

## Stage Show

In today's world the one aspect that distinguishes one company from another or one product from another is the degree of visibility attached to it. As a result product launches, showroom openings, fashion shows, even philanthropic activities rely on glittering functions to reach out to the collective psyche of the targeted audience. The success of these mega festivals depend on careful planning and coordination of various resources and the onus of responsibility falls on the event manager to ensure success of the entire show.

Event management encompasses visualization, creativity, meticulous planning and venue management. Though formal qualification is not a prerequisite to attain success in this field, an MBA tag can help open more avenues, especially the doors of established event management firms. But this is a field where one can venture out without any formal training and attain huge rewards.

### **Strike the right chord**

Bangalore based Vaibhavi Gala has done her MBA but decided to strike out on her own. She started Galakidz with a focus on managing children centric events like birthday parties, "The field is all about entertainment and no degree is required to entertain people. You have to be ready to face the crowd and learn/grow as you go. Even without any basic qualifications in this particular field, I am doing great within just a year of my business,"

### **Skill Management**

Good public relation skills, networking and marketing abilities are desired attributes that can make a difference. "People skills play a very important role, above par communication skills, the ability to take impromptu decisions and a high degree of confidence will further make you stand out."

"Entertain family and friends, volunteer during functions, this will serve as a free form of advertisement and also get the attention of people. Outstanding services (something unique that makes you stand out) will attract the attention of all especially those who are on the lookout for event managers. As you grow you will learn through your experiences," she continues. Having good contacts in the corporate world and media add avenues of progress in this arena.