

SUMMER PLACEMENT INTERSHIP REPORT

UNDER THE GUIDANCE OF

DR. NIRMALA RAJANALA

AT



PORVORIM – GOA

BY

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ROLL NO 2109

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While bringing out this thesis to its final form, I came across a number of people whose contribution in various ways helped my field of research and they deserve special thanks. It is a pleasure to convey my gratitude to all of them.

First and foremost, I would like to express my deep sense of gratitude and indebtedness to the owner of the company Ms. Komal Khaparde for her invaluable encouragement, suggestion and support from an early stage of this research and providing me extraordinary experience throughout the work. Above all her priceless and meticulous supervision at each and every phase of work inspired me in innumerable ways.

I specially acknowledge her for her advice, supervision, and the vital contribution as and when required during this research. Her involvement with me originally has triggered and nourished my intellectual maturity that will help me for a long time to come. I am proud to record that I had the opportunity to work with an exceptionally experienced person like her.

DECLARATION

I hereby declare that the project report entitled “EVENT MANAGEMENT” submitted by me to and is entitled to DIAKON EVENTS under the guidance of Ms. KOMAL KHAPARDE. I further declare that the work reported in this project has not been submitted and will and will not be submitted, either in part or in full, for the award of any award of any other degree or diploma in this institute or any other university.

HEINZ CHRIST CARDOZO

ROLL NO 2109

GOA BUSINESS SCHOOL

DATED-09/07/2022



INTERNSHIP CERTIFICATE

Dear **Heinz Christ Cardozo**,

We confirm that you have worked in our organisation from **14 May 2022** to **9 July 2022** with the capacity of the **Intern**. During your experience your work is sincere, hardworking and inquisitive.

We appreciate your contribution made to the organisation and wish you all the best for your future endeavour.

Your Sincerely,

A handwritten signature in blue ink, appearing to read 'Komal Khaparde', is written over a faint, circular stamp.

Komal Khaparde

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EXECUTIVE SUMMARY

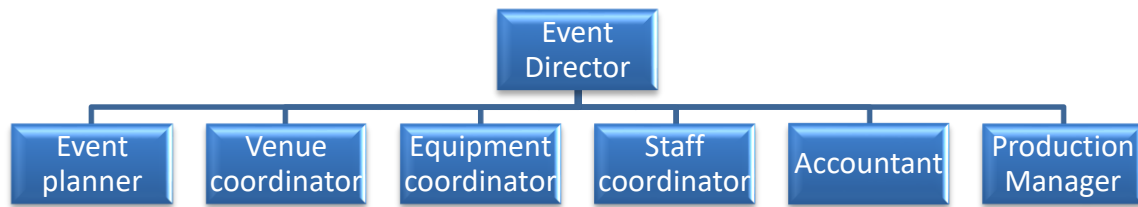
Diakon event company, the very topic looks challenging. It is located at Porvorim Goa, India .it was founded by Komal khaparde in the year 2015, their brilliant and experienced team has acquired countless celebrations - weddings, anniversaries, birthdays, conferences, exhibitions and more. They have their own design house spread across 1000 sq.mtr in south Goa consisting of their inventory of staging, lights, fabric, florals, decor and much more.

Diakon company has made more than 700 weddings.

During the 8 weeks of my internship, I worked under various departments of the company, right from planning to the execution stage. In this given time of period I learned the involvement of visualizing concepts, planning, budgeting, organizing and executing events such as wedding, musical concerts, corporate seminars, exhibitions, birthday celebrations, theme parties, etc.

I had handled 7 events during my time of internship. During these 7 events I have noticed that there is no time to slow down, there is no timeout until and unless the project gets completes and the entire team doesn't get proper food, rest and sleep for the next 3 days of the event.

Company Profile



Diakon events has been the leading event management company in Goa for over 7 years, offering high quality events.

Diakon events known for Event Organizers, Event Management Companies, Wedding Planners, Event Organizers for Wedding, Event Organizers for Birthday Party, Artist Management, Event Organizers for Corporate, Wedding Organizers and much more.

Location and overview

Founded in the year 2015, Diakon Events in Porvorim, Goa – the name is enough is to fill you with excitement & thrill and bring a smile to your face and the most beautiful place for beautiful events. The belief that customer satisfaction is as important as their products and services have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. Goa is one of the best places to celebrate parties like dj music, beach parties and weddings.

Types of events organized

Destination weddings, cooperate event, fashion shows, theme parties, VIP experiences, Sponsorship events, Awards and competitions, festivals and parties, trade shows, Brand Activation Product Found, gala dinner, seminars etc.

Industry Analysis

Events have been around eternally. An industry that will grow multifold the events industry is creative and regularly innovating.

Event management is managing an Event. Events are held by many industries, charitable organizations, and interest groups to market themselves, build business relationships, raise money, or celebrate achievement. And India is not far behind in the trend.

The boom of the event management industry in India began in the 1990s with the opening up of the economy and took off around the beginning of 2002. Since then, it has been growing at a rate of 16% CAGR and is poised to grow at 20% during the coming years. The ability of the industry to adapt and grow with innovative technology is driving its exponential growth.

The events industry in India is predicted to cross 10,000 crores mark by 2020-21. The key growth drivers of event management in India are digital activation, sports leagues, rural expansion and increased government marketing initiatives. The fad of reality television in the form of reality shows, dancing and singing competitions have also contributed immensely to the growth of the event industry.

Events classification

The events can be classified into different categories, namely social events, corporate events, entertainment events, educational events, exhibitions and fairs and special events for clients. Social events can include wedding planning, anniversaries, birthday parties, fundraising events for charitable trusts as well as for the organizations, social gathering, get together, etc. Corporate events will include meetings, seminars, conferences, award functions and annual picnics. Events such as movie promotions, award nights, celebrity nights, music/video album releases, etc. are included in the entertainment events category. Finally, educational events include technical fests, college events, annual sports event, etc.

Weddings are pretty expensive in India, in the past as well as now. The scenario is also not much different when it comes to birthday parties and corporate events.

SWOT ANALYSIS

Strength

1. List of all valuable resources that company can use more than time .
2. Strong relationship with vendors and partners.
3. Superior and specialized service.
4. Good venue location with good venue staff.

Weakness

1. Higher cost of equipment.
2. Lack of media and corporate contacts.
3. Inexperienced.
4. Limited time to prepare for the event.

Opportunities

1. Growing demand.
2. New markets.
3. Support from local opportunities.
4. Build connections with other hotels for weddings.

Threats

1. Costly raw materials.
2. Future competition from complementary service providers.
3. Late changes (volunteers dropping out late).

Vrio Analysis

Resources	Value	Rare	Difficult to Imitate	Non-substitutable	Competitive Advantage
Customer loyalty	YES	YES	YES	YES	Competitive advantage
Brand image	YES	YES	YES	YES	Competitive advantage
Skilled employees	YES	NO	NO	YES	Competitive Parity
Event setup	YES	YES	NO	NO	Competitive Parity
Wide range of services	YES	NO	NO	YES	Competitive Parity

Value

Customer loyalty: Yes, Customer loyalty increases profits, improves sales success and allows for sustainable growth. A well-designed and well-executed loyalty program can help you retain existing customers, attract new customers, reduce turnover and drive profits.

Brand image: Yes, it will create an impression of your business and brand based on a variety of factors.

Skilled employees: Yes, it will bring many benefits, from increased initiative and productivity to help solving issues that arise.

Event set up: Yes, to develop The Event Goal and Objectives.

Wide range of services: Yes, to attract tourists, generate economic benefits, and seasonality of demand.

Rare

Customer loyalty: Yes, increases profit, improves sales success and allows for sustainable growth of the company.

Brand image: Yes, it helps to create awareness, about the events .

Skilled employees: No, the company focuses on manpower.

Event set up: Yes, it shows event planning skill and passion into each each event.

Wide range of services: No, because the competitors also deal in a wide range of services.

Difficult to Imitate

Customer loyalty: Yes, imitate to because it takes time to build customer loyalty.

Brand image: Yes, because this again takes time to build and required experience.

Skilled employees: no there are a lot of skilled employees working in the same field.

Event set up: No, can be easy imitated with the right resources and production team.

Wide range of services: No, almost all the event management companies offer similar services.

Non-substitutable

Customer loyalty: Yes, it helps spread positive word of mouth and get more customers.

Brand image: Yes, helps people put their trust into the brand.

Skilled employees: Yes, you require them to coordinate the event.

Event set up: No, can be substituted in case of a digital event.

Wide range of services: Yes, this is important in order to meet different customer requirements.

MARKET STRUCTURE

Monopolistic competition is an economic market in which many companies offer similar yet slightly different products.

With monopolistic competition, no singular company maintains a total monopoly over any other within its market, and companies have slight control over the prices they charge for their services.

Slightly different products and services

A defining quality of monopolistic competition is that the products that companies within this structure sell are similar yet slightly different. These differences may be physical or artificial, depending on the needs of each company. For instance, there might be four different event management companies in Goa. The services they offer, the decor ideas are similar. For a customer to choose (event company name) for their events, the company tries to differentiate themselves by providing good service quality, marketing themselves well and providing customized theme decor according to customer preferences.

Free entry and exit from the market

Free entry from an economic market means that a business can begin selling a good or service and experience few barriers to entry, while free exit means that a company can leave a market relatively freely if it experiences monetary losses. Although there are costs associated with starting any business, the flexibility of monopolistic competition allows companies to enter and exit somewhat easily. This is essential because as soon as one company generates profits, new businesses often try to enter the market and experience those same benefits, which requires companies to plan for competition affecting their own profits.

Many companies

There are also many businesses within a monopolistic competition market. A high number of companies results in any individual company having little influence over the decisions competitors make. For example, if a company increases its prices too much, consumers can simply choose another brand. Alternatively, if it lowers its costs too much, a consumer may believe its products to be inferior and stop buying them.

Competitors

1. Crosscraft.
2. Buzz events.
3. Big fat weddings.
4. Conquer events.
5. Castle rock events.
6. Funky heads.
7. Dias events.
8. Royal gala events.
9. Bullseye entertainment.
10. Oakleaf events.

DEPARTMENT ANALYSIS

EVENT PLANNER

The Event Planner was the person who plans and executes the event. Event planner and their teams are often behind-the-scenes running the event. She was also involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. It includes event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service.

An event planner was responsible for overseeing the event .event planner was responsible for identifying the client's requirements and expectations for each event. She had to manage all event set up, tear down and had to take follow up processes from client. Event planner used to maintain the event budget.

Booking of venues, entertainers, photographers, and schedule speakers was done by event planner.

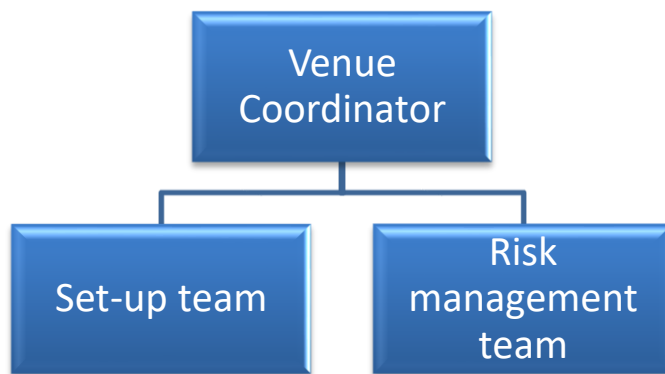
Incase there is tight budget from the client then the event planner had to work on the entire project to fit the client's budget.

Event planner has adept at juggling many tasks. Scouting locations managing vendor relationships and client communications, creating and negotiating contracts.

Overall, it's their job to ensure the client or company can focus on the conference meeting, seminar, or other event at hand, while the details are being covered.

On the day of wedding it had to work put together detailed timelines and floor plans, direct the rehearsals , meet day-of deliveries and vendors, set up and break down the deco ,line up and cue the ceremony processional, and attend to the day of the wedding .

VENUE COORDINATOR



Venue coordinator's responsibilities we're meeting with vendors at the venue to help with set-up, collecting supplies and decorations, and working with staff to ensure the completion of a successful event.

Serve as the main point of contact and oversee the planning and detailing of events as it pertains to the venue. Venue coordinator was responsible for keeping a check on every event which used to take part in that particular venue.

Venue coordinator had to confirm vendor arrival times, to confirm the layout and overall setup of the day, and to provide facilities in good working order. He's the best for couples who have a lot of people that want to be involved with the wedding day to help with setup, vendor coordination, etc.

Venue coordinator is there to ensure things go smoothly with the venue. The venue needs to ensure everything is in working order and ready when you arrive, that things are clean and orderly, that their deliverables such as tables and chairs are all set to go.

STAFF COORDINATOR

Staff coordinator was responsible for planning, organizing and scheduling workers to ensure that company's labor requirements and needs are fulfilled. Before the event he had to plan, organize and implement sustainable staffing strategy, investigate company's staffing needs and take actions to staff accordingly. He had to identify the labors and place them in each team to complete the project on the site, evaluate new staff. The staff coordinator had to Design and plan work shifts schedules. In every event the shifts had to be changed. Providing assistance with payroll procedures and activities. He had to check the health of laborers during the events.

PRODUCTION MANAGER

The Production Manager is responsible for maintaining a safe and healthy working environment at all times and is critical on live events along with the confidence to escalate any issues or areas of concern. The Production Manager will also manage and develop a team of production management staff.

The Production Manager in Music, Entertainment and Events is responsible for managing a live event from pre-production through to delivery of all content associated with the event. He will ensure delivery of accurate budget, cost reporting and production planning in a demanding and changing environment. The Production Manager will also manage and develop a team of production.

This also notes that as this is a role within the Music, Entertainment and Events team that occasionally involved working some anti-social hours or weekends.



EQUIPMENTCOORDINATOR

Responsible for the day-to-day management, allocation, maintenance and fueling of equipment.

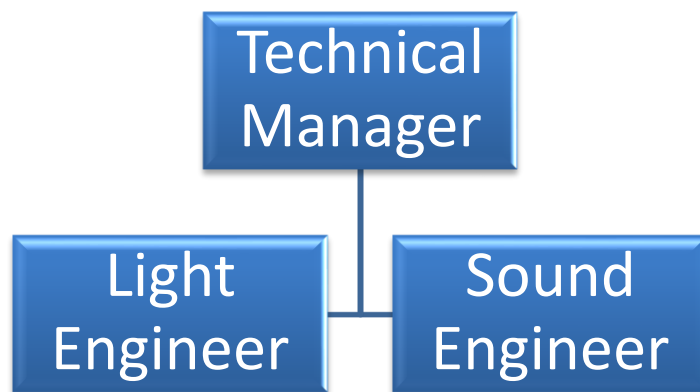
Full-time Plan, schedule and organize time slots and speakers at event Meet with clients and coordinate with them regularly Look for and compare different vendors (Anchors, rentals, musicians etc.) He Monitors implementation of program policies and practices. He serves as a communications liaison between the ground-level work of. It also includes tasks like managing the team and public relations. Additionally, Rental Coordinator typically reports to a supervisor or manager. Assists in scheduling and booking of events. His duties include brainstorming with management to enhance an event and its success, preparing budgets and working with other vendors to deliver events that meet the clients requirements.

ACCOUNTANT

Accounting manager was responsible for tracking, monitoring and evaluating day-to-day accounting tasks and activities. These tasks were essential to ensure company's performance and success.

Accountants most important work was to Take responsibility for accounts payable/receivable, cash receipts, general ledger, payroll and utilities, treasury, budgeting, cash forecasting, revenue and expenditure variance analysis, capital assets reconciliations, trust account statement reconciliations, check runs, fixed asset activity, debt activity etc. The accountant had to regularly produce financial reports. She had no enter the new employees, Attendance and make note of the salary of the employees. Had to perform and oversee annual audits.

TECHNICAL MANAGER



Sound and light are two indispensable things in every event. Technical manager is responsible for ensuring the sound of the equipment is maintained with the best quality. They are also tasked with ordering the right sound equipment and producing the necessary sound effects for the production process. He should make sure the lighting and sound engineer know the overview of lighting and sound programming to make them a reality. They decide the right lights, lighting equipment to be used, set up the positions of the lights, auxiliary equipment, effects and other specialized equipment needed to achieve the desired effect. During the event time the technical manager need to check all the technical equipment's. He closely monitors technical management even during operation, to bring the best effect to the event.



MICHAEL PORTER'S FIVE FORCES INDUSTRY ANALYSIS

Porter Five Forces focuses on - how Diakon Event company can build a sustainable competitive advantage in Media industry.

Michael Porter's Five Forces Framework



1. BARGAINING POWER SUPPLIERS

By building efficient supply chain with multiple suppliers. Suppliers in dominant position can decrease the margins Diakon Event company can earn in the market. Powerful suppliers use their negotiating power to extract higher prices from the firms in the field. The overall impact of higher supplier bargaining power is that it lowers the overall profitability.

2. BARGAINING POWER OF BUYERS

Buyers are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on Diakon Event company profitability in the long run. The smaller and more powerful the customer base of Diakon Event company is, the higher the bargaining power of the customers and higher their ability to seek increasing discounts and offers.

3. THREAT OF SUBSTITUTES

When a new product or service meets a similar customer's needs in different ways, industry profitability suffers. The threat of a substitute product or service

is high if it offers a value proposition that is uniquely different from present offerings of the industry.

4.THREAT OF NEW ENTRANTS

New entrants in brings innovation, new ways of doing things and put pressure on Diakon events company through lower pricing strategy, reducing costs, and providing new value propositions to the customers. Diakon Event Company has to managed all these challenges and build effective barriers to safeguard its competitive edge.

5. INDUSTRY RIVALRY

If the rivalry among the existing players in an industry is intense then it will drive down prices and decrease the overall profitability of the industry. Diakon Events Company operates in a very competitive industry. This competition does take toll on the overall long-term profitability of the organization.

PESTEL ANALYSIS

Political factor

Political factors play a significant role in determining the factors that can impact Diakon Events Company's long-term profitability in a certain market. Diakon event company operating in Media in more than many places and expose itself to different types of political environment and political system risks. The achieve success in such a dynamic Media industry across various places is to diversify the systematic risks of political environment.

Economic factor

The Macro environment factors such as – inflation rate, savings rate, interest rate, foreign exchange rate and economic cycle determine the aggregate demand and aggregate investment in an economy. While micro environment factors such as competition norms impact the competitive advantage of the firm. Diakon event company can use country's economic factor such as growth rate, inflation & industry's economic indicators such as Media industry growth rate, consumer spending etc to forecast the growth trajectory of not only --sector name-- sector but also that of the organization.

Social factors

Society's culture and way of doing things impact the culture of an organization in an environment. Shared beliefs and attitudes of the population play a great role in how marketers at Diakon Events Company will understand the customers of a given market and how they design the marketing message for Media industry consumers.

Technological factor

This industry is still labor- intensive in Goa and technology involves huge costs in terms of redesigning the existing infrastructure and laying off employees posing a huge challenge.

Technology is fast disrupting various industries across the board. Over the last 5 years the industry has been transforming really fast, not even giving chance to the established players to cope with the changes.

Environmental factor

Different markets have different norms or environmental standards which can impact the profitability of an organization in those markets. Even within a country often states can have different environmental laws and liability laws.

Before entering new markets or starting a new business in existing market the firm should carefully evaluate the environmental standards that are required to operate in those markets.

Legal factor

The legal framework and institutions are not robust enough to protect the intellectual property rights of an organization. A firm should carefully evaluate before entering such markets as it can lead to theft of organization's secret sauce thus the overall competitive edge.

MY LEARNINGS AND CONTRIBUTIONS

My internship experience helped you develop new skills, learn new concepts and apply my knowledge in a professional setting.

I have handled 6 destinations weddings and 1 cooperate event during my 8 weeks of internship time.

1. The most important thing I have learned is Time managing
2. I have handled all permits, permission and security concerns from different departments.
3. I did element sheets and cost sheets of this year's events starting from June to December.
4. I have learned to take details to plan and take care of all possibilities
5. I tried to be a good listener to transform the client expectations to a tangible reality.
6. I have done creative work to come up with new ideas.
7. I learned to handle events, and at the site I solved the unfortunate incidents and deviations from defined schedule
8. learned the basics of technical's (lights and sound).

OBJECTIVES

1. Know about different stages of event planning.
2. Know about the roles and responsibilities of people involved in planning and delivering of events.
3. I'm able to plan and develop timeline for event management.
4. I'm able to review the planning and delivery of an event.

Suggestion

I would suggest to begin the set up early because if the event is a large event, then it should start a day prior so that there smooth handling throughout the event.

During my internship I have noticed coordinators who don't know the basics so I would suggest them to keep them as assistant coordinators.

Always have a backup plan because It is very rare that an event is ever pulled off without at least one issue, an item may not turn up or an important person may arrive late.

And the most important is, keep an eye on everyone's health during events, many of them fall sick due to sleepless nights and working throughout the day and night, giving everyone sometime of rest will help the event to be successful.

VISION

We have a clear vision to ensure clients satisfaction and loyalty. As every event has to be perfect social, technical and creative fit, we have a collaborative approach to all the projects.

MISSION

To be the leading Event Management Company in India, by meeting and exceeding the expectations of our clients through innovative ideas and the delivery of excellent service.

Conclusion

The internship was a useful experience. I have found out what my strengths and weaknesses are; I gained new knowledge and skills and met many new people. I achieved many of my learning goals. This project helped me understand that every detail and service factor is important and plays a very crucial role in the growth of the organization and how the slightest mistakes can impact the service quality of the entire business severely. The technical aspects of the work I've done are not flawless and could be improved provided enough time. Two main things that I have learned the importance of our time-management skills and self-motivation. I believe that my time spent in research and discovering it was well worth. Overall, it was a great experience working at Diakon Events, the staff was very kind and helpful. It helped me to complete my project effectively.