



International Journal of Advanced Research & Higher Studies (IJARHS)

The Consequence for Building Brilliant Business Career: A Contemporary Analysis on Future Career Goal in Event Management Sector in National and Global Perspective

¹Bushra Ferdousi, ²Md. Azmir Hossain, ³Sohag Datta, ⁴Rabeya Sarker

¹Assistant Professor, ²Associate Professor, ³Assistant Professor, ⁴Associate Professor
Department of Business Administration, Faculty of Business Studies,
Dhaka International University, Dhaka, Bangladesh,

ABSTRACT

In order to assess the relative importance and challenges of developing a successful business and career in the event management sector in the context of Bangladesh and abroad in the twenty-first century, this study looks at a variety of pertinent event management and career development literatures. The purpose of this essay is to help readers comprehend the idea that event management is a constantly developing talent and how it can aid students in advancing their careers. The study's goal is to pinpoint the elements that either help or impede the use of various abilities and traits for the advancement of an event management career in Bangladesh. Achieving a respectable degree of financial stability and establishing sustainable entrepreneurship in a market context are two factors that contribute to event management's remarkable and successful career. The study's objectives, which examined the significance of professional happiness in a successful career in event management, were met by utilizing solely secondary data. The study comes to the conclusion that event management has a proven track record of helping operational frameworks achieve their goals and has a favorable impact on career development both in Bangladesh and abroad.

Keywords: *Successful Career, Event Management, Events, Professional Skills, Entrepreneurship.*

1. Introduction

The application of project management science to the planning and development of festivals and events is known as event management. Before putting the suggested event's mechanics into action, event managers must first analyze the nuances of the brand, determine the target audience, develop the event concept, arrange the logistics, and coordinate the technological aspects. The management style of festivals and events cannot remain ad hoc given their recent global expansion as an enterprise.

Festivals and events like the Asian Games and the Dubai Shopping Festival have a big influence on the local communities and sometimes even the entire nation. Events of all sizes, from the Olympics to a breakfast meeting for ten business people, are increasingly included in the sector. Events of some kind or scale are held by every industry, charity, society, and group to promote themselves, generate funds, or celebrate. The application of project management to the planning and implementation of conferences, festivals, and other events is known as event management. The complexities of the brand must be examined, the target market must be determined, the event concept must be developed, the logistics must be planned, and the technological details must be coordinated.

2. Rationale and Scope of the Study

Keeping up with event technology is essential for success in the dynamic industry of event management. Technological advancements offer inventive methods to enhance visitor experiences, streamline processes, and ultimately boost an event's overall impact. Therefore,

event planning and management are essential since they allow for precise budget analysis, backup plan creation, team oversight, assurance that everything goes according to plan during the event, and teamwork promotion. The budget of an event management is crucial to its success.

3. Objectives of the Study

This study is an attempt for achievement of two major objectives of the consequence for building brilliant business career in event management sector with contemporary analysis on future career goal in 21st century global perspective.

A. General Objective

To analyze the Prospects and Challenges for Building Brilliant Business Career in Event Management Sector.

B. Specific Objectives

The specific objectives are:

- a. To understand the professional skills required in the corporate field and event management sector globally.
- b. To study the benefits of different events and their management guidelines in transforming academic knowledge into application-based knowledge.
- c. To suggest the measures for developing managerial skills and qualities for future growth and contemporary analysis on future career goal in 21st century global perspective.

4. Methodology of the Study

This is an exploratory study that expands on a thorough analysis of pertinent earlier research. This investigation was conducted solely with secondary data. Regarding the career and event management growth of organizations, we have gathered secondary sources of information from a variety of publications, including books, journals, newspapers, magazines, and websites. The results were analyzed using a theoretical framework and several reviews of pertinent literature. However, the data from a number of previous studies has contributed significantly to our knowledge of the strategies and breakdown of the implications and challenges of building a profitable business career in the event management sector, as well as the most recent analysis of future career goals from a global 21st-century perspective.

5. Literature Review

The process of organizing all of the jobs and activities necessary to carry out an event in terms of its strategy, planning, execution, and control is referred to as "event management" by Thomas et al. (2008). Project management methodologies and event marketing principles are employed in this process. The events industry has developed over the last 10 years or more into an intriguing worldwide phenomenon with a wide range of unique career-related aspects. The corporate tourism, leisure, and hospitality industries have rebranded earlier activities to better align with the more cosmopolitan and marketable image that the label "events" attracts.

Nonetheless, it is accepted that both the field as a whole and the study of events are "quite young and immature" (Getz, 2002:12). The higher education industry has discovered an expanded role in supplying this emerging global economy with top-notch graduates, despite the fact that this is difficult by many factors (Harris and Jago, 1999). This description extends beyond the parameters of ongoing conversations about the interaction between academic institutions and the entertainment industry. Though there are several topics that require debate, models of professional development and industry engagement have not received much attention within the events management sector especially. The literature identifies three strategies for students studying event management to get more involved in the industry.

First, it seems that managing or creating opportunities for volunteers during events is the most popular tactic. The delivery of events sometimes requires volunteer engagement due to its nature (Elstad, 1996). Digance et al. (2001) state that structured programs can provide opportunities to contextualize learning experiences in the field, but they may also need a significant financial commitment from the host educational institution for project management.

Moreover, limiting volunteer expectations (Ralston et al., 2004) and a lack of excitement from volunteers may negatively impact event planners' ability to manage a successful operation and increase costs associated with carrying it out (Cuskelly, et al., 2004). Second, there is proof that having professionals in event management give guest lectures is a successful strategy.

Indeed, Barron and Whitford (2004) found that career growth in event management was facilitated by the utilization of guest lecturers. Finally, traditional internships, work placements, and a variety of professional experiences are regularly offered in tourism degree programs (Busby, 2005). Because of how well these types of student-industry contact complement traditional classroom-based learning, these appear to be the most popular ones that educators support. Moreover, graduates are often used as recruitment tools by event organizers when selecting grads for employment (Wills, 2004). Mobility is crucial in the events sector, and leaving a position is usually a need for a promotion (McCabe, 2001; 2008). Additionally, it typically takes ten years to get to a managing position in the events industry from the point of admission. (McCabe, 2001).

6. Discussion and Analysis of the Study

6.1 Brilliant business and career meaning

The synonym of the brilliant is similar to creative, bright, shining, blazing, dazzling, radiant, exceptional, glorious, genius, smart, intellectual, skillful, expert, first class, fantastic etc.

The goal of Brilliant Business is to assist you in creating a company that is rewarding to operate, where employees desire to work, and where profits are generated. Proven companies are successful, but they also have a higher goal: they help people and the environment while doing so. Knowing their clients and meeting their needs is one of the best qualities a brilliant business can have. Whether you sell to other companies or directly to customers, every successful organization should be built around the ability to comprehend the needs of its clients. A brilliant career combines having a respectable degree of financial security with fulfilling job and discovering that your life and career decisions also bring you happiness and fulfillment.

6.2 Successful Career in Business

A corporate job requires guile, training, and a certain level of flair to succeed. It will be necessary for you to hone your professional image, acquire the particular abilities that will enable you to excel in a variety of roles, and cultivate positive connections within the industry. While all of this takes time, getting started now will provide you a competitive advantage and accelerate your professional development. This guide will help you refine your abilities and approach in order to set yourself up for a prosperous career as a business professional.

6.3 Being professional in the world of business

- a. Wearing smart, professional clothing that is washed and ironed.
- b. Being polite and gracious and avoiding informal conversation.
- c. Being fastidiously on time, never missing a meeting.
- d. Having an excellent phone manner and professional-standard email communication.
- e. Businesspeople have skills that they bring to bear in a professional setting.
- f. Some of soft skills, such as people skills and the ability to write an excellent letter or invoice.
- g. Maintaining strong contacts in the professional world.
- h. Networking is about exposing yourself to a crowd of like-minded people and seeing who you click with.
- i. The potential for fast progression within the corporate structure of the firms you're looking.
- j. The opportunity to learn something new, even if that means increasing your workload.
- k. Seeking promotions is, of course, a huge part of your journey towards a successful career.
- l. It might seem odd to conclude this guide with caution to be patient.

6.4 Event, project and Event management

The terms "event" and "project" can have different meanings depending on the context in which they are used. In general, an event is a specific occurrence or happening at a particular time and place, while a project is a planned undertaking with specific goals and objectives.

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

6.5 Different types of events

As a private or corporate event manager, you might specialize in a particular type of event or work on a variety of different events. This can include, but is definitely not limited to:

- Conferences
- Cultural events
- Exhibitions
- Trade fairs

- Fundraising and social events
- Theatre performances
- Music festivals and shows
- Parties and weddings
- Promotions and product launches
- Award ceremonies
- Dance shows
- Comedy shows
- Book launches
- Charity fundraisers

6.6 Events Management and Event Manager

Events management is project management for events. As the manager, you must think logically, strategically, and creatively about different aspects of events. You may work on events in a particular industry; popular niches for event managers include scientific, arts, cultural, wedding, religious, musical, political, commercial, and social. Today the expectations are high and gone are the days of party throwing when you just called a caterer and a few suppliers and did the rest yourself. Events are, of course, punctual, which necessitates absolute perfection in organization and implementation. While classroom education helps you gain the relevant experience you will need to succeed, it is also important to get hands-on experience with events. Internships are a great way to immerse oneself and work alongside event planners, learn by doing, and make connections within the events management field. If you want to go into a particular type of event, like political parties or music festivals, then it helps to have practical knowledge of the industry, its needs, and key players on a global scale. Yes, this may mean that if you want to be a music festival organizer, you can go to music festivals and consider it work or research, not just fun.

6.6.1 Event management project

Event project management is all about planning, organizing, and maintaining a successful event. These events can be red carpet events, parties, conventions, trade shows, and anything else that you can celebrate. Although events always seem fun and easygoing, it requires a ton of work to get it to that point. Event management project is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.

6.7 Guidelines to Build Successful Career in Event Management Sector

a. Set Clear Goals

Setting clear goals is one of the most important strategies for building a successful career path. With goals, you will have a clear direction and motivation to achieve success. Define what success means to you and set specific, measurable goals that will help you get there. Write them down and create an action plan to make them happen. Make sure your goals are challenging yet achievable, and regularly review and revise them as needed.

b. Continuously Improve Your Skills

Improving your skills is essential for success in the business world, and earning a master's degree online business administration is a great way to do it. Attend training programs, take courses, read industry publications, and seek mentorship from successful business leaders. Identify areas where you need to improve, and consider pursuing an advanced degree to enhance your knowledge and skills.

c. Build a Strong Network

Building a strong professional network is another key strategy for a successful business career. Attend networking events, join professional organizations, and use social media to connect with others in your industry. Build relationships with other professionals and seek out mentorship from experienced business leaders. Your network can provide valuable advice, support, and opportunities throughout your career.

d. Develop a Personal Brand

To have a successful business career, building a strong personal brand is important. Your brand shows what you stand for, what you know, and how well-known you are in your field. Use social media to show off your skills and accomplishments and become a thought leader in your field. Build a professional website, write content showing your knowledge, and grow a strong online presence. By building a strong personal brand, you can set yourself apart from others in your field and become a leader.

e. Be Adaptable

The business world is constantly changing, and it's important to be adaptable to stay competitive. Stay abreast of industry trends and innovations, and be willing to take calculated risks. Be flexible and willing to pivot your business strategy when necessary. Embrace change as an opportunity to learn and grow, and be open to new ideas and approaches.

f. Embrace Failure

Failure is a natural part of the business world, and embracing it as an opportunity to learn and grow is important. Don't let fear of failure keep you from taking risks and pursuing new opportunities? Instead, use failure as a learning experience and a chance to improve. Analyze what went wrong, and adjust your approach in the future.

g. Take Control of Your Future with These Powerful Business Career Strategies

If you want to build a successful business career, you must put in the hard work and develop great strategies. Finding a mentor, connecting with other professionals, and having a well-developed network is key.

6.8 Global perspective entrepreneur or career in event management

- a. Identify a gap in the market.
- b. Know your audience.
- c. Never underestimate the power of a solid business plan.
- d. Road-test your idea.
- e. Embrace feedback and learn from your mistakes.
- f. Build a strong network.
- g. Have your finances in good order.
- h. Learn from the best. The number one key to success is to model the best.
- i. Master your own psychology.
- j. Improve your communication skills.
- k. Focus on solutions.
- l. Set goals.
- m. Learn from your mistakes.
- n. Embrace change.
- o. Work hard – and smart.

6.9 Starting Career in Event Management

If you're looking for a job that's full of creativity, variety and exciting opportunities, you may be considering event management as a career option. Perhaps, you've already taken the first steps in your events career or are looking for a career change. For the right person, event management offers fantastic opportunities including travel, experience and progression. In this guide, we look at what qualities you need to become a successful event manager, what you can expect from the industry as well as advice from event experts on how to make your way in this exciting career.

There are hardly any jobs that offer you the same scope of creativity, socializing and travel than a career in event management. The industry is so varied that you can find yourself organizing a wedding in the Welsh countryside one day, to organizing a surf competition on the coast of Cornwall the next. Event manager Louisa Douglas says: "I love the rush, no two days or events are the same, it's an agile industry that's always changing, plus I get to meet new people all the time." Working closely with clients to plan and deliver a successful event is extremely rewarding and the industry offers fantastic career progression. Sound good? Keep reading.

6.10 An ideal Event Manager Profile

The work is ideal for people who are self-starters, as event planners need to take charge and demonstrate follow-through to pull events together on a tight timeline. Planners may be working on multiple events at once, or planning all year long for an annual gala. Good event planners are also detail-oriented, organized people. This is essential if you want to plan parties effectively. Successful event planners anticipate the unexpected, because they know from experience that there will be at least one surprise the day of the event! Whatever the particular client or company you are working, today's clients are expecting "absolute perfection in organization and implementation" of their party. This can lead to high levels of stress, so you must be able to work well under pressure if you want to thrive in events management. As you can see, the profession can be demanding during peak events season. You may be required to work nights and weekends and spend long hours on the job overseeing the parties you've taken charge of.

6.11 Skills of an Event Manager

Event managers must possess a unique set of skills to navigate the demands of their profession. Remaining calm under pressure is an essential trait for event managers, as they are often faced with unexpected challenges under strict time constraints. In addition to this, event managers must also possess the following skills:

- Organizational
- Communication
- manage the logistics of planning and staging events
- Finance/budgeting
- marketing and promotion
- Customer service
- Ability to follow a brief
- manage a complex workload

6.12 Best Career opportunities in event management

- **Event Manager:** event managers are responsible for tasks starting from conception to clean-up. Their job responsibilities include tasks such as delegating with clients, planning the event with the clients' and team's input and taking care of booking locations, food and staff.

- **Venue Manager:** As a venue manager, you will be responsible for supervising all the operations of the event space such as staff management, overseeing all procedures and handling problems that may arise during the course of the event.
- **Catering Services Manager:** the job role of a catering manager includes responsibilities such as supervising the day-to-day catering services, overseeing the food quality and leading a team of chefs. They are also responsible for ensuring that all outlets under their jurisdiction perform well.
- **Social Media Event Coordinator:** the influence of social media has been drastic in the past few decades. It has spread its wings over many industries, starting from marketing to events. The job responsibilities of a social media event coordinator include promoting events online, creating unique hashtags, designing digital campaigns and doing live feeds to garner more attention for the event.
- **Wedding Planner:** when a couple decides to tie the knot, they want to ensure that the big day goes off without a hiccup. Hence, it's best to hire industry professionals who know the system of wedding planning inside out.
- **Marketing or Communications Manager:** remember how we spoke about working in-house with a company earlier in this article? Well, as an event management graduate, you can take up the job of a marketing or communications manager in a mid-size or large-size organization.
- **Staff Coordinator:** if you pursue event management as a career, you can also work as a staff coordinator. The major responsibilities of a staff coordinator include taking care of logistics concerned with the staff on site, encouraging them in order to enhance productivity and taking charge of training the personnel according to the requirement of the event.
- **Other Careers in Event**
 - a. Event Coordinator
 - b. Event Manager
 - c. Wedding Planner
 - d. PR firms
 - e. Venue Manager
 - f. Business meetings
 - g. Caterer
 - h. Event Producer
 - i. Charity fundraiser
 - j. Conference planning
 - k. District Coordinator
 - l. Event Legal Executive
 - m. Event social Media Coordinator
 - n. Financial management and accounting
 - o. Fundraising Manager
 - p. Marketing and communications
 - q. Marketing Executive
 - r. Sponsorship Manager
 - s. Tourism Officer

7. Limitations of the Study

This secondary research provides valuable new insights, but is not free from limitations. First, it relies on only secondary sources of data about past and ongoing study. Furthermore, action and search research methods have applied here to make this study successful. More depth the researchers could not really gather enough information because of the right direction and the right information. With the best research knowledge there is very little research done in this area, which is why there is no guidance.

8. Recommendations about skills requirement in event management career

Before we dive into the steps to become a successful event manager, let's first understand the role and responsibilities of an event manager. Event managers oversee and coordinate all aspects of an event, from conception to execution. Their role involves strategic planning, budget management, vendor coordination, marketing and promotion, logistics, and ensuring an exceptional attendee experience. The necessary skills required for an event manager are the following:

1. **Organization and time management skills:** Event management requires meticulous organization and effective time management. Being able to prioritize tasks, create schedules, and meet deadlines is vital for success.
2. **Communication and Interpersonal Skills:** Strong communication skills are paramount in event management. Event managers must effectively communicate with clients, vendors, and team members to ensure everyone is on the same page. Jake highlights the importance of communication, stating, "One of the perks of being an event manager is helping clients relax and enjoy their special day through clear and calm communication."
3. **Problem-solving and Adaptability:** Events can be unpredictable, and challenges are bound to arise. Event managers must think on their feet, find solutions quickly, and adapt to changing circumstances while maintaining a positive attitude.
4. **Attention to Detail:** From venue selection to menu planning, every detail matters in event management. Paying close attention to the minor details ensures clients and attendees a flawless and memorable experience.
5. **Nurturing Industry Knowledge and Expertise:** To become a successful event manager, staying updated with industry trends, technologies, and best practices is essential. Here are some ways to nurture your industry knowledge:
 - a. **Continuing Education:** Attend seminars, workshops, and conferences related to event management. These events provide opportunities to learn from industry experts, gain insights into emerging trends, and expand your professional network.
 - b. **Stay Active on Social Media:** Be a part of event management associations and relevant hash tags on social media platforms. Engage in discussions, share your expertise, and stay informed about the latest news and developments in the field.
 - c. **Read Industry Publications:** Stay up-to-date with event management publications, blogs, and websites. Blog offers valuable insights and articles on event management, making it an invaluable resource for industry professionals.

9. Conclusion

In this competitive field, one must leave a lasting impression. Many crucial professional abilities are considered while selecting a candidate, such as critical thinking, public speaking, flexibility, leadership, and time management. Since a school is a student's first step toward a career, it is the responsibility of the institution to assist students in acquiring the professional skills required to fulfill the expectations of the labor market. Since the event management industry is continually evolving, being current on the newest trends, technologies, and best practices will be crucial to your long-term success. Thus, be curious, adaptable, and open to new ideas about new event to manage it.

10. References

1. Busby, G. (2005) Work Experience and Industrial Links. In: D. Airey and J. Tribe (eds.) An International Handbook of Tourism Education. London: Elsevier
2. Chad Seifried- Louisiana State University, "The Historic Structure Report: A Tool for the Renovation, Reconstruction, Restoration, and Rehabilitation of Sport Facilities" Journal of venue & event management volume 4 – issue 1 – November 2012.

3. Cuskelly, G., Auld, C., Harrington, M., and Coleman, D. (2004). Predicting the Behavioral Dependability of Sport Event Volunteers. *Event Management*, 9(1/2), 73-89.
4. David Jarman, Eleni Theodoraki, Hazel Hall & Jane Ali- Knight, "Social network analysis and festival cities: an exploration of concepts, literature and methods" *International journal of event & festival management* Volume 5, Issue 3, (pp.311 - 322).
5. Digance, J., Davidson, M. and Gleeson, B. (2001) Taking the Classroom into the Real World: Teaching Conference Management Downunder. *Journal of Convention & Exhibition Management*, 3(1), 31-43.
6. Elstad, B. (1996) Volunteer Perception of Learning and Satisfaction in a Mega-Event: the case of the XVII Olympic Winter Games. *Festival Management and Event Tourism*, 4(3/4), 75-84.
7. Eliza Hixson, "The impact of young people's participation in events: Developing a model of social event impact" *International journal of event & festival management* Volume 5, Issue 3, (pp. 198 - 218).
8. Getz, D. (2002) Event Studies and Event Management: on becoming an academic discipline. *Journal of Hospitality and Tourism Management*, 9(1), 12-23.
9. Geoffrey R. Skoll & Maximiliano E. Korstanje, "Terrorism, homeland safety and event management" *International Journal of Hospitality and Event Management* DOI: 10.1504/IJHEM.2014.062869.
10. Harris, R. and Jago, L. (1999) Event Education and Training in Australia: the current state of play. *Australian Journal of Hospitality Management*, 6(1), 45-62.
11. Harris, V. (2004) Event Management: a new profession. *Event Management*, 9(1/2), 103-109.
12. McCabe, V. (2001) Career Paths and Labour Mobility in the Conventions and Exhibitions Industry in Eastern Australia: results from a preliminary survey. *International Journal of Travel Research*, 3(6), 493-499. doi:10.1002/jtr.338
13. McCabe, V. (2008) Strategies for Career Planning and Development in the Convention and Exhibition Industry in Australia. *International Journal of Hospitality Management*, 27(2), 222-231. doi:10.1016/j.ijhm.2007.07.020
14. Robinson, Richard. (2008). Innovative Approaches to Event Management Education in Career Development: A Study of Student Experiences. *The Journal of Hospitality, Leisure, Sport and Tourism*. 7. 4-17. 10.3794/johlste.71.170.
15. Susan Gordon; Howard Adler & Sheila Scott-Halsell, "Career fairs: are they valuable events? Hospitality and tourism recruiter perceptions of attributes towards participation and activities". *International Journal of Hospitality and Event Management* DOI: 10.1504/IJHEM.2014.062858 2014 Vol. 1 No. 1.
16. Thomas, O. et al. (2008, a). Reference Model-Based Event Management, *International Journal of Event Management Research*, vol. 4, no. 1, pp. 38-57.
17. Tommy D. Andersson & John Armbrecht, "Factors explaining the use-value of sport event experiences" *International journal of event & festival management* Volume 5, Issue 3, (pp. 235 - 246).
18. Wills, A. (2004). Moving along a winding career path. *Marketing Event*, 8 September 2004, 18-19.