

the SUNDAY TIMES

EMPLOYMENT TIMES

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

All about marketing events of organizations



Ranjan Saheed

By Ranjan Saheed

1. EVENT MANAGEMENT

Common marketing events that we see in organizations are,

1. Meetings and conferences
2. Shows, exhibitions and Trade Fairs
3. Events, stunts, and Corporate hospitality activities

2. MEETING AND CONFERENCES

Meetings are an organized form of face-to-face communication which mainly include with,

a. Project Meetings

Project meetings are all about bringing people together in projects for briefing, planning, creative brain storming, problem solving, reporting on progress etc. if external representation is involved, the greater the organization will be required.

b. Sales Meetings

Sales meetings are all about bringing together sales teams for briefing, motivation, training and review progress. Sales meetings allow teams, representatives to get to know each other and built rapport. These include 'pitch meetings', 'dealer meetings', presentation etc.

c. Negotiations

Face-to-face form, formal relationships, collaborations built in such away both parties win and benefits can mutually be shared.

d. Tele-conferencing & video conferencing

Tele-conferencing is a meeting held via telephone (speaker phone, conference facilities of telephone). This is appropriate for short, relatively informal meetings where high travel cost of face-to-face meetings cannot be justified.

Video - conferencing is a meeting via live video connection which provides face-to-face meetings without travel time or cost. This allows visual and non-verbal communication as oppose to tele-conferencing.

e. Press Conferences / News Conferences

Press/news conference is a meeting called to brief journalists and or issuing a statement on a particular subject and followed by an interactive session.

3. SHOWS, EXHIBITIONS AND TRADE FAIRS

These are (Consumer Fairs, industrial Fairs, Motor shows etc) providing following opportunities for organization.

- ▶ Public relation - by visitors, media coverage
- ▶ Promoting & selling - pre targeting & product/ service demonstration
- ▶ Networking - within the Industry, existing clients, suppliers etc.
- ▶ Testing - response to the new products
- ▶ Competitor research - competitor products, promotions etc.
- ▶ Research supplier - supplier products, making contacts

Professional event organizers undertake to organize and promote exhibitions locally and internationally from booking the venue to registering participants, organizing events, issuing catalogues & providing stand construction, organizing lounges, catering, access & parking, power & light, promotion of the event, press coverage.

Meeting at External venues

Conducting meeting at external venues (hotel, restaurants, conference centres etc) provides extra challenges and tasks including liaising with the venue staff on,

- ▶ Stating your requirement clearly
- ▶ Equipments & facilities - what you will bring / what will venue supply and what will externally (third party) be sourced.
- ▶ Check that your requirements are met in terms of specification, schedule and budget.

The organization and coordination will depend on,

- ▶ Number and/ or nature of participants
- ▶ The level of formality of the meeting
- ▶ Types of activities performed and facilities required.
- ▶ The purpose and degree of sophistication

Budgets

- ▶ Check the budget allocated on meetings-related activities.
- ▶ Draw up a budget which is justifiable along with anticipated returns
- ▶ Record & monitor stage by stage for better budgetary control

Conferences

Conferences set themselves apart from meetings as conference generally implies a larger gathering of people compared to a meeting. Conferences are somewhat formal, going in detail and of less frequent (annually or seasonally). A conference for instance a trade conference is gathering of participants over one or few days which include seminars, lectures, workshops and other trade related activities.

The organization of a conference is similar to that of a meeting but larger gathering, long duration, and varied agenda require addi-

tional focus on,

- ▶ Longer notice, comprehensive agenda, schedule and preparations.
- ▶ Advertising & promotion of the conference
- ▶ Invitation if the conference is open to public
- ▶ Arrangements of transport, overnight accommodation or guidance of how to make own arrangements
- ▶ Coordination of guest speakers, arranging presen-

tation material etc.

- ▶ Arranging conference merchandise or/ and give away
- ▶ Arranging social and recreational activities, team building exercise.

4. PRODUCT & OUTLET LAUNCH

Product & outlet launches are formal events taking place in business organizations. They are undertak-

en with the purpose of,

- ▶ To attract media coverage
- ▶ To enhance organization's corporate profile
- ▶ To generate positive PR
- ▶ To built relationships with existing customers
- ▶ To provide key customers with opportunities to preview or preorder new products.

Contd on pg 03



MPHASIS
an HP company



IT and BPO PROs! Visit the Mphasis Career Fair and go places

- See the world of Mphasis – the full suite global technology services company
- Walk-in interviews – immediate opportunities in Apps, BPO and ITO for 250 experienced professionals
- 20 one-year internships for in-depth training in India
- Short-term training in India for a pilot group of 50 from among the first to join
- Seminars on career opportunities
- Positions available include these and more. See www.jobenvoy.com
 - Midrange Operator
 - Tech Ops Administrator
 - Module Lead
 - Team Leader
 - Senior Software Engineer
 - Software Engineer
 - SAP Professionals
 - MS Exchange Professionals
 - Analyst / Senior Analyst - Recruitment
 - Analyst / Senior Analyst - Line HR
 - Senior Officer - HR Operations

Mphasis is a global full suite technology services company with expertise in Applications, Business Process Outsourcing and Infrastructure Technology Outsourcing services. With offices across 4 continents and over 37,000 employees we come with unmatched levels of service, quality and talent.

Mphasis supports G1000 companies around the world in the improvement of their business processes through a combination of technology know-how, domain and process expertise. We service clients in Financial Services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail industries and Governments around the world.

We seek individuals with talent, passion and the will to excel as the winning combination in delivering our services. We build lasting long-term relationships with our clients based on our values of customer centricity, transparency in operations, result-oriented activity and flexibility. We are an equal opportunity employer and encourage applications from people with disabilities and those from economically underprivileged backgrounds. Come contribute, succeed and grow with a dynamic company.

Mphasis Career Fair
8th & 9th May 2010
at the Cinnamon Grand
from 9 am to 6 pm

www.mphasis.com

© Mphasis 2010. All rights reserved.

Recruiting now for all positions... Call us on 071 7777 666