

# The Dual Paradigm Nature of Knowledge Event Management: Implications for Achieving Quality Outcomes In Corporate Communication In Public Organizations

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## Abstract:

In this article, we analyze the rise of learning Event the board inside the professionalization of event celebrations and occasions. The developing multifaceted nature of event celebration the board places weight on associations to viably oversee 'learning' so as to succeed. Learning is ordinarily conceptualized as data that can be put away or ordered through agendas. We offer an elective conceptualization of information Event the executives as a social development molded by the authoritative culture and structure. We build up this social methodology through a contextual investigation of the Interloop Corporate Communication, Pakistan to look at the development of information Event the board jobs and duties. Our ethnographic research and subjective examination recognize how Public Company certainly uses boss learning officer, information specialist, and learning laborer jobs. These jobs were effectively performed over a brief length but then they were not characterized or explicitly stated. We examine how the non-culture and non-spatial association of work groups added to an aggregate comprehension of the benefit of sharing and making learning. With developing professionalization, we contend that event celebration associations will progressively build up an increasingly unsure consciousness of the essentialness of learning Event Management language and practice. The discoveries will empower celebration directors to more readily see how information Event Management Process are implanted inside an authoritative culture and add to hierarchical learning.

**Keywords:** knowledge Event management, festival organizations, professionalization, organizational culture, Corporate Communication structure

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## Introduction of Corporate Communication

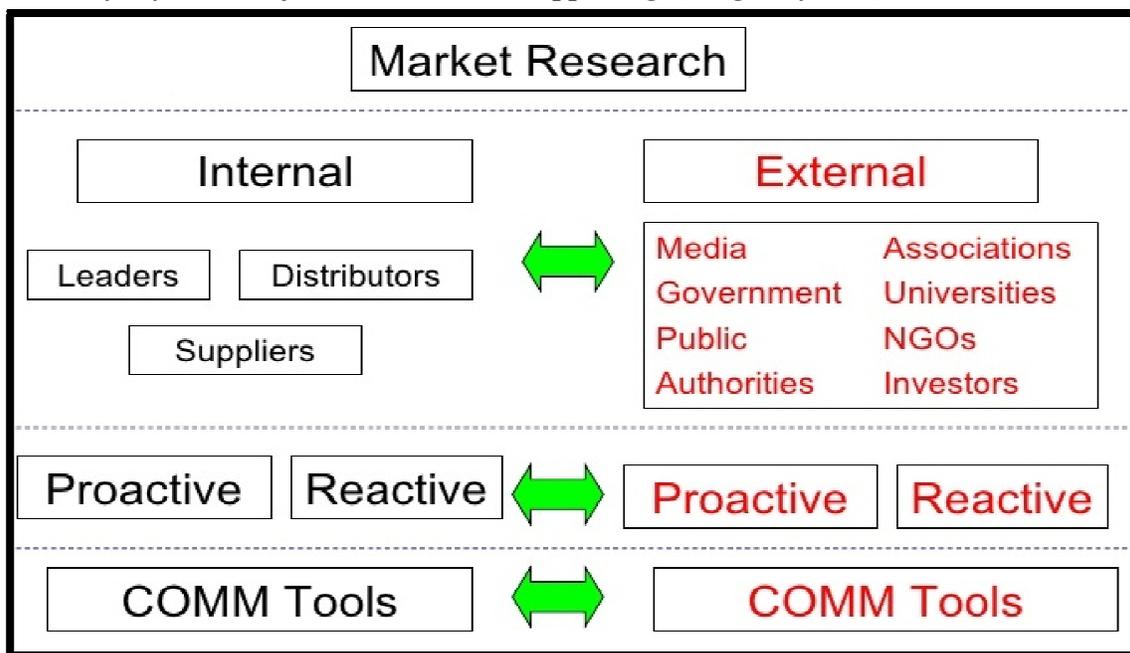
*“Communication works for those who work at it.” (John Powel)*

### Definition

“Corporate communication is a management function or department, like marketing, finance, or operations, dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside the organization.”

Corporate communication Department manages the internal and external communication of the company. Corporate communication plays a key role to run a company indirectly(Stadler, Fullagar et al. 2014). Basically the hands of labor work and company produce goods but if communication is not proper and adequate so nobody can know about the company product and its benefits(Cornelissen 2008).

*“Retention and Loyalty useless if no conversation happening. (Sergio Zyman)*



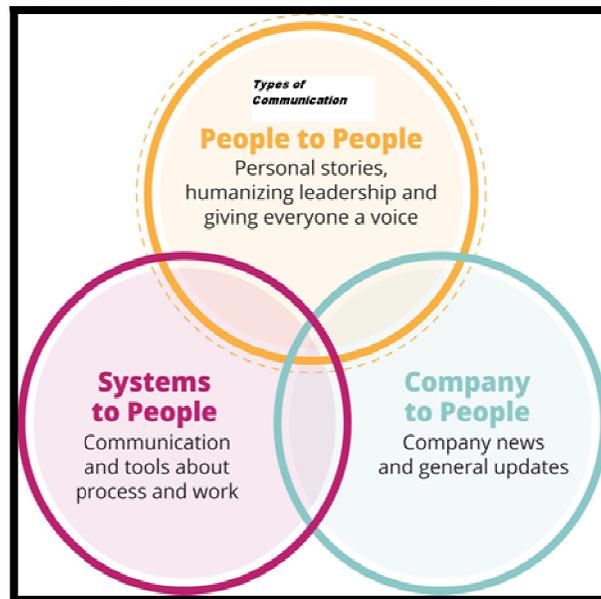
## Evolution of Corporate Communication

### In World:

Until 1970s, the term Public Relation was used to describe the Communication with Stakeholder. In an organization three distinct channel of corporate communication(Cornelissen 2008):

- Company to People
- System to People
- People to People
- The first, **company to people**, is the original and represents all the information the company wants to share with employees. The corporate Intranet falls into this category along with the company newsletter.

- The second category is **systems to people**. This category represents all the technology systems that have added communication tools in recent years. Many of these have evolved to become more social, but their primary purpose is efficient communication around specific documents, systems or work process.
- The third is **people to people** and the area with the greatest potential to impact a corporation. Employee engagement, culture, team building and personal connections are all primarily influenced here. When implemented effectively, it is the communication category that can transform an organization, increase retention, enable productivity and provide a new level of intelligence about the organization.



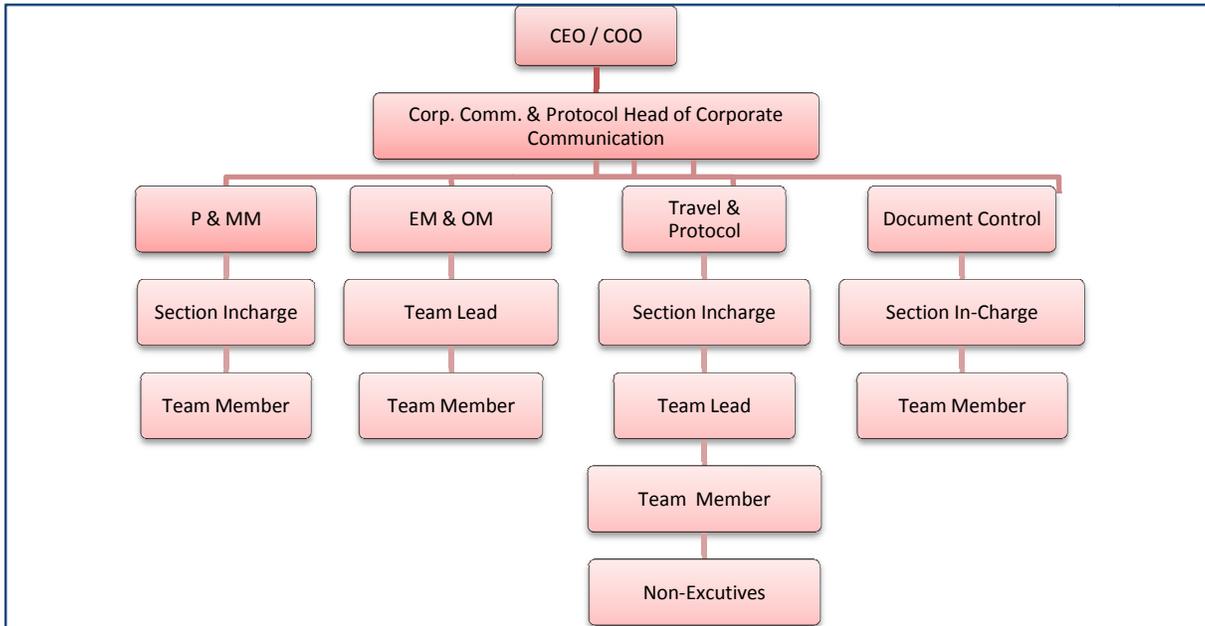
## Objectives/ Activities of CC in Interloop

- To keep a consistent and coherent communication
- Improve stakeholders’ understanding about the business
- Improve the corporate image externally and develop better understanding of the corporate values internally
- Manage an internal communication framework (formal & informal) that makes the workforce feel informed, involved valued and motivated

## Activities

- Communication Strategies Formulation and Implementation
- Corporate Identity Management / Branding
- Online and Social Media Management
- Print Publications Management
- Media Relations & Management
- Internal Communications
- Corporate Advertising & Advocacy
- Event Designing & Management

## Organogram of Corporate Communication



### How to Organize an Event?

The life of an event planner is very face-paced and often stressful as deadlines must be met, even if that comes at the cost of long and non-traditional hours. There are many different subcategories to the title of event planner, and each specialty requires different skills and duties to create the perfect event for the customer. Event planners in general, however, are in charge of making sure that the event they have planned runs smoothly and that if any problems do arise, they have a plan and are able to move past it with little damage done to the schedule and overall appearance of the event(Cornelissen 2008). “It’s a lot of data and detail”, said Elizabeth Conway in an interview (Editor 2013), regarding the networking, setting up of events, and checking up to make sure everything is going accordingly that is required of the job(Getz, Svensson et al. 2012). While managing all these responsibilities on-site, there are many more that demand attention prior to the actual event(Reid 2011). Planners are responsible for marketing their event planning services, and bringing in their own clients to get new projects started. In order to be successful, it is important for the individual to determine what kind of a target audience they are trying to reach. Do they want to focus more on luxury/high-class events, or reach out to other clients on smaller/more economical budgets. This will save a lot of time and money, and create a more specific name and association to your company. After being hired by a client, planners are to prepare a business budget that both they and the client can agree with. This allows the planner to know where to search out partnering vendors for the event, and prioritize materials needed. Here, it is important that the planner previously makes professional business friendships with various vendors and services in order to offer options to the client. After the budget is set, planners must then actively reach out to sponsors, vendors, and services needed to make the event happen. The client should be at ease in this process as the planner knows more than they do and should merely be able to come forward with different plans for the client to give input on and approve.

At the end of this process, it can often be difficult to match the budget price exactly and can either go over or under as different vendors have different asking prices for their services. This then requires the planner to have good deduction and balancing skills in order to meet the budget as closely as possible to come back to the client with the estimated total cost and act accordingly to the result. Planning entertainment also falls in the lap of the

planner. This does not only include a band or DJ, but often expands out to the finding of a speaker or representative for the event (often specified by the client). This is very important and, again, a place where good connections and a good reputation become very important. The event planner cannot put on an entire event by themselves. Hiring help and training a staff for the particular event is crucial to the success of the event. This is something that the planner also makes time for as they are the one that knows what needs to be done and what help is needed in those particular projects. As the event creation is then set in motion and committees are set to work, the planner must check in and make sure all is being done correctly. They are the ones with the vision from the client and must convey that vision in such a way that everyone involved can also see this vision coming to life through their different projects. While these projects are in motion, the planner must make sure all activities and materials at the event are in line with local laws and regulations. If something is, it is then their job to find an alternative source of that specific material or activity and then check with the client to keep them included in the entire process. Throughout the entire process, the maintaining of financial records is very important to stay on top of. The planner must either manage this themselves, or hire someone with financial experience to make sure the budget is met and maintained, as well as making sure services used are recorded.

As the date of the event comes closer, planners must send out the invite list provided by the client, manage the RSVP list, and eventually follow up with the client to get a final count. Once a final count is set, it is then their job to go to the venue and plan the layout and setup of the event itself. This includes the location of the entertainment, catering setup, decoration, tables, lighting, and anything else included in the planning with the client to create a smoothly-running event. Once all projects have been completed on time and are ready for assembly, the planner must provide means of transportation and make sure enough hands are on deck (including their own) for the actual setup of the event. This is a big project and is timed accordingly to make sure the final deadline is met. Once everything is organized and meets the satisfaction of the client, the event planner then stays and oversees the process of the event and makes sure everything is set and runs according to plan. After the event has ended, planners have one last responsibility to close off the day with, and that is the tear-down and transporting of the all equipment, materials, and other services used at the event. After this has been finished, the event is checked off and counted as a success. (S. 2010-2017)

As it is clearly seen, event planners carry so much responsibility as each event requires various duties of the planner. This is no easy job and cannot be done alone. Marketing and networking is crucial to an event planner's success and each individual seeking to pursue a career in the event planning field should take the respected time to become very familiar with the description of all the tasks and requirements demanded of an event planner (Getz and Getz 1997).

#### **Pre Event**

- Planning

#### **Event**

- Execution

#### **Post Event**

- Learnings

#### **Pre Event**

#### **Planning**

Planning is related to Pre Event arrangements. In planning phase five major things are important to plan for smooth flow of an Event as (Bramwell 1997) and (Knemeyer, Zinn et al. 2009):

- Program Agenda
- Brand Your Event
- Create a Master Plan
- Identifying the Support Department
- Budgeting and Approvals
- Finalization of Vendors for function arrangement (Food, Tantage, Catering)
- Stage Performances
- Seating Plan
- Designing for the Event

### Program Agenda

First and foremost thing is program agenda in which we plan what are we doing (Getz, Svensson et al. 2012) in the whole event? And how much time is required for each item of program agenda? Approximate accurate calculation of time could be able your team to put a good show in front of your audience (Knemeyer, Zinn et al. 2009).

Program Agenda of International Women’s Day 2017			
Item	From	To	By
Program Introduction	10:30AM	10:32AM	Participant
Recitation of Holy Quran	10:32 AM	10:37 AM	Participant
Na’at	10:37 AM	10:42 AM	Participant
Talk by ED P&OD	10:42 AM	10:50 AM	Participant
Song	10:50 AM	10:55 AM	Participant
Interloop Quiz	10:55 AM	11:00 AM	Participant
Skit	11:00 AM	11:10 AM	Participant
Introduction & Interview of Chief Guest	11:10 AM	11:30 AM	Participant
Quiz Section	11:30 AM	11:35 AM	Participant
Skit	11:35 AM	11:45 AM	Participant
Funny Speech	11:45 AM	11:50 AM	Participant
Song	11:53 AM	11:58 AM	Participant
Interloop Quiz	11:58 AM	12:05 PM	Participant
Presentation of gifts to Employees	12:05 PM	12:20 PM	Participant
Note of Thanks	12:20 PM	12:25 PM	Participant
Lunch	12:30 PM		

### Brand Your Event

If you want your event to stand out, you need to choose a timely and compelling theme that sets you apart from your competition. This means that you need to come up with a dynamic overall theme and you need to take great care with the actual name – since it can be a key attention-getter, especially in online media.

- **Brainstorm names:** When you are brainstorming the event name, think about:
  - How is your event different from other events in your sector?
  - What are you hoping to convey through this event?
- **Create a Tagline:** Once you’ve come up with a name, also try to craft a tagline – a short, memorable branding slogan that describes the event.

This event will be remembered as it was the silver jubilee of Interloop and we published supplement via Don and the news instead of creating a tag line.

- **Design a Logo:** The final step will be having a logo created to represent your event. A logo can be an effective branding tool – offering immediate recognition of your event in all of your publicity and promo items (e.g., T-shirts, water bottles, bags, etc.)

### Create a Master Plan:

This plan should encompass all aspects of the event, including:

- ❖ Venue, logistics & catering management (contracts, permits, insurance, etc.)
- ❖ Speakers/presenters (identifying, confirming, logistics & management)
- ❖ Activities/entertainment
- ❖ Confirmation and Registration of awardees through email, telephonic conversation and made sure they reach before the starting of the event. They could be placed according to seating arrangements.
- ❖ Volunteer management
  - a. making a CF Team
  - b. assigned duties to CF Team
  - c. Emails to concerned HODs
  - d. Email to admin for their conveyance

### Identifying the Support Department

We took help from the procurement and sourcing department for the availability and delivery of beverages to the event location (Civic Centre). Took the updated lists of Executives Management and Awardees from HR Department and made the availability of security personnel from Admin Department for the event.

### Budgeting and Approvals

***“Budgeting has only one rule: Do not go over budget.”(Leslie Tayne)***

Budgeting and approval is a very important and sensitive part of an event. The whole event, its arrangements and negotiation with vendor totally depend on the approval of budget.

***A budget tells us what we can't afford, but it doesn't keep us from buying it.***

Budget should be approved at least one month before the Event. In financial point of view, Budgeted amount is as accurate as possible.

***“Don't tell me what you value, show me your budget, and I'll tell you what you value.”(Joe Biden)***

While creating budget, figure out every single moving part of event that could potentially incur a cost. By keeping the smaller details that make up an event in mind, able to get a more accurate budget versus one that simply includes the bigger pieces of an event like catering, venue, and AV. This is a preliminary step that you can continue to refine along the way as you speak with vendors and get a more accurate telling of your budget.

Proposed Budget International Women's Day 2017						
Sr. #	Activities	Actual 2016	Budget	Proposed Budget 2017	Actual 2017	Budget
1	Entertainment Activities					
2	Tantage, Catering, Food + Beverages					
3	Per Head Charges					
4	Stage and Lights					

5	Sound System			
6	Backdrop + Standees [Printing+ Framing +Fixing +banners]			
7	Photography+ Flower Decoration			
8	Travelling cost of GOH			
9	Gifts + Souvenir shield for GOH			
10	Souvenirs (11x800=8,800) for Director's and HOD's spouses for participation in Event			
11	Gifts for performers employees			
12	Certificates for Performer employees			
13	Transportation cost of HD 111 Female Employees			
14	Misc.			
	<b>Total Cost</b>			
	<b>No. of Guests (expected)</b>			
	<b>Cost Per Person of total event</b>			

### Finalization of Vendors

Many people are under the assumption that wildly successful entrepreneurs like Steve Jobs or Bill Gates made their billions through their own sheer genius and willpower. But this is far from the truth, which is that they owe their success to many, many other talented individuals who helped them to reach that peak of achievement. Such as the success of an event also depend on many individuals (team members and vendors). It's a very difficult task to manage the vendors(Eppler and Platts 2009).So it's critical not only that you have interconnected relationships with event vendors but that you also manage them properly to ensure they meet your expectations and those of your clients. Here are a few things to keep in mind when keeping track of them:

- Put your expectation down the paper and share with your vendor in detail
- Have a contract with each vendor for each project that what he will deliver at what price?
- Keep the vendor in the loop with time to time communication and follow up calls.
- Double check every order for accuracy of the work.
- Let them make a fair profit and have an idea of where their profit margins lie and give them the opportunity to make profit.

### Stage Performances

Stage performances are selected according to the target audience. What they like and enjoy? We can easily control the audience by the stage performances. All the props and costumes should be ready before the event. Assure the presence of participants before the start of event. During the event, what aspects should be kept in mind in this regard?

- Performances should be related function theme and audience interest.
- Make sure the visibility of performers and audibility of voice during the performance for whole crowd.
- Try to minimize distortions during the event.
- A room reserve for the performers for their preparation or dressing.
- Do not yell on the performers before the performance or during the preparation. It can become the cause of nervousness.
- During the event make sure the smooth flow of program agenda. If any modification happens during the event so communicate the alteration / changes to the performers as soon as possible.

## Seating Plan

Seating plan should be more convenient for Chief Guests, Guests and Event management. Seating plan have its own importance and save the organizer from unnecessary hustle and bustle(Burdge 1987). An example of seating plan is given below:

## Designing for the Event

As more organizations place greater emphasis on experiential marketing, the design concept encompasses more than simply filling a room with decor—it’s an opportunity to express the personality of a brand, nonprofit, or host. For event designers, the challenge lies in finding unique ways to impress guests. Whether you're planning corporate event, meeting, gala, or other special event, you are generated designs according to the latest trends, tips, particular themes, and inspirational ideas for event and meeting design(Eppler and Platts 2009), (Getz, Svensson et al. 2012) and (Perry and Lindell 2003).

- ✓ Backdrop
- ✓ Invitation Card
- ✓ Certificate
- ✓ Banners and Standee
- ✓ Souvenirs
- ✓ Seating Plan

## Execution

The more attentive and stressful part of event is Execution of an event. It’s time to follow the planning and keep in mind all time of emergencies. Execution of an event show the capability of event organizer (Eppler and Platts 2009).

## Lesson Learning

### Pre Event Learning:

- The event should be discussed with the upper management; CC should have gotten budget approval at least 2 months before the event. For the next time, make a plan, budget it and get the approval at the earliest to avoid any inconvenience.
- We should have proper list of the audience with their names and designations (the list should be updated one month and one week before the event)
- Quality should not be compromised however it should be cost effective and should not depend on just one vendor (quality of vendor should identified before the event)

- Clarity and timely routing of communication to all the stakeholders
- Right level of authority should communicate correct information
- We should have the right people organizing who can help CC in all the administrative works.
- Selection and confirmation of the chief guest should be done a month before the event
- Proper rehearsals of all the activities to avoid any inconvenience on the event day (esp. certificate & giveaway presentation)
- Designing has to be done two weeks before the event while it should go into printing 4 days prior to the event
- All souvenirs and giveaways to be ready one week before the event

### **During the Event Learnings:**

- Sound system should be checked before the event to avoid any inconvenience during the event
- Anchors should be properly rehearsed when presenting certificates and giveaways at the event
- Extra people should not be on or around the stage
- Prize distribution should be rehearsed with all the prize takers
- Ensure that all the participants are seated according to the list before the announcement
- Ensure that the set up should be of the right color
- Improper props and their placement. Depictions should be done in a better way
- Participants should know their cues as they should not appear before their act
- A dedicated person should be allocated for the coordination of the sound system and the act happening on the stage
- Should be no movement around the stage or behind the stage
- Proper location for prize distribution table
- Proper seating should be available for all
- Talk to the heads of vendors for proper set up
- Use of minimal mics by the participants
- Send one email for transport availability to admin for pre, during and post event.

### **Conclusion**

Several lessons have been learned from both events (Stadler, Fullagar et al. 2014, Aftab, Zechel et al. 2015). We know, for example, that sustainable service delivery depends on decentralized authority, on public- and private-sector resources and expertise, with adequate central support, and on vendors empowered to make well-informed choices about technical, management and financial options as well as accurate date of delivery of certain thing (Burdge 1987). I suggested that we should do a written contract with vendors for major things of an event. Due to contract, vendor will become legally bound to deliver contractual goods on time according to contract act 1872 sec 2h. We know that going to scale requires central support through an enabling policy environment, adequate funding and sufficient human-resource capacity (Burdge 1987) and (Wang and Shen 2007). We know, too, that interventions will have more impact if approaches are intersectoral. In emergencies, attentiveness and coordination are key effective response and area of performance.

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