

EVENT MANAGEMENT – MANAGEMENT OF COMMUNICATION FLOWS IN SOCIAL TIME AND SPACE

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ABSTRACT: THE MANAGEMENT OF COMMUNICATION FLOWS IN SOCIAL TIME AND SPACE IS ULTIMATUM NECESSITY FOR THE EVENT MANAGEMENT AND PARTICULAR FEATURE OF ITS ESSENCE. UNIVERSAL SKILLS AND KNOWLEDGE IN THE FIELD OF THE EVENT MANAGEMENT ARE FIRST AND FOREMOST CONNECTED WITH THE COMMUNICATION SKILLS AND KNOWLEDGE, SPECIALIZED AND ADAPTED TO THE MANAGEMENT ACTIVITY. IT IS EXPECTED THE PROFESSIONAL TO BE GOOD COMMUNICATOR IN THAT FIELD AND TO BE ABLE T MANAGE, CONDUCT AND COORDINATE THE COMMUNICATION PROCESS AT DIFFERENT LEVELS.

KEY WORDS: EVENT MANAGEMENT, COMMUNICATION, SOCIAL COMMUNICATION, STRATEGIC COMMUNICATION

THE event management is a specific scientific and professional field, based on skills and competencies taken from different spheres of the knowledge, mainly directed to the study of coordination and management of communication flows. On one side it is set up as an independent scientific discipline (major) directly connected with the holidays and celebrations in the community. On the other side, it is independent and specific industry distinguished with its unique basis of knowledge, standards, certifications, code of behavior and ethics – dynamic, provocative, full of challenges to be retorted to.

THE Event Management is universal communication technology with a great effect over the socium. Special events – products of that technology – are created to become a part of the social memory. They penetrate in large numbers in each sphere of life, way of life and style of living and convert into one of the most effective communication instruments. Therefore their professional organization and conductivity are major factors for their success and reaching the strategic goals.

IT is very important to interpret the understanding of the concept *event* from the semantic view point. Moreover, the concept *event* commonly used and widely-spread is said that "It is very important phenomenon which appears with different frequency and with different modifications of the content and the context of the contemporary modern life". (Gradev, 1987)

BESIDES that, the concept of *event* is accepted as a fact, leaving masks and memories, i.e. it influences positively or negatively over the particular individual or community. The level of significance of each event is determined by the real change which the event arises in people's lives.

EACH event is realized in unanimity of determined social space and time as a sensible complex, determined practical scheme imposed in the human consciousness and allowing movement and activities in the continuum. That scheme comprises of an inside entirety and completeness and independence, as well – own time in space chronotope. Thus, its character determines the possible communication in it.

IN English language the idea of the word *event* reflects quality – exceptional character of the particular event, perceived subjectivity. It is not objectively measured quantity. That characteristic rises at sensitive level in those who experience it. Having in mind that view point, the concept of *event* is subjective and with a lot of meanings and interpretations. It owns the connotation of a favorite case, exceptional incident, willing result, event, sports competition. All those interpretation of the concept of *event* are linked with established time and space. The boredom and routine are not correlative with the character of that concept, as well as the negative impressions are irrelevant and inappropriate. It provokes the expectation for something exceptional, something extraordinary, something particular, something special, something different, something to leave a pleasant memory and enjoyable mementoes in the participants in the participants but sometimes it may leave some kind of discomfort inside them.

THE term *event management* indicates a kind of business (event-industry) with its own structure (event agencies) serving different spheres of the industrial and social life. Having in mind the context of the text presented, event management means converting of particular moments of the social life into exceptional events, become special on the participant's point of view. It affects reaches thanks to the help of social communication and by auxiliary effects. This process, provoking exceptional experiences, helps for preservation and keeping of the memory of the individual as well as of the community. The effect of influence rises cumulating nice memories.

THE main approach towards the research and assimilation of this scientific of this scientific field is the communicative one, as the event management deals mainly with various communication flows, coming from different levels (inside and outside), manage them, conduct them and coordinate them. The special events are specific communication with the auditorium by creating, experiencing and sharing of significant thoughts and emotions and increasing interactivity process. The American Society for Public Relations (PRSA) announce the event management as one of the quickly developed and the most important tendencies in the field of communication. The creator of the programme on event management at the "George Washington" University and founder of the International Society for Special Events – J. Goldblatt – "communication is an element which solders" the separated processes in building and arranging the special event. It is important at day stage of its arranging, coordination and control. According to Goldblatt special events are "unique moments during the period of time, marked with ceremonies and rituals for satisfying the specific demands" and the event management is determined as a "profession which requires public gatherings with purpose to celebrate, to educate and make marketing." (Goldblatt 2006 : 6, 8)

THE exceptional character of a special event reflects in many aspects of itself:

- *unique and it is far from any routine;*
- *distinguishes with various bright acts, cooperation and perception;*
- *presents to the participants additional opportunities and effects, provoking activity;*
- *literally planned it is clearly designed in advance and it is put on the stage as well;*

- *dependence between impressions and symbols is followed out in the process of its happening;*

- *the event finds its place as well in the individual as in the social memory gaining the strength of a valuable memory.*

CREATING a special event is a creative communicative act and each one is different and unique. It must be due to the usual cooperation necessary in their creation, due to the people involved in, due to the design, program and last but not least to the event management. "Special events are a phenomenon born in those non-routine events which have cultural, personal and organizing goals or such, connected with spare time beyond the usual activities in everyday life the purpose of which is to enlighten, entertain a group of people or to provoke particular experience inside them." (Shone 2004 : 3) They are part of a complex process which executes the goals of communication policy of the organization, segmented as:

- *cognitive – sensitivity towards the messages; attract the attention, gaining popularity, knowledge for the product or service*

- *affective- emotional estimate and effect over arrangement: raising the interest, transformation of the attitudes*

- *conative – behavior changes: encouraging the choice, stimulating the intentions, giving rise to reactions and actions*

THE special event is planned, organized and carried out to show up the importance and significance of the particular moment in life on an especially memorable way, to reach the certain cause, to continue the tradition, to enhance the interest in the product or service offered, to motivate the parts interested in. The experience and the inspired with respect practice of "The Father PR" E. Bernays deduced a simple formula: an event is created, news is created, the news raised interest, consumption and reputation.

EVENT management specialists state that each event is a possibility for success or failure. They add – to convert into success the event must be special. To become special it must possess resistant characteristics:

- to be a result of a purposeful, considered, details, pre-planned and universal organized process;

- to be thought and structured as exceptional, different, the only memorable event;

- to be perceived as unique by all participants involved;

- to stimulate activity.

DISTINCTIVE marks which convert one ordinary event into special are: active participation; unanimity as well as positive perception and satisfaction. These characteristics are mutual and determined - the positive experience raises activity, the activity raises ability for positive perception and understanding. The effects as a result of that mutuality and the resulted reverse connections provoke different results (positive and/ or negative). The negative impressions as well as the boredom and the routine are not commensurable with the nature of a special event - approve and agreement must be predominant to compensate for the possible negative effect. It can be gained by pre-planned and thought over, by detailed organization using additional effects to provoke the participants' activity. Any possibilities for negative effect must not be neglected. The stable correlation between positive and negative

relations depends on the parameters of the particular event and on the proper government which will result in stable condition of the system.

NOWADAYS these events gain more and more popularity as commercially important events, as an important means of communication with the purposed groups. They aim emotional perception of the people to become unique.

THE following typical features are to be considered in order to reaching such interactions:

- the result of the efforts put in is the event itself and it is just what exactly happened in the particular time and space limits – it can't be changed or repaired;
- the financial product is unique in all ways but its success is determined by subjective perceptions of the consumers - only the sense and the emotions of the participants can confirm or disregard its uniqueness;
- the event happened can't be transmitted or experienced in any other time and at any other place – otherwise it will lose its sense, it will be devalued if nobody sees it (if the participants are less than expected);
- the preparation compared with the final result is more massive as to the time so as the means and resources.

THE vast change in eventive industry realized in the middle of the 80s of the XX century was provoked by a few certain tendencies in this field, namely – uncertainty in economics, fast technological progress and increased competition.

NEW paradigms require new professionals to respond the challenges of the economic, social and political situation, to catch the strength and to adapt new technologies in their favor, to build quality standards more effective, more successful and more profitable events.

TODAY organizing of special corporative and social events unite itself not only creative team of designers, directors, artists, photographers, choreographers, moderators but also serious and professional managers, producers and directors together with all ends décor manufacturers, fireworks, tents and decorations, suitable techniques for lighting and sounding, multimedia, catering and advertisement. The more of the event managers is to make a synergetic effect. They have to cover and coordinate all aspects of the activity, to obtain maximum protection and finally the event to be remembered, to bring positive emotions, moreover to gain clear business effects.

UNIVERSAL skills and knowledge in the field of event management are integral part of communication skills, specialized and adapted in then managing work. People carrying out such work make the organization and manage the event as well as coordinate the activities and all communication flows together with sub-performers, suppliers, participants in the program, officials, security groups, guests and many others. Their role is to control these communication flows actively and to conduct them at different levels through different channels. For that reason communication lays in the basis of the management of event management – it is in the root, it is his working instrument.

EACH special event is a social game as well, a celebrating party, mastery, test, wise lesson, attempt for convincing, enchantment, competition. Its management hides a lot of risks and requires high level of responsibility.

THE range of that effort is wide and includes complex successive decisions, creative concentration, subjective perceptions and psychological effects) from birth of the idea to the assessment of the results. The process itself contains moments with special meaning, covers compulsory phases and passes through complicated relations:

- the organization of an event is the event itself - with exact and precise terms as well as serious financing;
- social partnership is ultimately necessity, characterizing all stages from the beginning to the end;
- the event has significance if it will be visited (the marketing, the advertisement and PR- activity on that matter are of crucial effect for the final result);
- high level of risk the possibilities for management and control at the time of the event are limited) requires particular attention and responsibility therefore the preparation process covers systematically all spheres and activities (budget, logistics, training, delivery, montage and dismantling, etc.);
- it is expected by the event managers to act quickly and effectively, to process wide range of interests and knowledge and to have clear mind, creative thoughts and artistic skills to be able to persuade confidence and certainty.

IN everyday life the events happen spontaneously, therefore they can't be well-organized, effective and thought over. Their professional management starts its work with a particular purpose and submits all other activity of the idea of that purpose to be financially reached. The specialists in this field are faced to the task to create an event to attract the media and to change people's behavior.

THE major directions in the event management have been summarized with different classifications. Objective directions and the line of the management of the communication flows concerned with the requirements of the particular event divides the event s into:

- working – focused over the volume of the information and knowledge oriented towards the cognitive person's reactions;
- informative – summery of different kinds of entertaining events which purpose is to gain high activity and receptivity of the auditorium;
- directed towards the organization of the free time – they generate social and emotional interaction.

Four major lines in development of that process concerned with different goals which the industry serves to are commonly defined in practice:

- civilized event management – events management inherent to the social life course: wedding, anniversary, funeral processions and mourning ceremonies, personal holidays;
- cooperative event management – it is divided into two subdivisions depending on whether the purpose is to celebrate a particular event or inform a particular audience. That line includes events like seminars, conferences, presentations, cocktails, ceremonies connected with rewarding official openings, anniversaries, etc.;
- event management bounded with marketing goals (event marketing) – commercial promotions, exhibitions, exchange markets;
- event management directed to charity.

THE modern and perspective activity known as event management and specialized activity accompanied are well-known to the Bulgarian market. Event managers have always been on different occasions - exhibitions, festivals, sports events, celebrations and anniversaries, seminars and conferences. In the beginning these services are offered by separated, specialized in a particular field according to the event itself, agencies (advertising, touristic, etc.) and they are perceived as auxiliary ones to the other organized activities. Their clear distinction form as a specific and independent professional work in Bulgaria started to come into force in the middle of the 90s of the XX century. It was logically provoked by a modernization of the service market in the country as a whole. Nowadays a lot of approved and narrowly-specialized Bulgarian firms deal with the event management. Besides, it is almost compulsory practice each hotel, festival complex , restaurant, etc., to have an event manager to offer suitable and proper conditions for conducting and organizing of events (halls, catering, etc.)

ON the other hand, vary rarely a firm or institution which is far from similar kind of activity can afford to designate an event manager in its personnel structure. It describes with a single time character of the event. This end of special event is not a part of the everyday and ordinary life of the company – it happens once or twice in a year which makes the appointment irrelevant. An exception of the rule can be met only with event marketing, where the thing are bounded in all year round marketing programs and are highly frequently happening, of course. Having in mind both cases, it is economically profitable to use the services of the outside agency or independence event manager for organizing the special events.

THERE are a lot of possible answers of the question – why it is necessary to invest in a special event:

- in order to be created a real and lasting correlation between the consumer and the company, the product and the label;
- in order to influence over the audience (public) can't be reached by means of traditional media;
- in order to provide clear and steady message which is more effective and successful rather than self-dependent, traditional advertising campaigns;
- in order to penetrate effectively – inside the most crowded corporative space.

EACH event which is prepared and comes out fine, reflects the image of the company invested in – from the receiving of the invitation to seeing the guests off - regardless it concerns presenting a new product, conference, business meeting, an event stimulating the sales or gala dinner for charity. Each event consists of a complex of details - a place décor, lightning, sound- record, food, drinks, presents – the task of the event manager is to write, to submit to one general task to touch the guests or visitors.

MODERN aids of communication and absence of restrictions regarding to the possibilities make the recent division of the events into traditional and special (hard for carrying out, original, ones that guarantee permanent impressions) irrelevant. As a result, they oblige the managers to make all events special and memorable. For instance, presenting a new product may raise interest with some difficulty if it is introduced in a traditional way – in a hall in front a selected auditorium, with modern technologies and a cocktail as a final point. To become an attraction, news, to influence over the companies interested in, to be

sensational, untraditional ideas, eccentric and originality must be put in the first place – open areas with rich decoration, well- organized tents and pavilions, popular places of amusement, public houses, and shops, architectural and old-worth buildings. The setting must be attractive, exciting for the public, with luxury decors and memorable moments.

THE event management and event manager can afford that. Introducing all the above mentioned that way, presenting the organization that way – attractively, with non-standard decisions but thought over and effectively realized will lead to the desired results. The positive image of the company and its products, its trademark will be publicly approved and will form preferences for the customers towards the service and products offered by. The most people will have the confidence in and the event manager will gain trustworthiness as a whole. He/ She will become a demanded person to cope with and they will become potential partners as well.

ALL the careers are constantly in process of building and rising up but the most successful, including these in the field of event management, follow the general course and realize certain actions to reach the final goal. Although some of them are a result of the occasion, most of them are a result of stamina and hard work, training, practice, taking part in professional organizations and, of course, in good time at the right place. Event management is a new form of professional growth and career is a challenge for those interested in because it allows the meeting with people, travelling, business meetings, creativity to be combined and to gain a real reward. It allows to the practicing, to entertain, to feel satisfied with his/ her work and to see the own projects well- realized from the very beginning to the end.

THE celebration accompanies mankind from the most ancient steps but researchers predict bright future of that kind of industry. On the first place it is because of the common tendency more and more private and legal entity to use the services of event manager.

THE developing of the profession itself proves that the event is effective only when it is organized by people with specific skills and expedient training.

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