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## A Study on Event Planning and Management in Maharashtra

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### ABSTRACT

The purpose of this research is to determine the different types of events that are hosted in Maharashtra, to locate a well-known event company in Maharashtra, and to investigate the event planning and process used by Maharashtra's event firms. Data for this survey was gathered from academic papers, journals, and books. When preparing an event, it has been noticed that a variety of aspects must be addressed. Before taking on the duty of staging a major event, successful event planners would consult many sources, particularly past events. Referring to academic event planning resources is an important element of any event's early preparation stage. Organizers are urged to stay focused on the event's objectives as the planning advances, and to incorporate those objectives into the planning process. To deal with a variety of potential situations, contingency plans must be created ahead of time. The objective and subjective evolution of the event itself, as well as thanks to those who put work into the concept, are the final steps in making a successful event.

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Keywords: Event, Maharashtra, Planning

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### 1. Introduction

The process of planning, preparing, and producing an event is known as event management. It includes the assessment, definition, acquisition, allocation, direction, control, and analysis of time, people, services, and other resources to achieve objectives, much like any other type of management. The application of project management to the conception and development of large-scale events such as birthday parties, engagements, and weddings is known as event planning and management. To be successful in the event management industry, the user must have a strong network of service provider contacts. These contacts are essentially service providers who can be swiftly summoned to take part in any particular event. Different service providers, such as sound systems, lighting, canteen services, stage construction, and so on, are required to make an event effective. Maharashtra, which literally means "Great State" because of its incredible natural beauty and rich cultural legacy, is one of India's most industrialized states. Mumbai, Pune, Nagpur, Nashik, Shirdi, and Kolhapur are some of Maharashtra's most important cities. Maharashtra is a great place to have an event. Maharashtra is hosting a variety of events. Ganesh Chaturthi (Ganesh Chaturthi) and Navratri (Navratri) are two Hindu festivals 3. The fair in Bandra 4. The Mumbai International Film Festival.

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### 2. Review Papers

[1] Holley is a character in the film Holley (2001) Organizers are urged to stay focused on the event's objectives as the planning advances, and to incorporate those objectives into the planning process. Budgeting is an important part of this process that can affect the success or failure of the event. Other important factors to consider include catering or food service, date and location selection, promotional techniques, and event activities. To deal with a variety of potential situations, contingency plans must be created ahead of time. Thanks to individuals who put effort into the project, the last steps in delivering a successful event involve objective and subjective evaluation of the event itself. [2] a park (2013) The purpose of this study is to determine the trend of research subjects published in event management journals and to make recommendations for future research. There were a total of 403 research papers collected from the four event management publications. A total of 4,087 words from article titles were used in the content analysis. "Event(s)" and "festival(s)" are the most commonly used words in the titles of articles published in event management publications. The most commonly used words in various publications and time periods will be shown. The limits of the study as well as future directions are explored. [3] Mehta (Mehta, Mehta, Meh (2014) This can be used to give an overview of some of the conceptual and practical work done in the field of Mega Event Management, as well as references. Planners, policymakers, and administrators may be able to identify and measure the essential factors related with experiencing, regulating, and managing mega events as a result of this. identify and measure the key factors associated with experiencing, regulating, and managing mega events.

### 3. Research Methodology

. This study has been designed as a thorough investigation or inquiry, focusing on the discovery of new facts in any field of knowledge. The method by which researchers go about their business of describing, understanding, and forecasting events. The procedures for creating, collecting, and interpreting data are referred to as methods. Methods are a means of gathering information that can be used to evaluate explanation. Secondary data is information that has already been obtained for a specific purpose. Secondary data was gathered from a variety of sources, including books, journals, magazines, websites, and other publications.

#### Top Management Companies in Maharashtra

- **Wiz craft**

Wiz craft International Entertainment Pvt. Ltd. is a leading COMMUNICATION & ENTERTAINMENT company in India, combining strategy, creativity, and technology to create unique experiences. Wiz art has established itself as a leader in the fields of events, exhibitions, brand activation, television production, public relations, and digital marketing since its founding in 1988. Wiz craft is based in Mumbai and has offices in Delhi, Bangalore, Hyderabad, and Chennai, as well as international liaison offices all over the world.

Wiz craft plays a critical role in the execution of nationally famous events such as the IIFA, IIFA Utsavam, and GiMA Awards. Our customer portfolio spans sectors and continents, with a legacy built on trust, innovation, and technological know-how. Our extensive portfolio includes over 600 of the world's most well-known companies, demonstrating your clients' faith in us.

Large-scale opening and closing ceremonies, such as the 19th Commonwealth Games, Hannover Messe 2015, and the 2019 Hockey World Cup, to the iconic 50th Anniversary of Indian Independence Celebrations, and numerous large-format Government events, such as the Global Entrepreneurship Summit 2017, and the Defence Expo 2018 and 2020. With the premise that an event may be forgotten, but an experience will last a lifetime, Wiz craft continues to provide experiences that have become industry benchmarks..

- **Percept**

With a workforce of over 200 individuals and 32 offices across India and the Middle East, Percept Limited, an Entertainment, Media, and Communications firm, is in an enviable leadership position today. Percept enterprises create custom content, assets, and solutions for both domestic and international markets, serving millions of clients and consumers worldwide.

- **J&R Event Company**

Jack and RatnaBalani lead the team (Event Directors) Jack, originally from Mumbai, and Ratna, originally from Holland, have spent over a decade working and living in the Caribbean and the United States. In 1998, they founded J & R Events, which is headquartered in Pune, India.

J&R Events provides one-of-a-kind and custom-built venues for all occasions. Every event is personally managed by either Jack or Ratna, and their team is extremely professional and meticulous. J & R Events has earned a reputation for being a well-established and dedicated event design firm that collaborates with the industry's best venues and suppliers. Most of the Five Star Hotels and premier venues in and around Pune are affiliated with J&R Events.

J&R Events, being a professional event management business, utilizes a highly organized process that has evolved over time. We take pride in offering what we think to be the best combination of personal service, business ethics, and friendliness. This is, in our opinion, the key to our current success.

- **Evepro Event Management**

EvePro Event Management is a Pune-based professional event management firm. They have over ten years of event planning and management experience. Seminars, conferences, workshops, training, product launches, and team building activities, as well as outdoor activities, company internal events, and road shows, are all provided by the team. They also offer complete solutions for all of your wedding planning, coordinating, and execution needs at the most affordable prices. Delhi, Bangalore, Chennai, Jaipur, Jodhpur, Kolkata, Dharamshala, Jammu, Dehradun, Indore, Kochin, and Goa have all hosted events.

- **Craft World Event Management companies**

We are a Mumbai-based event planning and organizing firm with a national reputation. We began with the goal of providing one-stop solutions for all of your event-related concerns. Craft World Events specializes in corporate event planning and activation, as well as BTL activation. In addition, we strongly recommend them for conference event planning and show stall design.

This is, without a doubt, the top Event Management Agency in Mumbai. We've always taken pride in being more than just an event planning company. We are pleased to introduce STAGE WORLD, a full-service production company with extensive expertise and talents in the production and management of exhibitions and events. Our most valuable asset is our in-house staging unit, fabrication and design workshop, audio visual equipment, and basic sound to deliver state-of-the-art technology, technical people, and experienced event support all over the world.

- **Lotus Events And Productions**

Lotus Events and Productions, situated in Pune, is a full-service event management business that organizes events in India and abroad. Uniqueness, intangibility, rituals, and human engagement are the foundations of their business. From the initial customer service encounter until the finished event, their main goal is to provide a great event-based experience for their clients. The team provides low-cost event planning, promotion, wedding, and product launch services.

The goal of LOTUS EVENTS AND PRODUCTIONS is to create excitement that ignites the intellect and imagination. Our company's backbone is uniqueness, intangibility, rituals, personal connections, and time scale, with a creative vision to turn people's Big Dreams into Reality. "The deeper the depth of thinking in terms of the objectives set for the event, the higher the benefits that can be obtained," says our working philosophy.

- **Crafting the wedding experience**

The Wedding Ties was founded in 2015 by Chinmai Jain Kedia as a result of passion colliding with vocation. We've planned and conducted weddings all over India. Rajasthan, Maharashtra, Kerala, Goa, and the Delhi NCR are among our specialties.

### The event planning & process by event companies in Maharashtra.

- **Define the purpose and format**

Although it may appear self-evident, it is worthwhile to take a critical approach to this subject. Formulate your objective as precisely as possible: do you wish to impart knowledge to participants, express gratitude to partners, collect funding for a project, or provide aesthetic pleasure to visitors? The format of the event will be determined by the response: concept, timing, and duration, team role allocation, hall layout, catering, and sound.

Don't get too caught up in the old ways of doing things. Consider "unconferences," "PechaKucha," the TED format, "thematic brunches," "internet events," and "outdoor events." What matters is that your format aids in the achievement of the event's purpose.

- **Pay sufficient attention to planning**

The logistics, content, and event promotion should all be included in the plan. Create a document that is accessible to the entire team and allows each member to view the work of the others as well as the overall picture. Make a list of the essential tasks first, and then fill them out as much as possible in the form of individual stages to be done. It is critical to include a timeline in the plan: the amount of time required to complete a task. It is frequently undervalued, and preparation takes longer than anticipated.

For planning, you can utilize Google templates, software such as Asana, Trello, Podio, GanttPro, and Teamwork. Excel, even the most basic version, will not fail you down

- **Draft your budget taking into account unforeseeable situations**

Examine the to-do list and include it in your budget. It's also a good idea to consider having a reserve in case of unforeseen circumstances. For example, there was a time when it rained on the day of an open-air event where I worked. We needed to relocate right away and transport all of the equipment and furniture. It is preferable to plan ahead of time and be financially prepared for such events.

You have the option of using, adapting, or creating your own budget template

- **The devil is in the detail**

If you want to surprise your guests, consider every detail: how they register, who will meet them and how, what music will be played, do you have an appealing photo spot, how do your presentations appear and how is your team dressed, and what to do during breaks.

Participants might be provided the opportunity to attend a quick master class, play games, or watch an informative video upon registration, for example.

Surprise people and create a wow effect by exceeding their expectations in even the most mundane situations. This is precisely what gives an event its atmosphere.

- **Check the location and have a plan B**

As early as the selection stage, inspect the location in person. It could turn out that the air conditioning in the hall isn't working properly, that there are no handicapped restrooms, or that the equipment won't fit through the door at the most inconvenient time. As a result, double-check such concerns ahead of time.

I once hosted a conference for 50 people, and an hour into the event, the venue's owner ordered me to leave without explanation. We eventually held an hour-long training session with the attendees in a neighboring park until we were able to find a new location. You may believe that a circumstance like this would never happen to you, but it's always a good idea to have a backup plan.

- **Allocate responsibilities**

Not only during the preparation stage, but also during the event, it is critical to allocate work among team members. Assign responsibilities to each zone. For example, someone is in charge of the registration area, while another is in charge of greeting the speakers, and yet another is in charge of the equipment, food, and press communication. Every person should have his or her own zone, which he or she should be in charge of for the duration of the event.

Give each team member a document outlining their responsibilities so that everyone knows who to contact if there is a problem.

- **Tell your audience about the event**

Do not underestimate the amount of time it takes to promote an event successfully. Your marketing strategy is determined by the sort of event, its target audience, internal resources, and budget. When selecting media partners, look for those who can help you reach your target audience. It's preferable to have a small number of focused partners rather than telling everyone about the event. It's also crucial to develop a single essential message that will be conveyed across all platforms. Make sure it's succinct and accurately expresses the event's concept to your audience

- **Pay attention to service**

Ascertain that your team adheres to The Duck Face Rule. Participants, lecturers, and partners should all be treated with respect. Even if you're weary and things don't go as planned, try to answer their difficulties or queries and meet their expectations. People remember how they were treated and the mood, not what the speaker said on stage, at the end of the day.

- **Carry out a final check 24 hours before the event**

Make sure everyone knows how to get to the event, that you've invited all of the relevant people, and that you've prepared the printed materials, audio, and video content. Examine whether everyone is aware of their roles and duties, as well as whether the space is ready. You can use a checklist like this to accomplish this. On the day of the event, a similar checklist can be created to check whether everything is in place, operating, and being completed on time. Make sure to print the event program and give a copy to each team member and volunteer. Additionally, provide everyone with the main contact phone number so that they can communicate with one another in case of an emergency.

- **Ask for feedback**

After the event, you'll probably be weary and joyful, but it'll be difficult for you to give an objective appraisal of how everything went. As a result, at the end of the event, have attendees fill out a paper evaluation form or an online form when they go home. Request that they evaluate several areas of the event, including logistics, speakers, locations, and the organizers' efforts. This knowledge will aid you in avoiding future blunders and improving the quality of your events. If at all possible, solicit comments via social media or film video reviews at the conclusion of an event. This will be useful if your event is repeated. Whatever event you're planning, stay positive and don't be afraid of unexpected, and your event will go off without a hitch

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## 4. Conclusion

- As per my study Wiz Craft, Percept, J & R event company, Evepro event management, craft world event management companies, and lotus events and productions are the top event companies in Maharashtra.
- Among this event companies' wiz craft is one of the top companies in Maharashtra. Wiz craft had hosted many big fat events in all over the world.
- To start an event, we have to define the purpose and format of an event.
- The important thing of an event is to get feedback from their clients.
- When ever we plan any event, we should have plan b in our mind.
- The final steps in producing a successful event include objective and subjective evolution of the event itself.

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