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# A STUDY ON PROFESSIONALISM IN EVENT MANAGEMENT TO MANAGING EVENTS

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## ABSTRACT

Few studies have looked at the viewpoint of persons working in the intricate and quickly expanding field of event management to see whether they see it as a profession and what role education in the field should play in professionalizing it. This article serves two purposes: 1) it examines whether event management can be considered a profession based on the literature that already exists and the attributes of professionalism as defined by those in the events industry; and 2) it offers a distinctive viewpoint from the viewpoint of current industry leaders on whether event management is a profession, what qualities make event management professionalism, and the importance of event management education. The findings show that even while significant progress has been made in establishing event management as a legitimate profession, more needs to be done. To effectively fulfill the sector's constantly expanding professional development needs, industry and academics must work together to discover similarities and construct the event management education system.

**KEYWORDS:** *Professionalizing, Event Management, Education, Industry*

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## 1. INTRODUCTION

A public gathering for any celebration can be described as an event. Events can be categorized based on their scope, nature, and surroundings. An event might be a social occasion like a wedding, engagement party, or birthday celebration. Educational events like job fairs, education fairs, workshops, seminars, competitions, and debates. Every event is unique from the others. They must therefore be planned in accordance with its nature. These days, the event management sector is so important to society that event managers are required. Events, in general, are also a part of everyday life since people meet and converse with individuals from varied backgrounds.

To create the best event plan possible, event managers and event coordinators must collaborate. People require the assistance of experts to make events more successful and well-organized. This growing demand for professionals opens the door for the promotion of the event management industry.

The process of studying, planning, marketing, reviewing, and managing an event is known as event management. An event may be a very effective marketing strategy to introduce a product or service if it is planned professionally. Unlike other professions, event management is a relatively new and developing one. They have qualified specialists working as event coordinators in this industry. They are instrumental in successfully planning and carrying out the Events. This therefore gives the customer a fresh perspective on the occurrences. The term "event management" generally refers to the process of organizing events, including its scheduling, budgeting, decoration, and floral design, food, and beverage services. Recent years have seen an increase in the number of events that event managers are receiving from top to bottom. Many businesses, charitable trusts, and organizations hold events to market themselves, foster relationships, generate funds, and recognize accomplishments.

Our lives now revolve on events, and everyone wants their event to be a success. Many of them are looking for a professional to handle such events in order to fulfill their ambition. A successful event will bring clients delight and status. By catering to a worldwide audience and organizing events that take place outside of the country, event management will transport people all over the world. People live mechanical, demanding lives in the modern world. To get rid of the stress, they must recharge. An event is essential in causing individuals to enjoy themselves with their friends and family. Therefore, these occasions need to be carefully thought out and should leave a lasting impression on the attendees. Event organizers are in charge of it and must overcome various challenges when organizing their Events. As a result, the researcher has chosen to investigate how event managers perceive various issues. Analysis of professional satisfaction and difficulties event managers encounter in sustaining their businesses is the primary goal of this study.

## **1.1 PROFESSIONALISM**

The term "professionalism" is often used to describe human actions, attitudes, and behavior. It is used to describe the mannerism of doing an activity or task, preferably in the desired manner, and is related to the service issue. This "desired manner," however, is a matter of opinion. In actuality, professionalism as a concept is more ambiguous than concrete. Professionalism has been defined in various ways by various experts and practitioners from a range of fields. Research has been done to focus on and identify the characteristics that account for professionalism in their respective fields. A fundamental understanding of the term "profession" in reference to

any subject or discipline is that it denotes the existence of some sort of organized body of knowledge with an organization to oversee the practice by outlining a specific code of conduct or performance ethics. Each profession as such—whether it is medical, law, education, or another—has its own method of leading or controlling the activities through associations. These associations show how a profession has a strong identity. A profession's performance should be guided by professional standards and norms, which also define the scope of the profession's activities. Additionally, the associations enforce rigorous adherence to the established standards and provide a procedure for managing cases of professional misconduct. Additionally, these organisations uphold the traditional value of acting kindly, as first stated by a professional. Professionalism has thus been sought to focus by event practitioners and interested experts by defining a boundary within which they are to operate, despite professionalism being mostly a qualitative feature.

## **1.2 SIGNIFICANCE OF THE STUDY**

The event management sector is still in its infancy. Though it still has a ways to go, the future is promising. Event management will lighten the load on those who want to arrange an event in the current situation. The event management system has made it simple to manage any event-related issues. People can often plan small parties and social gatherings in their homes, but when it comes to larger events, an event manager is usually in charge of making sure that supplies are delivered and that everything goes off without a hitch on the big day. The duties of an event manager employed by a banquet hall, hotel, or other venue may differ slightly from those of an independent event manager. Many event planners are content in their careers and love what they do. An assortment of fresh and improved concepts is necessary for efficient event management. Throughout the planning phase, organizers are urged to keep their attention on the event's goals and take those goals into account. Making a budget is a significant step in this process that could ultimately influence whether the event is successful or unsuccessful. Other important factors to take into account include catering or food service, choosing a date and location, using promotional tactics, and planning event activities. Before taking on the task of organizing a significant event, successful event planners would consult a variety of sources, especially past events. The early stages of any event's planning process always include consulting academic materials on event planning.

## **1.3 SCOPE OF THE STUDY**

The study was done on the topic of professional event management in the Noida. It primarily focuses on the state's event management scenario, including information about the many event types that are occurring and are managed by qualified event practitioners. Additionally, it highlights the conditions in the event area and examines the event

management mechanism from a broad perspective. The study took into account a variety of event types, including business meetings, conferences, and product launches as well as private celebrations like weddings and birthdays as well as public and governmental events like fairs, festivals, concerts, and tourism-related activities. Since the study also includes the concept of professionalism, in order to comprehend it in the context of Noida, the study takes into account event management professionals' perceptions of various event kinds in the state as a source of income.

## 2. REVIEW OF LITERATURE

*Thomas, Katherine & Stephens, Simon. (2022).* The purpose of this study is to comprehend how event management is influenced by general management literature. In order to better comprehend the management strategies used by event managers, we first examine the themes that have arisen from recent event management literature. We contend that the potential for errors that might be replicated again across several events arises from the lack of agreement on the ideal framework, approach, or model. Therefore, we provide the KT Model of Event Management as a conceptual framework. We conducted a poll of event managers (n=116) after reviewing the literature on event management models in order to collect data. Our conceptual framework offers a thorough analysis of the preconditions, biases, catalysts, and processes fundamental to contemporary event management.

*Emma Abson (2017),* managers indicated 15 dimensions in their descriptions of their duties and responsibilities that were defined by Dulewicz and Higgs in 2005's Leadership Dimension Questionnaire. They also identified six crucial leadership behaviors that event managers used. The results also reveal that seven of the event managers believe they only have one chance to deliver an event correctly; they believe they must be consistent in their performance and committed to that goal despite the challenges presented by the situations that event managers frequently encounter. Without this crucial skill, these managers did not believe they would be able to lead their events successfully.

*Amir Saleem (2017),* careful preparation and direction were used to create the event management software. This project was developed using an iterative waterfall methodology. Planning has gone well at every level. According to the methodology, the design phase was completely designed. By integrating both modules, unit testing of each module and sub-module has been done. The results of the tested modules are intended to provide a thorough and simple method for managing all types of events. The author attempted in this endeavor to properly communicate the idea of event management systems presently in use in society.

*Klara TrostLesic (2017)* examined how attendees and participants interacted with the events. The findings showed that the majority of participants had fond memories of the events. This indicates that while the experience has a favorable effect on participants and visitors, it is not powerful enough to cause long-lasting changes in attitudes or behaviors. The study's findings also demonstrated that respondents' experiences at events were contingently related to their membership in the group, i.e., that attendees and participants at events have distinct perspectives on the activities.

### **3. RESEARCH METHODOLOGY**

The study is exploratory and descriptive by nature. It makes an effort to outline the general circumstances surrounding event management in Noida and to identify the development of full-time event management services in the community. It also seeks to examine the complexities of event management and gauge the standards and degree of professionalism. Only event management professionals or those who have chosen event management as a full-time job or means of support are taken into consideration for the study, which is focused on event management in Noida. Through a pilot study and discussions with active event managers, it was discovered that Facebook is the most popular social media platform for the event management industry and that online directories include a list of active event managers in Noida. 276 names of event companies were constructed from the list of names pulled from each of the directories and Facebook, providing the sampling frame for the study. After the names were checked, it was discovered that some names were duplicates and some names belonged to companies from outside the Noida. As a result, these were taken off the list, and the repeated names were only taken into account once. This led to the creation of 201 businesses that operate both inside and outside the Noida. The methods used to collect first-hand data and secondary data are both used in the current study. As a result, information from both primary and secondary sources has been used. Primary is the main source of data for this investigation. Secondary data, however, is also important for the investigation if a foundation is needed for it.

### **4. RESULTS AND DATA INTERPRETATION**

The data used in the current study came from both primary and secondary sources. With the aid of correlation analysis and binomial testing, an attempt has been made to analyze and interpret the primary data. The data analysis was represented using frequency tables, bar charts, and line charts.

**TABLE-4.1: CORRELATION BETWEEN SELF-REGULATION AND EVENT MANAGEMENT PROFESSIONALISM**

Statements	Core Feature	Pearsons Correlation coefficient
I have a formal appraisal system for myself.	Formal self-appraisal	0.472
I believe continuous up gradation of knowledge about current industry practices is essential.	Perception of knowledge up gradation	0.082
I have a formal appraisal system for my employees.	Employees' formal appraisal	0.527
I try to keep up to date with changes and trends in the events industry.	Attempts to self-update about industry trends	0.195
I appraise my employees regularly.	Employees' regular appraisal	0.515
I self-appraise my decisions regularly.	Regular self-appraisal	0.399
I believe Self-motivation to perform better is a must.	Self-motivation	0.235

Each of the self-regulatory statements and professionalism have a positive link, as shown in Table. With a Pearsons correlation coefficient of 0.527, the formal structure that event managers maintain for employee evaluations shows the strongest association. There is a strong positive connection of 0.515 between the regularity of this rating system and professionalism. The formal self-appraisal system also has a strong connection of 0.472, with the system's professionalism and regularity receiving a correlation coefficient of 0.399 each. Thus, keeping formal appraisal methods in place and making it a regular activity for both employees and oneself suggests significant potential for professionalism in event management. Professionalism in event management is positively correlated with one's own drive for improved performance.

**TABLE-4.2: CORRELATION BETWEEN AUTONOMY AND EVENT MANAGEMENT PROFESSIONALISM**

Statements	Core Feature	Pearsons Correlation coefficient
I take my own decisions.	Independent decision making	0.099
I think autonomy in decision making enhances clients' trust.	Clients' trust based on independent decision making	0.232
I think there must be absolute freedom to make decisions.	Need for freedom of decision making	0.255
I think absence of any regulatory or government control facilitates autonomy/independence in decision making.	Absence of government control	0.208

All of the qualities of autonomy and professionalism in event management are positively correlated, according to the Pearsons correlation coefficient shown in Table. The relationships between each of the claims, however, are not very strong. This can be taken to mean that the issue of professionalism is not strongly associated with the aspect of independence or autonomy in the way events are managed. Professionalism is not greatly impacted by the absence of any official influence on decision-making, aside from the fundamental legal procedures.

**TABLE-4.3: CORRELATION BETWEEN PROFESSIONALISM PARAMETERS AND EVENT MANAGEMENT PROFESSIONALISM**

PARAMETERS	PEARSONS CORRELATION COEFFICIENT
Academics and learning	0.548
Self-regulatory	0.666

Professional Associations	0.632
Autonomy	0.299
Ethics and Code of conduct	0.719
Image and Social status	0.662
Social responsibility	0.606
Practice led behavior	0.678
Industry Trends	0.412

According to Table, each of the nine parameters has a positive correlation with professionalism based on the Pearson coefficient of correlation. Ethics and professionalism are strongly correlated, as seen by the high coefficient for this factor—0.719—which reflects the feature of ethics and code of conduct. With 0.678 and 0.666, respectively, the practice-led behavior and the self-regulatory components have the second and third highest correlation values. Therefore, it appears that these two factors alone have a high positive correlation with professionalism. Other factors, including social standing, academic achievement, professional affiliations, and social duty, also show a strong correlation. The association between professional behavior and industrial changes is, however, much less positive. A low positive association between professionalism and autonomy may be shown in the case of autonomy, where the correlation coefficient is the lowest at 0.299.

## 5. CONCLUSION

In Noida, event planning and management are expanding, and people are becoming more aware of the various effects and results of events. And any analysis of them would undoubtedly highlight the escalating professionalism issue within the field of event management as well as the growing concern for it as a profession. It can be difficult to define professionalism or pinpoint its parameters. Professionalism is comparable to a "honest act," which is hard to define but obvious when one observes it. This is also true for a developing profession in Noida like event management. Traditional definitions of professionalism place a strong emphasis on a systematic body of theory, a formal body of knowledge, and specialized training, which are all but nonexistent in the case of event management in Noida, leading one to the conclusion that professionalism does not exist. "Professionalism



is not conferred upon a person solely through graduate education". Therefore, it is necessary to examine professionalism in event management from a different angle if graduate education, or for that matter, just education or training, does not only reflect professionalism. Professional associations and codes of ethics are also not prominent, which suggests a lack of professionalism. The event management environment in Noida, however, reflects the gap between the classic model of professionalism and the field-specific model. Beyond the conventional or accepted standards of professionalism, the current study suggests a stronger focus towards profession-specific professionalism. It is clear that the current event managers are making an effort to establish and uphold professionalism through their own-set business principles and procedures. Emphasizes that how work is completed has a significant impact on professionalism. Similar notes that professionalism is evolving today; this change is "particularly in the organizational contexts in which practitioners currently practice". The structural changes to professionalism brought on by digitalization and the related increase in information access, which adds to the pressure on professionals to create fresh approaches to customer interaction and relationship-building. Therefore, professionalism would also be more evident in the way Noida event managers conduct events in light of the current organizational context. There is a ton of room for future research in the areas of impact studies, event studies development, and tourism promotion because event management in Noida is still in its infancy. If steps are not done to control the sector and ensure professionalism within it, the growth of events and the mushrooming of event managers is likely to pose a danger to quality and standards in the industry. Furthering the fulfillment of this objective would require acknowledging the difficulties ahead and taking action to address them. To identify the challenges that lie ahead for this developing new industry, further research and studies in the events field are absolutely necessary.

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