

"An Internship Report on Event Marketing Activities and Event Management at Tradowest "

An Internship Report for

Course code and Course Title: MGA-652 Industry Internship

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Submitted in partial fulfilment of Master's Degree in Business Administration in Marketing

by

SABURI HEMANT DESSAI

Seat Number: 22P0280015

Under the Mentorship of

PROF. M.S DAYANAND

Goa Business School

Management Studies



Goa University

Date: May 2024

[Signature]

Examined by:

Dayanand MS



Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "**An Internship Report on Event Marketing Activities and Event Management at Tradowest** " is based on the results of investigations carried out by me in the Discipline of Management Studies at Goa Business School, Goa University, under the mentorship of **Prof. M.S Dayanand** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations/experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



(Saburi Hemant Dessai)

Signature and Name of Student

Seat no: 22P0280015

Date: 4TH May 2024

Place: Goa University

COMPLETION CERTIFICATE

This is to certify that the internship report "**An Internship Report on Event Marketing Activities and Event Management at Tradowest** " is a bonafide work carried out by **Ms. Saburi Hemant Dessai** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master's of Business Administration** in the Discipline of Management Studies at Goa Business School, Goa University.

Date: 3/5/2024



Prof. M.S Dayanand

Signature and Name of Mentor



Signature of Dean of School/HoD

Date: 3/5/2024

Place: Goa University



School/Department Stamp



Date: 15th Jan, 24

Ms. Saburi Dessai
Goa Business School, Goa University,
Taleigao, Goa

Subject: Internship Offer

We are pleased to extend an offer to you for the position of Marketing Intern at Tradowest Event Management. We were impressed by your skills and enthusiasm during the interview process, and we believe that you will make a valuable addition to our team.

Position: Marketing Intern

Start Date: 15th January 2024

Duration: Duration, 4 months

During your internship, you will have the opportunity to gain hands-on experience in various aspects of marketing within the event management industry. Your responsibilities will include, but are not limited to:

1. Assisting with the development and implementation of marketing campaigns
2. Conducting market research and analysis to identify trends and opportunities
3. Creating engaging content for social media platforms and other marketing channels
4. Supporting the marketing team with administrative tasks and projects as needed
5. This internship will provide you with valuable
6. skills and insights that will help you succeed in your future career endeavors. Additionally, you will have

the chance to work alongside experienced professionals who are dedicated to helping you grow and develop.

By accepting this offer, you agree that throughout your internship, you will observe all policies and practices governing the conduct of our business and employees. This letter sets forth the complete offer we are extending to you, and supersedes and replaces any prior inconsistent statements or discussions. It may be changed only by a subsequent written agreement.

We hope that your association with the Company will be successful and mutually rewarding. Please indicate your acceptance of this offer by signing below and returning it to us.

Warm Regards,

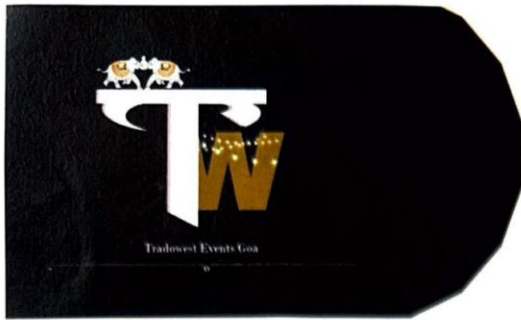
Tradowest Events Goa


Sashik Kumar
(Founder & CEO)

I accept employment with the Company on the terms and conditions set out in this letter.

Signature

Name: Saburi Dessai



4'th May 2024

Experience cum Relieving Certificate

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Saburi Hemant Dessai, an MBA in Marketing student from Goa Business School (Goa University), has successfully completed her internship at our organization, from 15'th January 2024 to 4'th May 2024.

During her tenure with us, Saburi Hemant Dessai demonstrated exemplary dedication, professionalism, and a keen interest in the field of event management. She actively contributed to various projects and initiatives, showcasing her skills in marketing strategy development, client relations, and project coordination.

We commend Saburi Hemant Dessai for her hard work, enthusiasm, and positive attitude throughout her internship. Her contributions have been invaluable to our team, and we are confident that she will excel in her future endeavors.

We hereby wish Saburi Hemant Dessai the very best in her future career and academic pursuits. If you need any additional information, please contact me on tradowest@gmail.com.

For Tradowest Goa



[Sashi Kumar]
[Founder & CEO]

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Acknowledgment

I would like to extend my heartfelt gratitude to several individuals who have played pivotal roles in my journey thus far. Firstly, I express my deepest appreciation to Mr. Sashi Kumar, the esteemed CEO of Tradowest Company, for his unwavering support and guidance. His insights have been invaluable in shaping my understanding of the industry.

I am also indebted to the staff members of Tradowest Company for their dedication and collaboration throughout our endeavors. Their professionalism and teamwork have been instrumental in our collective success.

I extend my sincere thanks to the Dean of Goa Business School, Goa University, for providing a nurturing environment for learning and growth. Also, I am profoundly grateful to my mentor, M. S. Dayanand, whose wisdom and encouragement have been a constant source of inspiration. His guidance has been instrumental in shaping my professional journey, and I am truly fortunate to have his mentorship.

Last but certainly not least, I would like to express my deepest gratitude to my friends and family for their unwavering support and encouragement. Their love and encouragement have been my pillars of strength, propelling me forward during both challenges and triumphs.

To every individual mentioned above, and to those who have supported me in ways big and small, I offer my sincerest thanks. Your belief in me has been a driving force, and I am profoundly grateful for your presence in my life.

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EXECUTIVE SUMMARY

Tradowest, a leading event management company nestled in the scenic coastal region of Goa, India, has long been revered for its creativity, professionalism, and commitment to excellence. Established in 2015, Tradowest has emerged as a beacon of innovation in the events industry, offering a diverse portfolio of services ranging from corporate events to destination weddings, festivals, and brand activations. With a steadfast dedication to integrity and client satisfaction, Tradowest has earned a reputation for delivering unforgettable experiences that seamlessly blend luxury, authenticity, and adventure.

During my tenure as a marketing intern at Tradowest, I had the privilege of delving into various facets of event management, from social media management and content creation to event promotion and fieldwork at destination weddings. Through hands-on experience, I gleaned invaluable insights into the intricate workings of the industry, honed my skills in team collaboration, time management, and problem-solving, and gained a deeper understanding of the critical role of digital marketing in driving event success. However, alongside the enriching experiences came notable challenges, including navigating the complexities of client expectations, managing tight deadlines, and adapting to unforeseen obstacles. Despite these hurdles, the internship proved to be a transformative journey, offering a platform for personal and professional growth while providing a springboard for future endeavors. Looking ahead, I offer suggestions for Tradowest to further enhance its digital marketing strategies, including a more comprehensive analysis of specific channels, comparative benchmarking with industry standards, and leveraging emerging technologies to stay ahead of the curve. With a solid foundation built on creativity, professionalism, and integrity, Tradowest is poised to continue its ascent as a trailblazer in the dynamic landscape of event management.

CHAPTER 1: PROFILE OF THE TRADOWEST COMPANY

1.1 Birds-Eye View

Located in the scenic coastal state of Goa, India, Tradowest is a renowned event management company known for its expertise in delivering extraordinary experiences. Founded in 2015 by a group of experienced professionals with a passion for creating unforgettable moments, Tradowest quickly became known for all kinds of events.

At the core of Tradowest's philosophy are three main principles: excellence, creativity and integrity. These principles serve as a guiding force in everything they do, shaping their culture and setting the tone for their approach to event planning and execution. Tradowest offers a wide range of services adapted to the different needs and preferences of customers. Whether it's a corporate event, wedding, festival or brand activation, they approach every project with the same dedication and attention to detail. Their goal is to exceed expectations and deliver unforgettable experiences that leave a lasting impression on participants and stakeholders alike.

Tradowest specializes in exquisite weddings that showcase the natural beauty and cultural heritage of Goa. With its expertise in organizing unforgettable experiences, Tradowest turns a destination wedding dream into a reality, full of luxury, romance and adventure. Destination weddings have a special appeal for couples looking for a unique and memorable way to exchange vows. Tradowest understands planning a wedding in a remote or unfamiliar location and their dedicated team goes above and beyond to ensure every aspect of the event is perfect.

Their destination wedding services include a wide range of offerings including venue selection, decor and design, catering, entertainment, transportation and accommodation. Tradowest's

extensive network of trusted vendors and suppliers ensures that couples have access to the best resources available, allowing them to create a truly personalized wedding experience. All in all, Tradowest is not just a transaction management company; it is a team of passionate professionals dedicated to making dreams come true. Committed to excellence, creativity and integrity, they continue to set the standard for event management in the vibrant coastal state of Goa and beyond.

1.2 Product and Services of the Company

- **Weddings and Social Celebrations:**

Tradowest's wedding and social celebration services go beyond traditional event planning, creating truly unforgettable experiences. This includes:

- **Personalized wedding planning:**

Tradowest works closely with couples to bring their vision to life, offering services such as theme development, venue selection, decor and entertainment booking.

- **Destination Events:**

Tradowest's Destination Events Services are designed to showcase the beauty and charm of Goa by offering exceptional event experiences including:

- **Bespoke destination weddings:**

Tradowest creates magical wedding experiences in stunning locations and handles everything from travel arrangements and accommodation to venue arrangements and entertainment.

- **Corporate Events:**

Tradowest's corporate event services include a wide range of offers tailored to meet the

diverse needs of corporate clients. This includes:

- **Customized event planning:**

Tradowest works closely with clients to understand their goals, audience and budget to create custom event plans that meet their goals.

- **Professional conference management:**

Tradowest ensures smooth and successful conferences and seminars, from venue selection and logistical coordination to speaker management and audio-visual arrangements.

- **Creative product launches:**

Tradowest helps clients make a memorable impact when launching their products by creating innovative launch events that capture attention and increase engagement.

- **Engaging corporate retreats:**

Tradowest designs engaging corporate retreats that promote team engagement, professional development and strategic planning in inspiring locations.

- **Cultural celebration expertise:**

Tradowest specializes in respecting and incorporating cultural traditions and customs into weddings and social events, ensuring authenticity and respect for diverse backgrounds.

- **Seamless event coordination:**

On the day of the event, Tradowest takes care of every detail, from vendor management and installation supervision to coordinating schedules and ensuring smooth operations.

- **Festivals and Concerts:**

Tradowest's festival and concert services cover a wide range of cultural and entertainment events, including:

- **Festival planning and production:**

Tradowest plans and executes live festivals celebrating music, art and food and community that attracts participants from near and far.

- **Concert management:**

Tradowest works with artists, venues and sponsors to organize concerts that entertain audiences and create memorable experiences for attendees.

- **Cultural showcases:**

Tradowest organizes cultural events that highlight Goa's rich heritage and diversity, offering immersive experiences that educate, inspire and entertain.

- **Corporate retreats and incentives:**

Tradowest designs customized corporate retreats that combine business objectives and leisure activities, providing delegates with a memorable and rewarding experience.

- **Cultural festivals and experiences:**

Tradowest organizes cultural festivals and events that immerse participants in the vibrant culture of Goa, which includes traditional music, dance, food and art.

- **Brand Activations and Promotions:**

Tradowest's brand activation and promotion services help brands connect with consumers in an effective way by providing:

- **Creative brand experiences:**

Tradowest designs experiential marketing campaigns that engage all the senses

and leave. lasting impression impression on consumers, increasing brand awareness and loyalty.

- **Product launch strategies:**

Tradowest develops strategic product launch plans that generate excitement and anticipation, using innovative concepts and immersive experiences to capture the target audience.

- **Promotional event management:**

Tradowest executes promotional events precisely, ensuring smooth logistics, effective activations and measurable results for brands.

1.3 Sections within the organisation



Executive Director/CEO:

The Chief Executive Officer or CEO is responsible for the overall management and strategic direction of Tradowest. They are responsible for setting goals, defining the company's vision and making sure all departments are working toward the goals. In addition, they oversee financial management, business development and relevant relationships to drive the company's growth and success.

Event Planning Department:

Event Planning Manager:

- Leads a team of event planners responsible for planning, designing and executing events.
- Works closely with clients to understand their goals, preferences and budget constraints.
- Provides guidance and support to ensure events are carefully planned and executed flawlessly to meet or exceed client expectations.

Event Planners (Team):

- Work under the supervision of the Event Planner.
- You will be responsible for brainstorming event ideas, creating event proposals, coordinating logistics, managing vendors and overseeing the operation of on-site events.
- Ensure that all aspects of the event, from venue selection to entertainment and decor, align with the client's vision and goals.

Logistics and Operations Department:

Logistics and Operations Manager:

- Manages the logistical aspects of event planning and execution, including transportation, lodging, technical arrangements, and on-site operations.
- Develops and implements procedures to ensure smooth coordination and execution of logistics during events.

Logistics Coordinators (Team):

- Work closely with vendors, suppliers and internal teams to coordinate event transportation, accommodation and technical requirements.
- Ensure that all logistical arrangements are in place and smoothly executed to support the overall success of the events.

Marketing and Promotions Department:

Marketing and Promotions Manager:

- Develops comprehensive marketing strategies to promote Tradowest's event management services and increase audience engagement.
- Oversees the execution of marketing campaigns across digital and traditional channels to maximize event visibility and attract attendees.

Entertainment and Production Department:

- Implement marketing strategies by creating content, managing social media platforms, designing promotional materials and executing advertising campaigns.
- Monitor campaign performance, analyze data and make adjustments to optimize results and meet marketing goals.

Entertainment and Production Manager:

- Leads the entertainment and production team responsible for curating immersive experiences and managing the technical aspects of events.
- Collaborates with clients and event planners to select entertainment programming, design audio-visual arrangements and create an immersive event.

Entertainment Coordinators (Team):

- Coordinate with performers, artists and production teams to ensure smooth execution of entertainment elements during events.
- Control sound, lighting, staging and other production aspects to enhance the overall atmosphere and visitor experience.

Venue Management Department**Venue Management Manager:**

- Manages selection, negotiation and logistics coordination.
- Works closely with clients to understand their space requirements and preferences and find suitable locations to meet their needs.

Venue Coordinators (Team):

- Responsible for communicating with venue owners, negotiating contracts and coordinating the logistics of events at various venues.
- Make sure the venues meet event requirements, safety requirements and provide a memorable experience for attendees.
- This organizational structure ensures that Tradowest's event management operations are well-coordinated and efficient, with each department playing a key role in delivering exceptional events to clients.

Marketing Department at Tradowest



Digital Marketing Team:

The Digital Marketing Team is responsible for developing and implementing integrated digital marketing strategies to promote Tradowest's event management services. This includes managing various digital channels such as social media platforms, email marketing campaigns, SMS notification and online advertising. The team focuses on increasing event visibility, engagement and ultimately attendance through targeted digital marketing.

Market Research and Analysis Team:

The Market Research and Analysis team conducts in-depth research to understand market trends, consumer preferences and the competitive landscape in the event management industry in Goa. Using data analytics tools and techniques, this team gathers valuable insights into marketing strategies, pricing decisions and audience segmentation, ensuring that Tradowest remains competitive and responsive to market demands.

Brand Management and Communication Team:

The Brand Management and Communication Team plays an important role in maintaining Tradowest's brand identity and image in the market. This team oversees branding initiatives, including development of marketing materials, website management and public relations. In addition, they manage communications with customers, vendors and media, ensuring consistent communication and positive brand representation.

Event Promotion and Advertising Team:

The Event Promotion and Promotion Team is responsible for coordinating promotional activities and promotional campaigns to increase attendance at Tradowest events. This entails working with media partners, sponsors and influencers to maximize event visibility through both traditional and digital channels, effectively reaching and engaging target audiences.

Customer Relationship Management (CRM) Team:

The CRM team focuses on managing customer relationships and implementing customer satisfaction initiatives. This includes maintaining CRM systems, handling inquiries and suggestions, and developing strategies to improve customer retention and loyalty through

personalized communications and post-event follow-up, ensuring a positive customer experience throughout the event planning and execution process.

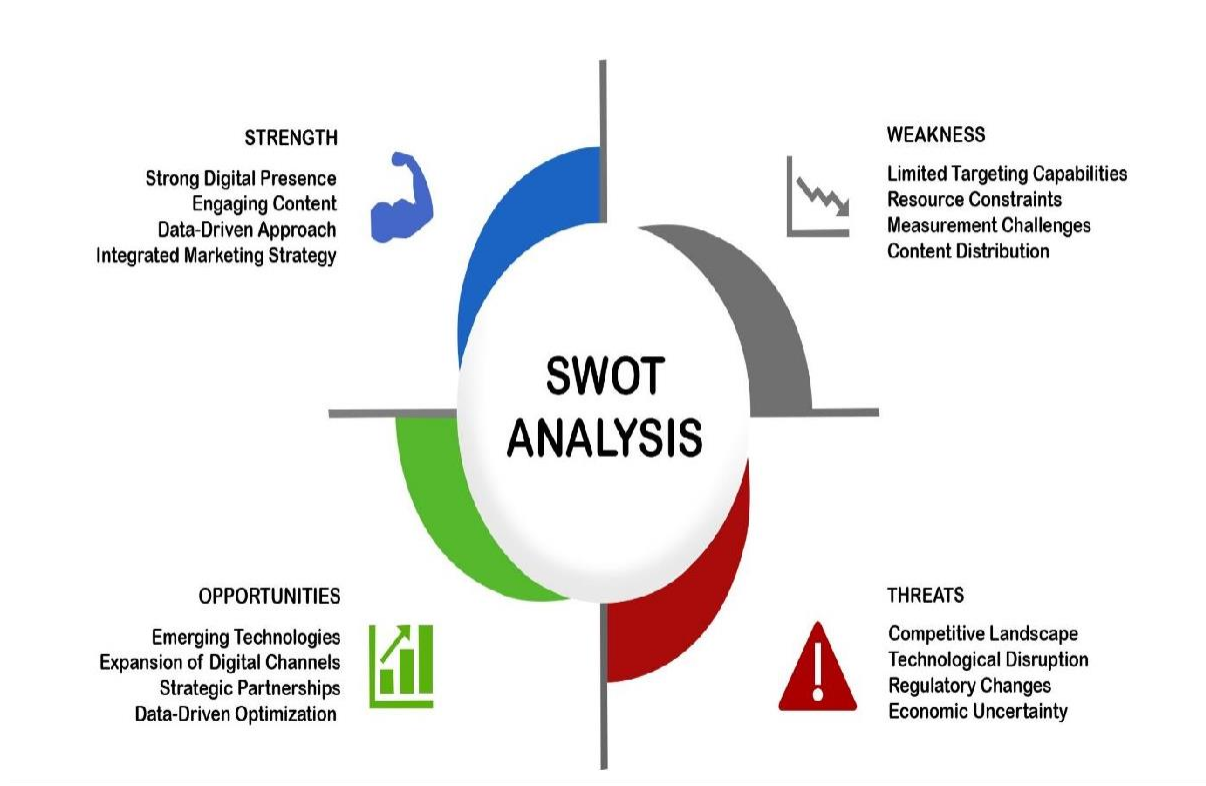
Partnerships and Sponsorships Team:

The Partnership and Sponsorship Team is tasked with identifying and developing partnerships with local businesses, venues and sponsors to enhance Tradowest's event offerings and expand its market reach. This team negotiates sponsorship agreements, manages partnerships and ensures mutual benefit for all involved, facilitating collaborations that increase Tradowest's event portfolio and brand exposure.

Event Analytics and Performance Measurement Team:

The Event Analytics and Performance Measurement team evaluates the effectiveness of marketing campaigns and event results using accurate data analysis and performance metrics. This includes tracking key performance indicators (KPIs), conducting post-event evaluations and providing valuable insights to optimize future marketing strategies and event planning processes, ensuring the continuous improvement and success of Tradowest events.

1.4 SWOT Analysis



Strengths

- **Strong Digital Presence:**

TRADOWEST has established a strong digital presence across multiple channels including social media, network marketing and website, enabling effective communication and engagement with its target audience.

- **Engaging Content:**

The company consistently produces engaging content and images that resonate with their audience and drive online engagement, brand awareness and event awareness.

- **Data-driven approach:**

TRADOWEST uses data analytics tools to track and analyse ROI metrics, enabling data-driven decisions and optimizing digital marketing campaigns for maximum effectiveness.

- **Integrated Marketing Strategy:**

The company uses an integrated marketing strategy that uses multiple digital channels and tactics to create a cohesive brand experience and drive desired actions among its target audience.

Weaknesses:

- **Limited Targeting Capabilities:**

TRADOWEST Digital Marketing may not have advanced targeting capabilities to reach specific audiences with tailored messages and offers, which may limit campaign effectiveness and ROI.

- **Resource constraints:**

A company may have limited resources in terms of budget, manpower and technological infrastructure that prevent it from taking advantage of digital marketing opportunities and competing effectively in the market.

- **Measurement Problems:**

Despite tracking ROI, TRADOWEST may encounter difficulties in determining conversions to specific marketing channels or campaigns, which may lead to difficulties in evaluating campaign effectiveness and effectively optimizing marketing expenditures.

- **Content distribution:**

TRADOWEST may face challenges in effectively distributing its content through digital channels and reaching a wider audience, especially in highly competitive or saturated market segments.

Opportunities:

- **Emerging Technologies:**

Advances in digital marketing technologies such as artificial intelligence, machine learning and marketing automation provide TRADOWEST with opportunities to improve campaign targeting, personalization and efficiency, resulting in better ROI and customer engagement.

- **Expansion of digital channels:**

The spread of new digital channels and platforms gives TRADOWEST opportunities to diversify its digital marketing and reach its target audience in new and innovative ways, thus expanding its reach and accelerating business growth.

- **Strategic Partnerships:**

Working with influencers, industry partners and complementary brands gives TRADOWEST opportunities to strengthen digital marketing, leverage existing audiences and improve brand visibility and credibility.

- **Data optimization:**

by investing in advanced analytics and attribution models, TRADOWEST can gain deeper insights into customer behaviour, campaign performance and ROI, enabling more effective optimization of digital marketing strategies and tactics.

Threats:

- **Competitive landscape:**

- TRADOWEST operates in a highly competitive market characterized by numerous event management companies competing for audience attention and market share, threatening its digital marketing effectiveness and ROI.

- **Technological Disruption:**

Rapid changes in technology and consumer behavior challenge TRADOWEST to keep up with digital marketing trends and innovations that may affect its ability to reach and effectively engage target audiences.

- **Regulatory Changes:**

Changes in privacy policies, advertising practices and digital marketing practices may cause compliance issues for TRADOWEST and affect its ability to conduct digital marketing campaigns in accordance with legal and ethical standards.

- **Financial Uncertainty:**

Recessions, market fluctuations and unexpected events such as the COVID-19 pandemic can disrupt consumer spending patterns, events and marketing budgets, which can jeopardize TRADOWEST's digital marketing ROI and overall business performance.

1.5 Summary of Internship Report - I

Maximizing return on investment (ROI) serves as the cornerstone that guides TRADOWEST's operations, shaping its financial stability, customer relationships and competitive position in the event management industry. Financially, a strong ROI not only means profitability, but also supports TRADOWEST's sustainability in volatile economic conditions. This enables the company to make strategic investments in cutting-edge technologies, service improvements and market expansion, which lays the foundation for sustainable growth and innovation. This financial strength allows TRADOWEST not only to survive, but also to thrive in an ever-changing business environment, laying the foundation for long-term success.

Furthermore, achieving a high return on invested capital goes beyond financial metrics and extends to the pursuit of customer satisfaction and trust. By exceeding customer expectations and organizing events that demonstrate tangible value and impact, TRADOWEST develops strong relationships based on trust and loyalty. This promotes a positive image in the industry which increases customer referrals and repeat business. As a result, TRADOWEST strengthens its position as a reliable partner in the success stories of its customers and strengthens its competitive advantage and reputation in the market.

At the same time, the quest to maximize the return-on-investment capital drives TRADOWEST's strategic decision-making processes based on accurate data analysis and market insights. By identifying and mitigating risks and capitalizing on growth opportunities, the company navigates the complexities of the event management environment with agility and anticipation. This strategic capability allows TRADOWEST to stay ahead of the competition by constantly innovating and adapting to new trends

and customer preferences. As a result, TRADOWEST remains at the forefront of industry innovation, providing state-of-the-art solutions that meet the changing needs of customers and stakeholders.

Additionally, a focus on ROI optimization fuels TRADOWEST's culture of innovation and experimentation, which unlocks new growth and revenue streams. By introducing new technologies, pioneering event formats and exploring untapped markets, the company diversifies its service offering and expands its reach, ensuring the company's relevance and competitiveness in an increasingly crowded market. This relentless pursuit of innovation not only leads to revenue growth, but also solidifies TRADOWEST's position as an industry leader, setting new standards of excellence and pushing the boundaries of event planning. Ultimately, by prioritizing return on investment in all aspects of its operations, TRADOWEST will strengthen its position as an industry leader and deliver unmatched value to its customers and stakeholders, while charting a course for continued success in the years to come.

Literature Review: Digital Marketing Strategies and ROI

Metrics in Event Management

The literature review explores the evolving landscape of event management, highlighting the increasing reliance on digital marketing strategies to optimize return on investment (ROI) and amplify event impact. Focused on TRADOWEST in Goa, the review synthesizes findings from diverse studies to provide actionable insights into maximizing ROI and event success.

Studies examined in the review emphasize the effectiveness of integrating digital marketing

channels such as Facebook, SMS, and email to enhance event visibility and engagement.

Furthermore, the review underscores the strategic synergy achieved by integrating event marketing strategies with other initiatives, emphasizing the importance of targeted campaigns tailored to the unique needs of the target audience in Goa's dynamic event landscape.

Moreover, the review highlights the transformative potential of data-driven approaches in optimizing event outcomes. By leveraging data to design offline event experiences and measure campaign effectiveness, organizations like TRADOWEST can enhance engagement and brand exposure, ultimately maximizing their event impact. Through a nuanced understanding of digital marketing strategies, the review provides valuable insights for event management companies seeking to succeed in the competitive market landscape.

"Online Resource-Based Event Marketing Plans" by Ström and Pöysti (2015)

Ström and Pöysti (2015) contribute valuable insights into the development of online resource-based event marketing plans. Their study emphasizes the strategic synergy achieved by integrating event marketing strategies with other initiatives, thereby amplifying the overall effectiveness of promotional efforts. This integrated approach aligns closely with

TRADOWEST's objectives, emphasizing the need for a holistic digital marketing strategy to maximize ROI in event management endeavours.

"Efficiency of Event Marketing Through Digital Avenues" by Gusti Ayu Oka

Suryawardani and Agung Suryawan Wiranatha (2016)

Gusti Ayu Oka Suryawardani and Agung Suryawan Wiranatha's study (2016) further

underscores the efficiency of event marketing and the potential for ROI maximization through digital avenues. Their exploration aligns seamlessly with TRADOWEST's strategic goals, emphasizing the importance of targeted digital marketing efforts tailored to the unique needs and preferences of the target audience in Goa's dynamic event landscape.

"Strategic Underpinnings of Successful Event Management" by Abraham Akhaghoria

Okhiria (2020)

Abraham Akhaghoria Okhiria's research (2020) delves into the strategic underpinnings of successful event management, emphasizing the integration of various digital marketing tactics to optimize ROI. Okhiria's insights resonate strongly with TRADOWEST's objectives, highlighting the multifaceted nature of event marketing endeavours and the need for a comprehensive digital marketing strategy to drive optimal outcomes.

Research Framework

The main objective of this internship project is to analyse the effectiveness of TRADOWEST's integrated digital marketing strategies to increase the impact of an event and maximize the return on investment (ROI). It includes an in-depth study of the various digital marketing channels and tactics that TRADOWEST uses to promote events, engage audiences and build the brand. The project aims to assess the impact of these strategies on key event outcomes such as attendance, participant satisfaction, ticket sales and brand visibility, and to identify the challenges and opportunities associated with their implementation in the context of TRADOWEST's operations in Goa. The project specifically examines TRADOWEST's current digital marketing efforts across channels such as social media, email marketing, website content and online advertising. By analysing TRADOWEST's past digital marketing

campaigns and successes, the project aims to identify areas of improvement and optimization for future digital marketing initiatives. Finally, the scope of the project includes a comprehensive review of TRADOWEST's digital marketing, from pre-event promotion to post-event evaluation. The goal is to provide actionable recommendations to improve event impact and maximize return on investment in the competitive Goan market. The proposed study has research gaps in several areas. First, while the methodology describes a comprehensive approach to analysing TRADOWEST's digital marketing efforts, there is no detailed examination of specific digital marketing channels. This includes platforms such as Facebook, Instagram or email marketing, which can provide information on their effectiveness in increasing event and engagement. Second, the proposed study lacks comparative analysis with industry benchmarks or competitors. Incorporating such analysis can provide valuable insight into TRADOWEST's performance against industry standards and identify areas for improvement or innovation. In addition, new technologies that improve the effectiveness of event marketing, such as augmented reality (AR), virtual reality (VR) or artificial intelligence (AI), are limited research. Examining these technologies can reveal future trends for event management businesses. Furthermore, cultural context is not adequately considered, especially how cultural factors influence consumer behaviour and digital engagement in the local context of Goa, India. Understanding these nuances could provide a deeper understanding of TRADOWEST's digital marketing challenges and opportunities. Finally, research focuses primarily on digital marketing strategies, leaving a gap to examine the effectiveness of non-digital marketing strategies such as traditional advertising or public relations. Exploring the synergy between digital and traditional approaches could provide a more holistic view of TRADOWEST's marketing strategy. The research questions address the effectiveness of TRADOWEST's digital marketing strategies, their strengths and weaknesses, how they compare to industry benchmarks and competitors, the key performance indicators used, and

the extent to which new technologies are being used. Due to the task given to me during the internship, I was advised by my mentor to focus more on the tasks handled and learnings during my internship. Due to this reason, the research study was not conducted any further. The tasks handled, learnings, and challenges are explained in detail in the next chapters.

CHAPTER 2: TASKS HANDLED

Sections Worked In

During my internship at Tradowest, I worked in the marketing department, where I gained valuable experience in various departments of the company's marketing. I mainly worked with the Digital Marketing Team, participating in the development and implementation of integrated digital marketing strategies aimed at promoting Tradowest's event management services. This included managing social media platforms, creating engaging content and analysing performance metrics to optimize audience engagement and event visibility across digital channels.

In addition, I supported the brand management and communication team in maintaining the brand identity and image of Tradowest in the market. This included collaborating with branding initiatives, managing marketing materials and participating in public relations to ensure consistent communication and positive brand representation across communication channels.

During my internship, I was also exposed to event promotion and advertising. I worked with the event promotion and advertising team to coordinate promotional campaigns and increase participation at Tradowest events. This hands-on experience gave me a comprehensive understanding of event marketing practices and the importance of strategic promotion to maximize event success and audience engagement.

Working Schedule

During my internship at Tradowest, my work schedule was usually 9:00-17:00, which provided a unified framework for the performance of my daily tasks and

responsibilities. However, the nature of the event management industry often required flexibility in working hours, especially during performance or event planning. With events on the horizon, my schedule adjusted with earlier start times and later end times to meet the demands of event setup and execution.

During event weeks or before large projects, overtime became common as we worked diligently to ensure that every detail was carefully planned and executed perfectly. This included staying late or even working weekends when necessary to meet deadlines and provide exceptional customer experiences. Despite the variable nature of my work hours, I took the opportunity to fully immerse myself in the dynamic environment of event management and realized that such flexibility is integral to the success of our endeavours.

Type of Task Handled

- Developed and implemented marketing campaigns to promote Tradowest events including corporate meetings, weddings, festivals and brand activations. Created promotional materials such as flyers, posters and digital ads to increase awareness and drive traffic.
- Manage Tradowest social media accounts by creating content calendars, scheduling posts and engaging with followers to increase brand awareness and engagement.
- Created creative and engaging content for Tradowest websites, blogs and social media platforms, including written posts, images, videos and graphics.

- Participated in on-site coordination and support of destination weddings and events organized by Tradowest. Assisted with logistics, set-up, guest management and recording of behind-the-scenes content.
- Helped develop presentations and presentations to present Tradowest services and capabilities to potential clients and partners. Conducted market research and competitive analysis to tailor presentations to specific target audiences.
- Provided administrative support including scheduling meetings, managing calendars and coordinating travel arrangements for team members. Assisted in the planning, execution and monitoring of projects, ensuring tasks were completed on time and within budget.
- Helped plan and coordinate various events, including company conferences, weddings, festivals and brand activations. Participated in brainstorming, site selection, theme development and editorial coordination.
- Coordinated transport, accommodation, technical organization and on-site activities ensure the smooth running of the events. Managed event schedules, timelines and resources to ensure all logistical aspects were carefully planned and executed.
- Developed targeted marketing strategies across digital and traditional channels to increase audience engagement and maximize event visibility. Conducted market research, analysed audience demographics, and implemented promotional tactics to attract attendees.
- Interacted with clients to understand their event requirements, preferences and goals. Provides customized recommendations and solutions to meet client needs and ensure a positive client experience during event planning.

- Provided creative ideas and concepts for event themes, decor, entertainment and activation.

Collaborate with the creative team to bring innovative and immersive experiences to life in line with the client's visions and goals.

Hands-on Experience

Throughout my internship at Tradowest, I handled various across various departments:

Social Media Management:

As part of my duties, I took on the responsibility of managing Tradowest's Social Media presence. This included creating engaging content, scheduling posts and actively interacting with our audience by responding to comments and messages. By analysing performance metrics, I gained insight into our audience's preferences and behaviours, which allowed me to refine my content strategy to achieve the best results.

Event Promotion:

I was actively involved in the development and implementation of marketing campaigns to promote Tradowest events. This involved creating promotional materials such as flyers, posters and digital ads to raise awareness and drive traffic. Working with suppliers and partners, I helped increase event visibility by leveraging various channels and platforms to effectively reach our target audience.

Field Work at Destination Weddings and Events:

One of the most rewarding aspects of my internship was the opportunity to participate in the on-site coordination and support of destination weddings and events hosted by Tradowest. This hands-on experience gave me valuable insight into event logistics, set-up and guest management. Working closely with the on-site team, I learned to navigate the dynamic challenges of running events and ensure a seamless experience for everyone involved.

Pitching:

I had the honour of participating in the development of pitch decks and presentations aimed at introducing Tradowest services to potential clients. Through this experience, I honed my communication skills and learned to effectively articulate Tradowest's value proposition and adapt our speech to specific audiences. This experience gave me a deeper understanding of the needs and expectations of clients in the field of event management.

Administration and Project Management:

In addition to marketing tasks, I provided important administrative support and assisted with project planning and implementation. This included tasks such as scheduling meetings, managing calendars, and coordinating with team members and stakeholders. Through my involvement in project management, I learned how to prioritize tasks, manage deadlines, and communicate effectively to ensure projects run smoothly.

Event Execution:

I was actively involved in the implementation of events from start to finish, where I was involved in setting up event venues, coordinating logistics and managing on-site operations. This included tasks such as assisting with guest check-in, coordinating with vendors, overseeing audiovisual setup and quickly resolving issues that arose during the event. Through this hands-on experience, I developed a holistic understanding of delivering a flawless event experience.

Team Collaboration:

An integral part of my internship was working closely with cross-functional teams, including event planners, designers, vendors and clients. I learned how to effectively communicate, collaborate and delegate tasks to achieve common goals and achieve exceptional results. Working with different team members enriched my learning experience and reinforced the importance of teamwork in organizing successful events.

Client Satisfaction:

Ensuring customer satisfaction was paramount in all aspects of event planning and execution. I played a key role in providing quality service, exceeding customer expectations and fostering positive customer relationships throughout the process. By understanding the needs and preferences of clients and taking them into account, I have created memorable experiences that have left a lasting impression on clients and attendees. This emphasis on customer satisfaction has strengthened Tradowest's reputation as a reliable and trustworthy event organizer.

Relationship Of the Task with the Course Studied in the Classroom

The tasks I perform during my internship at Tradowest are closely related to the course I study in the classroom.

Event Execution and Management:

This part of the internship is closely aligned with the project management and operations management courses. Hands-on experience in organizing events from start to finish, including setup, coordination and on-site management, provides practical application of the theoretical concepts learned in the classroom. Understanding the project life cycle, resource allocation and risk management strategies is an integral part of both incident execution and project management job descriptions.

Problem-Solving and Critical Thinking:

Strategic management and decision-making courses emphasize the importance of problem-solving skills in real-world business scenarios. Responding to unexpected challenges when planning and conducting events requires quick thinking and creative solutions that directly correlate with the analytical skills developed in the job description. The basic principles applied in both contexts include analysing complex situations, finding alternatives and making informed decisions.

Team Collaboration and Leadership:

Marketing MBA programs often include courses in organizational behaviour and management, emphasizing effective team dynamics and communication strategies. Collaboration with cross-functional teams during the internship reflects the principles taught in these courses, where students learn to work effectively with diverse groups to achieve common goals. Developing leadership skills, fostering teamwork and facilitating communication are key parts of learning both in the classroom and in real life.

Time Management and Prioritization:

Marketing strategy and brand management courses emphasize the importance of time management and prioritization to achieve business goals. These courses teach how to balance multiple tasks and meet deadlines when planning and executing events. Learning to prioritize tasks, allocate resources effectively, and adapt to changing priorities are essential skills for success in both academic and professional settings.

Client Relationship Management:

Marketing strategy and brand management courses emphasize the importance of time management and prioritization to achieve business goals. These courses teach how to balance

multiple tasks and meet deadlines when planning and executing events. Learning to prioritize tasks, allocate resources effectively, and adapt to changing priorities are essential skills for success in both academic and professional settings.

CHAPTER 3: LEARNINGS

The following are the learnings during the internship at Tradowest:

- During my internship at Tradowest, I was immersed in all aspects of event management, from the initial stages of planning to the execution of an event events This hands-on experience gave me a deep understanding of the intricacies of organizing successful events.
- Tasks such as coordinating logistics, setting up venues and managing on-site operations gave me a practical understanding of the logistical challenges and operational complexities that event managers face on a daily basis.
- Being actively involved in an event from start to finish, I have developed a keen eye for detail and learned to anticipate potential problems before they arise, ensuring events run smoothly and without a hitch.
- Event management is dynamic in nature and unexpected challenges often arise during the planning and execution phases. My internship at Tradowest gave me many opportunities to hone my problem-solving skills in real time.
- Whether it's last-minute event logistics changes or an on-site technical problem, I've learned to think quickly and creatively to find effective solutions under pressure.
- These experiences not only strengthened my confidence in overcoming obstacles, but also instilled in me adaptability and resilience that I can carry forward in future endeavours.
- Collaboration was at the heart of every project at Tradowest and I quickly learned the importance of effective teamwork and communication to achieve common goals.
 - Working with cross-functional teams, suppliers and customers, I discovered the

power of clear and concise communication to ensure everyone is on the same page and working towards a shared vision.

- By actively listening to team members' opinions, delegating tasks based on personal strengths, and building mutual respect and trust, I have seen firsthand how effective teamwork can improve project success.
- In the fast-paced environment of event management, time management is essential in terms of order and meeting deadlines. My internship at Tradowest gave me many opportunities to hone my time management skills.
- Juggling multiple tasks simultaneously and adapting to changing priorities, I learned to prioritize effectively, allocate resources effectively and ensure project deliverables are delivered on time.
- Through trial and error, I developed strategies to manage my time more effectively, such as creating detailed schedules, dividing tasks into manageable parts, and being flexible in the face of unexpected changes.
- Exceeding customer expectations was a priority at Tradowest and I quickly learned the importance of a customer-centric approach to event planning.
- By actively listening to clients' needs, giving personal recommendations and providing high-quality service at every contact, I have seen firsthand how positive client relationships can contribute to the success of a project.
- In addition, focusing on customer satisfaction not only strengthened Tradowest's reputation, but also instilled in me a sense of pride and satisfaction knowing that I played a role in creating memorable experiences that left a lasting impression on customers and attendees.

CHAPTER 4: CHALLENGES

The following are the challenges during the internship at Tradowest:

- Balancing multiple tasks and responsibilities with tight deadlines was a major challenge. When different projects and events were going on simultaneously, effective time management was required to ensure that all tasks were completed on time.
- Events were unpredictable in nature and unexpected challenges arose such as last-minute changes to venue arrangements, technical glitches or vendor cancellations. Adapting to these unexpected circumstances and finding quick solutions while maintaining the quality of the event proved to be a challenge.
- Effective communication was essential for incident management and there were sometimes misunderstandings or misunderstandings between team members, customers or suppliers. Ensuring clear and concise communication between all stakeholders to align expectations and minimize errors takes effort.
- Coordination with different suppliers, each with their own schedule and requirements, was difficult. Managing supplier relationships, negotiating contracts and ensuring that goods and services are delivered on time and within budget have been challenges.
- Meeting and exceeding client expectations while staying within the scope of the project was a challenge. Accurately understanding and interpreting customer needs, managing changing requirements and ensuring satisfaction throughout the event planning and execution process requires careful navigation.
- Event management often involved stressful situations, especially during high season or when dealing with high profile events. Managing stress, staying under pressure and maintaining a positive attitude amidst deadlines and demanding clients was a challenge.

- Coordination of event logistics, including transportation, accommodation and technical set-up, presented logistical challenges. Ensuring the smooth coordination of various logistical aspects to ensure a flawless event experience required careful planning and attention to detail.
- Adhering to budget restrictions in organizing high quality events could cause problems. Balancing customer expectations and financial constraints, negotiating costs with suppliers and finding cost-effective solutions without compromising quality could be demanding.
- Event planning and execution may have been affected by dealing with weather-related issues or external factors such as sudden weather changes, power outages or local ordinances. Adapting to these external factors and implementing contingency plans may have been necessary.
- Working with rooms with limited space, technical features or accessibility issues could have caused problems. Finding creative solutions to maximize the use of space, remove technical limitations and facilitate the smooth movement of guests may have required innovative thinking.
- Organizing events in different cultural environments or for clients with special cultural customs may have required sensitivity and cultural awareness. Understanding and respecting the nuances, traditions and customs of cultures when planning and executing events could be difficult.
- Incorporating technology into events such as live streaming, interactive displays or virtual reality experiences could have created technical challenges. Ensuring seamless integration of technology, solving technical problems and providing technical support during events can be challenging.

- Managing customer expectations, especially when customer requirements are unrealistic or constantly changing, could be difficult. It may require effective communication with clients, managing their expectations and finding mutually beneficial solutions to concerns or conflicts.
- Conducting post-event evaluations to assess the success of events and identify areas for improvement could be difficult. Gathering feedback from customers, participants and stakeholders, analysing event metrics and implementing changes based on lessons learned may have required extensive evaluation and reflection.

CHAPTER 5: SUGGESTIONS

The following are the suggestion during the internship at Tradowest:

- Conduct regular training programs and workshops for employees to improve their skills in areas such as problem solving, communication and customer management. This helps the team stay abreast of industry best practices and trends, improving overall performance and service.
- Improve communication channels within the organization to facilitate seamless collaboration between team members, customers and suppliers. Implementing project management tools or communication platforms can streamline communication, improve transparency and ensure that everyone is on the same page during event planning.
- Consider expanding the company's service offerings to meet broader customer needs and preferences. This may include providing additional event-related services such as catering, entertainment or transportation services, providing clients with a one-stop solution for all their event management needs.
- Leverage technological advances in event management, such as event management software, virtual event platforms or augmented reality experiences, to improve event planning and execution processes. Investing in technology can improve efficiency, streamline operations and enhance the overall event experience for clients and attendees.
- Integrate sustainable practices into event planning and execution processes to minimize environmental impact and promote sustainability. This could mean trying eco-friendly

materials, reducing waste or incorporating sustainable transport options in event logistics.

- Strengthen customer engagement initiatives to foster long-term relationships and improve customer satisfaction. This may include collecting feedback after events, conducting customer satisfaction surveys and implementing customer loyalty programs to reward repeat business and referrals.
- Define key performance indicators (KPIs) to track business performance and progress over time. Regularly evaluate incident results, customer satisfaction levels and employee performance to identify areas for improvement and implement corrective actions as needed.
- As the demand for virtual events grows, consider expanding Tradowest's services to include virtual event planning and execution. This may include collaborating with virtual event platforms, offering streaming services and designing an immersive virtual experience to meet the changing needs of customers.
- Invest in brand projects and marketing campaigns to improve Tradowest's brand visibility and reputation in the industry. This may include updating the company's website, creating attractive promotional materials and using experiences and case studies to demonstrate past successes.
- Implement initiatives to prioritize employee well-being and morale, understanding that a motivated and engaged workforce is essential to delivering exceptional customer service. This may include offering flexible work arrangements, wellness programs and professional development opportunities to support employee growth and satisfaction.
- Encourages staff to actively participate in industry events, conferences and networking events to build relationships and stay abreast of industry trends and best practices. This may include sponsoring industry events, speaking engagements or joining professional

organizations to increase Tradowest's visibility and credibility in the industry.

- Explore opportunities to diversify Tradowest's revenue streams beyond traditional event planning services. This may include offering consulting services, event technology solutions, or training programs and workshops to generate additional revenue and expand the company's offerings.

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APPENDIX - I: SAMPLES OF THE WORK DONE















APPENDIX - II: PHOTOS WHILE YOU ARE AT WORK



