Transport, Boarding & Lodging [TBL] Planning Reservations
- International & Domestic Freight Management

## TECHNICAL

- Online web & Video Edit & Recording
- Light, FX, Sound and AV Projection Design & Execution
- Special Effects Laser, Pyro-Techniques, Hydraulics, Pan Projection

## GROUND ACTIVATION

- Promotion Management
- Product Road show Design & Execution
- Flyer / Sales Incentive Design & Distribution
- Sampling
- RDBMS & Contact Service for Promotions
- Venue, Vendor and Talent Database
- Institutional Tie-ups [Schools, Colleges, Clubs, Restaurants, Popular Hangouts, Night-clubs]

## SPONSORSHIP AND EVENT MARKETING

- Presentation Design
- Sponsorship Sales
- Sponsorship contract design & management
- Online, offline pre-event media, BTL & database marketing
- Ticket & event entry distribution management.

## PRIVATE PARTIES, FUNCTIONS AND WEDDING PLANNING



- Pre-Event Planning in close association with the family [Planning Module + Timelines]
- Designing [Invites + Stage, Sets & Decor + Floral Decor]
- Production Planning [Stage, Sets, Lights & Sound + SFX Light Show]
- Sourcing & Liaising with Suppliers [Local + Outstation]
- Catering Liaison & Trousseaux.
- Hotel Tie-Ups & Liaison. Outstation Guests' Arrival / Departure Detail Charts.
- Airport Co-ordination [Reception + Baggage Transport]. Transport [Airport Transfers + Local Ground Transport (to & from the venue & hotels)]
- Hospitality & Guest Relations [Hospitality Personnel Sourcing & Training + Hospitality Desks at Hotel]
- Artist Management [Booking & Liaison]. Entertainment Events - Thematic décor and performances.
- Final Production & Execution – Ceremonies like the Pallu, Mala, Mameru, Mehendi & Sangeet Varghoda, Lagna, and Reception.
- Post Shaadi / Party - Venue Clean up, Set break down, Supplier Payments, Return Gifts, Thank you cards.

## LEGAL

- Government Licensing & Permissions
- Insurance Management [Cancellation/ 3rd party]

Seventy's track record of retaining clients over the long term is legendary within the event business. They manage it because they pride us on matching our energy with our passion to create, captivate and entertain.

- AMERICAN EXPRESS BANK
- AXN
- BATES INDIA

- BENSON & HEDGES
- THE BRITISH COUNCIL
- COCA-COLA INDIA
- ENERGIZER BATTERIES
- EXIDE
- FORD INDIA LTD.,
- G M PENS (REYNOLDS)
- HEINZ INDIA LTD.,
- HINDUSTAN LEVER LTD.,
- INDO AMERICAN CHAMBER OF COMMERCE
- INTEL
- ITC
- ITC THEYLCOMGROUP HOTELS
- JOHN PLAYERS
- JWT
- K P SANGHVI GROUP
- LIVING MEDIA GROUP (93.5 RED FM)
- LOTHEY LINTAS
- MATTEL TOYS
- SATYAM INFO
- SHAW WALLACE
- SONY ENTERTAINMENT TV (SET MAX)
- STANDARD CHARTERED BANK
- STANDARD FURUKAWA

- TURNER INTERNATIONAL
- UDV (GUINNESS)
- VIJAY DIMON GROUP
- WILLS LIFESTYLE
- 555

Events  
Managed By  
Seventy India

## **1) Festivals\functions**

### **(A)**

(Jan - Feb 2001, Powapuri, Rajasthan.)

- Launch of a Jain temple constructed by the K. P. Sanghvi Charitable Trust in Powapuri, Rajasthan. Devotees from 300 villages were invited to visit the temple and take part in the inaugural festivities.
- 4 months of planning and nearly 2 months of on-site production management went into the project that lasted 10 days. SEVENTY planned and executed the event from start to finish.
- A total of approximately 1.2 million people visited the temple site over the course of the event.
- 1.4 million sq. ft. of VIP, General, Artist, Religious Official, Entertainment, Dining Area tenting.
- 2,000 toilets each cleaned 3 times a day to accommodate 85,000 people daily.
- 2 lakh litres of drinking water organized each day.
- 12 Dinning Halls of 18,000 sq. ft. each, 25 Buses to pick up and drop guests from neighboring villages, 175 supply trucks a day.
- An 80,000 sq. ft museum, a 4 km. long religious procession with 9 bands, 9 elephants, 46 horses & 20 camels.
- 20 Managers, 70 Supervisors and 700 laborers worked round the clock for 10 days to manage this remarkable project.

**(B)**

November - December 1999, Udaipur. K.P.SANGHVI WEDDING

- 12 events across 3 days.
- 2,500 guests from across the world.
- 300 cars.
- 4 chartered flights.
- 15 palace hotels.
- Custom Hospitality arrangements in-flight and at hotels.
- Entertainment including Daler Mehndi, Falguni Pathak, a tailor made percussion show "Drums of India", traditional dancers and an International Sound and Light show at 4 Palaces

## **2) Product launch**

(June 2001 - April 2002, Wills sport)

- Chennai, Chandigarh, Pune, Hyderabad, Cochin, Bangalore, Delhi, Mumbai, Calcutta.
  
- ITC's single largest non-Tobacco and non-Hotel brand launch was entrusted to SEVENTY. SEVENTY created a unique launch concept combining on-ground retail store launch promotions, with a groundbreaking Event Concept.
  
- A superbly shot story-based AV, supported by a specially commissioned 20 minute voice over, was projected by 20 slide projectors across 5 on-stage screens. The AV was seamlessly interspersed with segments of fashion shows and live entertainment designed to showcase the Product in different situations and moods. Live acts through the tour included Shaan, True Colours, Jules & Sophiya with Aquaflow and Shiva, Adagio Dancers "Lizteve" from Australia, DJ Xavier Percec from N&L Amsterdam.
  
- A pre-event PR Strategy that made an unprecedented success of the Launch Tour shows was the unique "Fashion Guru" concept. Event brand ambassador - Kitu Gidwani - met the press from each Wills Sport market to explain the brand and product lines, supported by multiple Lap-Tops and a powerful multi-media presentation. Another choice that filled regional and national newspapers with Wills Sport.

### **3) Fashion**

(2000 – 2001 – 2002, Lakme India fashion week)

- SEVENTY was retained to execute a PR maximization strategy for Sunsilk's Co-Sponsorship of India Fashion Week (2000-2002 inclusive), developing a strategically planned line-up of brand centric events.
  
- Over three years, SEVENTY sourced two highly acclaimed, international hairstylists as brand experts for Sunsilk at Fashion Week – Aldo Signoretti, Head Stylist for 'Moulin Rouge', and Joseph Neeko Abriol, star stylist to Oscar winning actress Halle Berry, and star singers Pink and Macy Grey.
  
- Brand Centric events in and around LIFW included the Sunsilk Salon, staffed by India's best known stylists, the Celebrity Look of the Day with India's best known models and socialites, Hair Symposiums by the Brand Experts and a whole gamut of styling-based activities.
  
- Using top ramp models and Bollywood celebrities to showcase Sunsilk's Hair Statements, SEVENTY designed and produced three unique Hair-Styling Shows - 'Bollywood-Hollywood', 'Hair Fashion Season' and 'Styles of the Silver Screen'.



#### ***4 Stadium:***

##### **(A)**

(December 2001, Cochin SHAHRUKH KHAN LIVE IN COCHIN)

- The star studded, 4-hour "Shahrukh LIVE Concert" was a fitting commencement to the Grand Kerala Festival.
  
- The theme of the show explored the 4 Elements of nature, using the glamour, talent and charisma of Shahrukh Khan, Raveena, Juhi Chawla and Pooja Batra & Lisa Ray as MC. Popular playback singers Jaspinder Narula, Sukhwinder Singh and Sneha Pant performed live with a host of supporting artistes.
  
- Equipped with a multi-level 60' x 40' stage, 6 AV screens and an 8-foot hydraulic scissor lift in the center of the stage, each of the 4 sets uniquely reflected the Elements of Nature theme.
  
- A huge success, the 35,000 strong crowds was enthralled throughout.

**(B)**

(Feb 10, Chennai & Feb 24, Mumbai, Toon cricket)

- SEVENTY executed Toon Cricket 2002 from conceptualization, talent sourcing, choreography, technical planning and show direction to the event production, stage construction, branding, stage & back-stage management, security, barricading & crowd control and sponsor village.
  
- Extensive pre-event promotions they have conducted in both cities to augment awareness & distribute 2,00,000 leaflets & 10,000 posters through comprehensive school & club contact programs, popular hangout tie-ups, ticket redemption outlets and a Toon Mobile road-show. Turnout for Toon Cricket 2002 in Chennai was over 20,000, and in Mumbai over 40,000 spectators.

(\*Source SEVENTY ENTERTAINMENT)

## **6.2 Wizcraft International Entertainment Pvt. Ltd.**

### **Company Profile**

As a company they delight in taking on the most difficult of assignments and executing it perfectly.

They pioneered Event Management in India, established it as an industry, and created new trails in brand communication.

Wizcraft was instrumental in the inclusion of event budgets in corporate advertising and marketing communications plans in India.

They introduced international experience and world-class laser and lighting technology in India. Today, their client portfolio represents those who of corporate India.

### **Services**

Wizcraft specializes in Event Management. Their services include conceptualization, strategy development, designing, decor, technical infrastructure, and planning, execution and lateral integration for execution for optimum performance and efficiency.

At Wizcraft, Event Management is a structured, collaborative exercise designed to yield results for their clients.

Their **Specialty** activities include:

- Corporate Events
- Special Events
- Television
- Artist
- Events Management
- Lighting & Lasers

### **Types of Events:**

- *Corporate Events*

- ✓ Brand/ Corporate launches and promotions
- ✓ Dealer! Trade meets
- ✓ Customer! Dealer interaction programs
- ✓ Brand extension exercises
- ✓ Annual Celebrations
- ✓ Seminars
- ✓ Staff Programs
- ✓ Exhibitions
- ✓ AGMs
- ✓ Conferences

- *Special Events*

- ✓ Concerts
- ✓ Entertainment extravaganzas
- ✓ Awards functions
- ✓ High profile events and parties
- ✓ Weddings
- ✓ Nightclubs
- ✓ Entertainment and Leisure complexes

- *Television events*

- ✓ Award nights
  - ✓ Filmfare awards
  - ✓ Zee Cine awards
  - ✓ Channel V Music awards
  - ✓ MTV VJ hunt
  - ✓ Femina miss India pageant
  - ✓ Coca-cola
  - ✓ Channel [ V ] live
- 
- *Artist management*
    - ✓ Artist management
    - ✓ Talent development
    - ✓ Ready made platform for performing artists
    - ✓ Artist banks

### **Lighting and lasers**

High technology entertainment infrastructure equipped to produce light and sound extravaganzas at par with the best in the world

- ✓ State of art lasers
- ✓ Computerized intelligent lighting
- ✓ Split image video technology
- ✓ Pyrotechniques
- ✓ Ariel fire works
- ✓ Special effects

### **6.3 Showbiz Stage Management Pvt. Ltd.**

#### **Company Profile**

More than five decades ago, their founder Rehmatali Tobaccowala ventured into the business of erecting sets, mainly for marriages. News of his skill soon spread. Before long, the theatre world started seeking his services for set fabrications. Companies followed. To keep pace with the growing nature of the business, Showbiz the company was started in 1982.

But, the real metamorphosis into a full-fledged, professional event management company coincided with liberalization in 1992. The timing couldn't have been better. Multinational brands and television channels had just come in. And with them the need for slickly produced brand launches, corporate conferences, exhibitions, fashion parades, concerts and live shows.

The demands were rigorous in terms of professionalism and delivery. As India's premier event management company, it was necessary that they stay at the forefront of the latest trends and technological advancements in the industry. Happily, Showbiz met these challenges through innovation and by developing the required expertise.

Around the same time, Rehmatali's son Sameer joined the business. Dynamic and enterprising, he was responsible for setting up dedicated calls to cater to the diverse and specialized needs of the Showbiz clientele.

As a result, in the course of the last 20 years, their involvement with the events industry has come to include an integrated range of services including:

Handling all stage and set requirements, starting with sketches to construction to assembling and dismantling taking care of all equipment rental needs - be it an indoor conference or a mega outdoor show Bringing creative services such as conceptualizing, copywriting and designing of sets, stages, print material and graphics Providing a range of innovative and exciting entertainment possibilities to match event image and design Offering alluring exhibition sets,

using the talents of architects and interior designers who specialize in exhibitions and trade fair designs Creating stunning environments at the point-of-purchase achieving thematic consistency in corporate event communication, through audio-visual scripting, direction and production.

Showbiz Stage Management Pvt Ltd., is also a member of PLASA (Professional Lighting and Sound Association, U.K.) - an international organisation of professionals. Enabling us to remain on the cutting edge of international technological advancement.

Today, Showbiz comprises a team of 65 professionals and 150 artisans. With an impressive list of blue-chip clients such as Coca-Cola, Ford IBM, Intel, Mercedes-Benz, Oracle, Philips,

Star TV & UniLever to name a few. And full service offices in Mumbai, Bangalore, Delhi and Chennai.

To meet the requirements of international clients Showbiz Worldwide was set up with associates in Dubai, South Africa, Singapore and San Francisco. Showbiz Worldwide functions as a one point contact for production, equipment and show management services across the Indian sub-continent, the Middle East, Asia, Australia and Africa.

### **Services:**

#### ➤ Stage & Set Fabrication

At the heart of Shobiz's stage management expertise its fabrication skills their capabilities range from creating mammoth sets for outdoor spectacles to compact ones for indoor events.

They work with a de range of materials like wood, plastic, thermo Cole, acrylic, fabric, metal and composites. The works! Anything to create that larger than life moment.

Equally, they pay attention to the use of materials and designs that allow better functionality. The result: light weight, knock-down able sets, which are

easy to transport across the country.

Not to forget, their full-fledged workshops, staffed with technically skilled personnel, karigars or artisans, who make it possible to create and deliver even complex sets at the remotest venues, cost effectively.

Range of Services:

1. Fully equipped workshops in Mumbai, Delhi, Bangalore
2. Set & Stage Fabrication
3. Trade Fair
4. Stand Fabrication
5. Vinyl Printing and Mounting of Digital Prints/ Translites

Some Projects;

- 2001 HLL - A Hair Story
- Showbiz helps tell the tale.
- A launch pad for Pepsodent, created by Showbiz.
- Showbiz sets the foundation for Abby99.
- Setting the stage for Femina-Miss India.
- Abby'99 on center stage.
- Hot Wheels and Barbie, all set to take off.
- Showbiz adds an extra touch of class to Tiffany.

### **Equipment Rental:**

A member of the Professional Light and Sound Association (PLASA), U.K. Showbiz provides Technical support that measure up to international standards. Quite naturally, constant innovation and keeping pace with technology is a way of life for us.



They own some of the most sophisticated lights, Sound and Audio-Visual equipment operated, of course, by an in-house team of trained, competent engineers. Right from automated or conventional lights to lasers, along with the appropriate trussing to sound engineering and reinforcement, video wall and projection systems. Whatever you need to hire, it's all here.

### **Range of Services:**

1. Projection Systems
2. Switching & Engineering Systems
3. Conventional Lighting
4. Automated lighting
5. Dimmer Boards
6. Indoor Sound
7. Outdoor Sound
8. Lasers
9. Video Walls
10. Pyrotechnics

### **Some Projects:**

- Showbiz adds extra glow to the Fair & Lovely show.
- Levers show off with lasers, thanks to Showbiz.
- Showbiz brings the Italian connection to light for Fiat Uno.
- Making sure everything is in control, always.
- Showbiz lights up Abby 2001.
- The Beach Boys go rocking with Showbiz.

**Retail Merchandising:**

Merchandising around their product is their last chance to communicate with the consumer. The more impact you make here the better.

Combining the talents of their Design Studio with their Exhibits division, they create a stunning environment at the point-of-purchase

Be it a small window decal or the entire decor of a store, Shobiz Retail Merchandising has the answer to all their needs. Come woo shoppers all over again.

Range of Services:

1. Corporate design
2. Interior space planning
3. In-store POP graphic signages
4. Exterior permanent signages
5. Display stands
- 6 Moving displays
7. Signage graphics
8. Kiosks
9. Floor merchandisers

**Events:**

Shobiz Events focuses on creating memorable events. Events of all sizes. Events personalised for brands. Events across markets. They understand the challenges you face. What sets us apart is their expertise and an in-house team that takes care of everything under one roof. Showbiz can provide a range of innovative and exciting entertainment possibilities to match their event image and design. From managing details such as arranging for hosts and hostesses, to

coordinating with models, performers, comperes and artistes. From creating costume design, welcome themes, collaterals, A/Vs to procuring licenses and permissions, arranging for security, catering, hospitality and handling logistics.

From planning their schedules, road shows, venue management, backstage co-ordination, ground transport to supplying audio visual equipment, sound and lights. From providing the fireworks to arranging the choreographer and finally scripting the show. Shobiz Event Management does it all.

### **Range of Services:**

1. Hostess and Model co-ordination
2. Performers
3. Live Acts - stunt performers, jugglers, stand up comics, etc.
4. Comperes and Emcees
5. Backstage Assistance
6. Licenses and Permissions
7. Ground Transport
8. Hospitality and Catering
9. Security Arrangements
10. Crowd Control
11. Welcome Themes
12. Choreography
13. Souvenirs
14. Promotions
15. Road Shows
16. Venue Management
17. Logistics

18. Their Schedules

19. General Decor

### **Films:**

Shobiz Films helps you achieve thematic consistency in their corporate event communication. Their services include audio-visual scripting, direction and production. For instance, when they manage their event, conceptual harmony across different media is assured.

Not to mention, pre-production and post-production values are taken care of. But that need not be the only reason why you should take advantage of this service. Even if you want to do a film as a stand-alone, they would be happy to do it

Range of Services:

1. Concept origination
2. Scripting
3. Production co-ordination
4. Direction
5. Post-production
6. Graphics and animation
7. Soundtracks - stock or composed

List of Films:

1. Ford Ikon Launch - 1999
2. Vim Re-launch - 2000
3. Nihar, Lux Shampoo & Clinic Plus Re-launch - 2001
4. Pepsodent Re-launch - 2001

5. Hindustan Lever Limited CSD Conferences - 2001
6. Hindustan Lever Daman Factory Corporate Film - 2001
7. Lux Soap Re-launch - 2001
8. Pond's Re-launch - 2001
9. Lifebuoy Re-launch -2001
10. IBM - Towards Vijaya 2001

**Exhibition:**

Showbiz Exhibits makes sure their exhibit is in the limelight. They have an exclusive team of dedicated architects and interior designers who specialize in exhibitions and trade fair designs.

No ordinary creative these, they're familiar with the latest materials and contemporary international trends. Combing their expertise with AutoCAD, and 3-0 Studio, they show you complete walkthroughs, much before the real event commences.

They give you more than just superlative interiors. Guaranteed crowd pullers such as live elements, promotions and other attractions to ensure that their exhibit takes centre stage always.

Add to that, sound engineering, video walls, projection systems, automated and conventional fighting to make their exhibitions spring to life.

**Range of Services:**

1. Designing
2. Fabrication
3. Branding
4. Live Promos
5. Equipment Rental

**Theatre & Television sets:**

Their staging and lighting expertise have always been called in for the peculiar requirements of this industry. From innovative and detailed backdrops of television sets to theatrics and dramatics of set change and versatility of minimal props required in theatre have been successfully stage managed by Shobiz over two decades, for many renowned show productions.

**Fashion Shows:**

Shobiz has been behind the scene for many a successful launch of apparel collections of reputed designers from India and abroad. It is on their staging and setting that almost all models have set ramps on fire with exquisitely presented shows expressing the mood and atmospherics required by the designers for just the right effect.

It is in their nature to innovate and in this demanding industry found their expectations matched strength to strength with the solutions they have provided over the years.

**Chapter#7 CONCLUSION**

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Event management as an industry is in its infant stage. It has long way to go. It has a bright future. This industry is growing at a reasonably quick rate. This can be seen from the number of different firms that came up in this field in the past few years.

The government can also help this industry grow tremendously. Government should impose favorable rules and regulation on this industry which would help its development. For e.g. the time limits imposed on the events conducted can be increased like for *Dandia Raas* the time limit given is till ten in the night, which is quite less according to the people who come and attend the event. This time limit can be increased so as to give justice to both the event as well as the audience.

There should also be a set standard for the events that are being conducted. All the events conducted should be of high caliber. This will help the industry to increase the revenue that is generated from all the events that are organized.

Hence, for the industry to grow the government should bring in favorable policies, reduce taxes, develop essential infrastructure, bring in corporate to manage the events and above all establish a forum that would help all the firms in their expansion.

In the near future, the companies will form a network of associations in different states in order to expand the industry so that the events can be held more professionally. For E.g. if an event management company in Mumbai has been asked to organize a show in Chennai then it is not possible for the coordinator to keep track on daily progress in Chennai, so in this case they form

networks with local players to keep track and inform them. They will hire a local company or open a branch in Chennai in case the response from people is excellent. So in this way, a network is formed to organize the event in better perspective.



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