

Interactions Between Efficiency, Effectiveness, Ecology, Economy and Ergonomics as studied in the field of Event Management

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Abstract

This study develops a conceptual model to assess the interactions between Efficiency, Effectiveness, Ecology, Economy and Ergonomics as studied in the field of event management. The model is based on previous literature. The current growth of events management industry across the world shows that the event organization can no longer be ad hoc. Events have a considerable impact on the socio-economical structure of the society. Organization of events is affected directly and/or indirectly by five determinants of: Efficiency, Effectiveness, Ergonomic, Economy and Ecology. There are interactions between these five factors, and their effect relies heavily on their consideration while organizing the events. Next, the framework established in this paper focuses on the initiatives such as internal communications, client satisfaction, effectual planning, use of latest technology, and outsourcing with environment friendly approach as an intervening factor that will impact on organizing an event. The results of this research will educate, and motivate all the stakeholders to address the event management practices with consideration of above mentioned 5 Es. Practically, the conceptual framework presented in this paper will help in identifying an inclusive approach on event management with the importance of engaging perfect practices to establish the concept of economic and ecologic events. Lastly, the study calls for the organizations to build efficient and effective business models that will see them achieve economic impact not only in terms of commercials but also in terms of environment.

Keywords: *Event management, Fashion Week, Strategy, Social media, Motivation.*

1. Introduction

Event organization refers to an event's output. There are a number of people involved in its implementation with

different skills and positions. There is considerable interaction between individuals and their responsibilities. This includes all functions involved in the planning, organization, personnel, management, implementation and assessment of an event. Event planners must ensure that during execution, all the vital event components and their impact on the event management is evaluated and addressed with most effective implementation strategies. The role of the organizers is to replicate their knowledge and experience to plan and execute a successful event. The process of event management is broadly affected by multiple factors, some of them are internal and some of them are external. The final outcome required as an implication is a successful event. A successful event is the one which is **efficiently** designed with **ergo logical** considerations to achieve the desired **effect** and all this fitted in an **economical** budget. While trying to achieve above said four 'E' factors, if the organizer take into consideration the Ecological concepts also, then that event will become rich in terms of economy as well as environment.

Efficiency: Efficiency is undoubtedly one of the most important components for any event management organization. It is not an easy task to schedule and organize events effectively, which is why even the most experienced event planners often experience intense stress. This is where efficiency can play an important role in productive performance of tasks. All your event planning efforts would be reduced to a chaotic, hectic, and time consuming spree without being successful. The reality is that event planning is all about time and budget management of mountain obligations (Willas, 2018).

Effectiveness: As referred to effectiveness, it is essential to note that in every decision making process in event management, the effectiveness plays an important role. Effectiveness means getting desired results. The effective planning brings in the results so that the event management firm enjoys success. As it all depends on taking right decisions at right time, it is essential for the event manager to do so. While the term is to a greater extent useful to managerial positions, it also refers to

workers. Since the workers have to make certain decisions within a context that they are allowed to make, they are also supposed to work efficiently. In other words, their performance should be such that the output is given to the desired level (Siddiqui, 2014).

Ecology: There are plenty of explanations for environmentally friendly event management companies. It sounds easy, but integrating environmental sustainability in the event is very challenging. Through supplying business event management with the knowledge they need to integrate the environment into their decision-making and long-term cost estimates, ecological experience can be used to improve results for both natural systems and companies (Gerber, Bakker, Bonini, & MacCormick, 2016).

Economy: Face-to-face events are a vital tool in an age when connectivity between a brand and its consumer or business and its employees is key. By definition, events are diverse. These range from conferences, exhibits, incentive programs, meetings and global summits to festivals, product launches, sports shows and corporate hospitality (Fletcher, 2012).

Growing demands for events is leading towards greater economic growth.

Ergonomics: Innovation in applying ergonomic concepts to event locations and goods is most likely the result of associations between the design of a workplace on the principles of ergonomics and the related success and health of people around the site. The integration of the current situation and the practical analysis to make improvements is a great advantage of the ergonomic design steps. It is essential to document and evaluate the place event in its full complexity in connection with work processes as objectively and accurately as possible (Mercado, 2015).

An event's effectiveness and success depends on the five E i.e. Efficiency, Effectiveness, Ecology, Economy and Ergonomics. Nonetheless, during the execution of an operation, it is difficult to include all five E elements. This paper will build conceptual structure model to provide approaches and examples of how to use these elements to make a successful case.

2. Literature Review

Getz (1997) explained the concept of events as follows: "A special event is an opportunity for the consumer to have a recreation, social or cultural experience beyond the usual range of choices or beyond the daily experience" (Shone & Parry, 2004). Historically, both events and festivals appeared in the historical period prior to the fall of the Western Roman Empire (A.D.476) (Raj, Walters, & Rashid, 2009). Within culture, activities had certain purposes with the purpose of sharing traditions and

festivities and affirming identities with others. Activities have also played a major role in representing the society of any country and contributing to economic development (Raj, Walters, & Rashid, 2009).

Through events, social and cultural needs are usually fully recognized and economic benefits are also created as such events can attract attention to various tourists from different countries, local people, etc (Raj, Walters, & Rashid, 2009). Simply put, it is also possible to establish international relationships through national and international events (Raj, Walters, & Rashid, 2009).

Event industry is service-oriented, meaning that people tend to enjoy their life's time. Customers need to make it possible, and then they want to share with some other people their good moments. There should be a well-adjusted balance between task management and people management in order to deliver the best performance at events. That said, event planners will explain roles for various aspects of activities and be prepared for the worst case (Wagen & Lynn, 2009).

It is highly recommended that the concept of an event be taken into account before organizing and selling a particular event begins (Shone & Parry, 2004). (Do, 2014) In order to make an event efficient, this paper defines and elaborates the five 'E' factors viz. Efficiency, Effectiveness, Ecology, Economy and Ergonomics.

3. 5Es for Leading a Successful Event

Efficiency:

Planning an event or show can be time-consuming and exhausting, so flexibility is important to achieve tasks in a productive manner. The main challenge in event management occurs well before you have started. It is important to set the targets that will ideally organize event activities in order to maximize productivity when organizing an event.

Efficiency in event management is the (often measurable) ability to avoid waste of resources, energy, effort, money, and time to do something or achieve a desired outcome.

- **Waste Management** is the management of solid waste produced in the days leading up to, during, and at the end of the event. Managing this waste can be a significant cost for event organizers, taking several hours of volunteer or staff, and creating issues with unsightly litter and nuisances. Fortunately, there are many ways that event organizers can significantly reduce the amount of waste that will cause us to be disposed of as waste. Proactive waste management and recycling techniques are good for the environment as well as reducing nuisance. Better recycling efforts will also send a positive message to event attendees, staff and volunteers (The Northeast Recycling Council, Inc.(NERC), 2006).

- **Energy efficiency** is economically as well as environmentally supportive. It will increase profit by reducing the cost of business. Most energy efficiency practices provides a good return on investment, and also will reduce carbon emissions (International Institute for Sustainable Development, 2013).

Continuous efforts should be made to increase operational performance in order to run and expand an event management company. If you have specific roles and responsibilities and a team that has what it needs to succeed, both hands will understand the potential and make their efforts to make an event successful.

- **Time management** is how much time to spend on specific activities is planned and controlled. Good time management makes it possible for an event organizer to do more in a shorter period of time, reduces tension, and contributes to a successful event.

Many different challenges can arise when it comes to managing an event, money is top of the list. One can avoid periods of negative cash flow with a sound money management plan and ensure that event business is on track to turn a profit. These are some of the important ways of organizing an effective event that can be considered.

Effectiveness:

Effectiveness in event management is about getting things done right. Event management is a huge undertaking that requires a huge online and offline effort. With the right tools it can be easier to run an event at the highest standard. With this in mind, other aspects of managing an event are good to consider: registration system, fees, invites, or analytics. Effective resources save time, energy, and the nerves of an event organizer, which is the most significant (Tom).

An event's efficacy is mostly dependent on three things (Tom):

- On organizational processes
- On the organizer's reputation which is synonymous to the value an event offers
- On attendance and interest it generates
- Use of technology

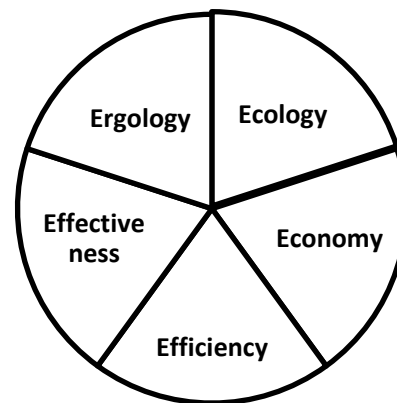
Effectiveness refers to the consistency of outcomes obtained from activities performed by both workers and their managers in the event management sector. A worker or manager needs to deliver consistent results in order to build productivity in the workplace. A business needs to conduct periodic performance reviews of both its employees and managers to decide whether their strategies and procedures are successful and produce results in order to improve efficiency in an event management company. Ineffective outcomes may easily affect the quality of the

services of an event company, so ensuring that all of their employees and managers perform their positions efficiently is crucial for any business (jgamarketing, n.d.).

Ecology:

Organizing activities are extremely resource-intensive and can have adverse impacts on the environment, such as water, electricity and material waste. Greening our event is therefore critically important to ensure the advancement of sustainability in event management by making responsible decisions while preparing, coordinating and executing an event.

In an environmentally, socially and economically responsible manner, more and more activities are being organized internationally. Most international firms make the greening as the important part of their tender process. Greening our event will reduce the negative impact on the environment, but should also leave the local community with a healthy and enduring legacy. Hosting an event requires large amounts of water, energy and materials



resulting in waste and emissions of greenhouse gases. Many event organizers and venue managers want to reduce their environmental impacts, but may not be sure how to get started. Involving all the stakeholders that play a role in the event's preparation or development is important. If there is no leadership commitment, efforts can be ineffective and unnoticed. When leadership engagement is engaged, they need to communicate this reality with all other interested stakeholders to ensure full cooperation from the company as a whole (Beer & Lemmer, 2011). The earlier this process begins an entity, the better.

Sustainable management is obviously very important for the event industry. Pioneers and scholars have identified a shift in how event planners need to plan sustainable event throughout proper choices. (Font, 2002) corroborate each other's research and suggest that incidents need to be aware of social effects, their impact assessment and their effect on the 'event success'. In agreement, challenge

events' long-term sustainability and indicate that events have a low likelihood of recurrence if event-specific priorities are not connected to local community social and environmental values. Literature suggests that events may have different impacts, but these impacts potentially relate to dimensions of economic, tourism / commercial, bio-physical, socio-cultural, psychological, political, human and environmental concerns.

Economy:

The effects of a major event on a local community, whether it is a sporting event or a large cultural event such as a festival, could be viewed in terms of cost-benefit analysis or economic multiplier analysis. For example, an event itself may not provide enormous direct jobs, but the indirect impact on local companies, local services, and local infrastructure and environment could be extremely important.

These indirect effects may include support activities such as retailing (visitors purchasing anything from clothing magazines), catering (visitors use restaurants, coffee shops and pubs) and service support such as transportation, taxis, printers, local musicians, and entertainers etc. Today, the gentle pride with which civic dignitaries were considered is often neglected, but cities and towns often organized or built events that demonstrated their commitment to the good of the general population and to technical or civic progress.

Public events of high profile are appealing as opportunities to benefit from social and economic consequences. By generating useful results for the country, region or area concerned, many outcomes can be extremely positive. A major event in a town or city could not only lead to social and economic benefits such as community cohesion, employment, income for local people, but could also significantly change the long-term image of the area. This can be a useful outcome, particularly for those locations that may have suffered a long period of decline in economic implications or social drift. A major special event could not only rekindle community engagement and civic pride for them, but could also transform visitors' perceptions of the place from negative to positive (Institute of Business Management, 2015).

Ergonomics:

The area of ergonomics draws attention to many aspects of the industry because its implementation results in a healthy and work-related environment for workers while at the same time increasing overall productivity and encouraging continuous improvement in the enterprise. Therefore, this interest in applying ergonomic principles to event places and products is most likely due to associations between place design on ergonomics principles and related worker productivity and health.

While an event place is organized, the components such as participant, equipment, setting, mission, and stage design interact. Ergonomics seeks to ensure that the place suits the participants. But how should an event place be built ergonomically? First, it is important to identify the factors that make a situation difficult. It is important to define all the factors contributing to the environment when assessing the factors. Additionally, it is possible to take reasonable ergonomic design steps. The combination of the current situation and the functional analysis to make improvements is a great advantage of the ergonomic design measures. It is essential to document and evaluate the event place in its complete complexity in connection with involved processes as objectively and accurately as possible. An event place layout can be reconsidered with method and task criteria when evaluating analysis includes processes. Equipment and activities are consistent with the people using them in an ergonomic setting. Ergonomic design steps can have good results for the staff and therefore for the entire event. Moreover, ergonomic design ensure that design options meet and support human shortcomings and capabilities and develop a system to reduce the risk of heavy demand tasks. In addition, it also provide relief to all the stakeholders (Mercado, 2015).

There are certain measures to take right from the preparation of the case to the execution. If five Es is adhered to these measures. Efficiency, Effectiveness, Ecology, Economy, and Ergonomics increase the likelihood that event will become successful. Simultaneously, integrating the five Es is difficult. The conceptual framework indicates how these Es can be used most effectively, bearing in mind the practical point of view.

4. Conceptual Framework

Event management today tend to be global in nature, including of complex interactions and flows between many processes and stakeholders geographically distributed across multiple locations. Despite of its complexity, most event management practices are structurally similar. The required outcome of the process in any typical event is often the same. The event has to be managed efficiently to deliver required effectiveness and it has to fit in the economical borders. In fact under the intense competitive scenario prevalent today, one must look at it from a conceptual point-of-view to achieve 5 'E' factors, In attempting to analyze the event management process, the analysis here is based on an existing literature where the successful event is directly achieved by organizers by analyzing the role of 5 'E's. The conceptual framework in Fig 2 suggests the implementation measures for event success.

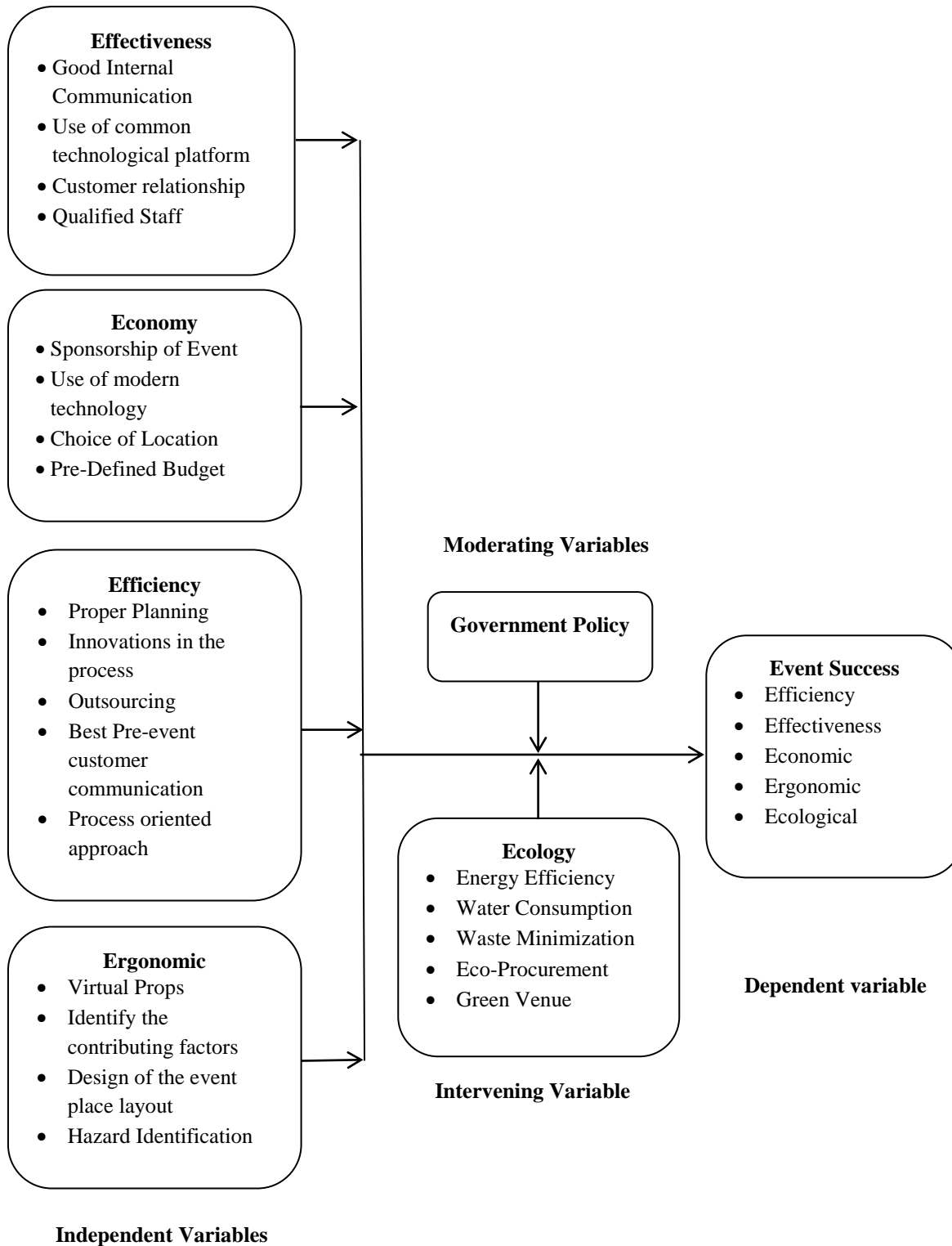


Fig. 2 Conceptual Framework

5. Conclusion

The results of this study will not only advance the body of knowledge within this academic field, but will also help event management industry to develop better practices to organize successful events that will contribute towards their growth as an organization and enhance the quality of events. Organizations should take the initiatives with consideration of all five 'E' factors to encourage efficient, effective, economic, ergonomic and ecological event in all aspects of their operation. The researchers would propose the following recommendations:

- A. Efficiency: Proper planning, clear and constant communication, process oriented approach, outsourcing, and innovation in processes can enhance the efficiency of any event and also make the event effective and economic.
- B. Effectiveness: Good internal communication, use of common technological platforms, customer relationship and qualified staff can increase effectiveness of the event and at the same time it will increase the efficiency of the event.
- C. Economy: Sponsorship of event, use of modern technology, choice of location and pre-defined budgeting can help organizers to manage the event in most economic manner. These implementations will also turn the event management process more efficient thereby increasing the effectiveness of the event.
- D. Ergonomic: Using virtual props, identify the contributing factors, designing hazard free event place layout can contribute to event safety and also enhance the efficiency and effectiveness of the event.
- E. Ecology: Energy Efficiency, water consumption, waste minimization, eco-procurement and green venue selection will help organizers in implementing sustainable event. If done with proper planning it can also act as local-economy boosters and will create.

Event managers need to be educated to measure the impacts of their activities and how they can act to implement successful events. Thus, in many ways the best way forward is to adopt some broad form of structured approach, to benefit from the above given framework. It is essential to develop techniques in order to increase the event success-rate.

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