Book Review

International Best Practice in Event Management based on The APIEM Certified Event Manager

1st e., 352p. Jakarta: Prasetiya Mulya Publishing

Reviewed by:
Wan Soraya Wan Abdul Ghani
Faculty of Business and Management, Universiti Teknologi MARA Selangor, Malaysia

Suggested Citation: Ghani, W.S.W. (2019). A Book Review on International Best Practice in Event Management based on the APIEM Certified Event Manager. TEAM Journal of Hospitality and Tourism, 16(1), 67-69

Introduction

Managing an event is a complicated work that requires detail planning and execution. The main goal of staging the event is to ensure the crowds who gather at the event interact, appreciate, celebrate and commemorate the whole scene of the event. The Asia Pacific Institute of Event Management (APIEM) had taken initiative to compile the best practice of event management. The first chapter introduces APIEM, an association that focuses on the professionalization of the events and the MICE industry in the Asia Pacific region. This book is used as the main text for the professional development programs run by APIEM to faculty lecturers and professionals who wish to teach or to learn, unlearn and relearn the progress of the event management. This book has eight chapters that focus on preparing, planning, organizing, managing and evaluating the event. The diverse background of the authors injected a renewed element of different styles of writing and cases that happened in various countries.

This book used a straightforward style of writing and format by using bullets, tables, figures and short cases to introduce the technical aspect of the event. Figure 1 for instance shows a simple understanding on types of events and different employment opportunities in events. The “Did you know?” box is also important to impart

Correspondence: Wan Soraya Wan Abdul Ghani; Email: wansor2956@uitm.edu.my
knowledge in the easiest possible way. Chapter two laid the foundation for understanding the different types of events in a short paragraph. This style of writing makes it easy for the reader to remember the basic typology of the event. The case study is supplied to strengthen understanding of the event. The length of the case study is short; approximately two-to-three pages with five-to-six paragraphs in between. However, it is best for the authors to number the case studies and list them in the Table of Content similar to “List of Figures.”

For future event practitioners, Chapter 3 will guide them in preparing the event. The foundation of the event entrepreneur is to master the “Develop a Business Plan for an Event.” This subchapter is explained by using the popular “SMART.” concept. The “SMART” concept is frequently used in the sales and marketing books to guide on the planning of the objective. Though there should be a thorough elaboration of the income generated from the event rather than using a list of income generated in the bullet form. For the beginner, the “Sample Pro Forma Income and Expenses Statement” will be beneficial to plan for the cash budget. In addition, the subchapter of “Path and Implement a Critical Path for an Event” is the essential knowledge for the operation manager of the event. The books incorporate a basic element of Operation Management tools like Gantt Chart and Network Diagram. Besides that, the criteria of the event venue are crucial where there are 53 criteria listed to assess the suitability of the venue. Using a list like this will avoid the biggest mistake in staging the event that is choosing the wrong event venue. The final subchapter explains ways to manage the contract in the best possible ways. Managing big events usually require the event organizer to carefully draft the contract to avoid post-event conflict. The sample matrix on keeping the record of contractors is a useful tool for the event organizer.

Next, Chapter 4 explains the planning of the event where this chapter details out a few subtopics from the previous chapters. The chapter starts by describing the contemporary trends affecting the design of the event concepts. Trends like the industrial revolution, shared economy, the gig economy, and disruptive technology are incorporated to ensure the event organizers recognize the effect of the new technologies to the event hosting. In this chapter, the “SCAMPER” technique is used for ideas generation. Furthermore, the use of the popular “SWOT” analysis is also emphasized to analyse the concept and design of the event. This book also injects the element of creative design by thoroughly elaborated the importance of creative design for the event to survive the stiff competition. The next subchapter discusses the technical aspects of the event where it covers the pre-event, during the event and post-event. Nowadays, technology has opened for various business and expertise opportunities especially using apps to control and monitor the event. The final two subchapters are often overlooked by the organizer during the planning phase. It is beneficial to identify facilities and access needed involving people with special needs as it should never be a barrier to attendance and participation. Figure 17 entails a systematic checklist that will help event organizer figures on policies and procedures required for the event. The last subchapter includes a useful sample form for collating bids or record tracks from a supplier in Figure 18. Chapter 5 equipped with all aspects of coordinating before, during and after an event where the format suggested assembled facets that relevant to coordinate an event. The authors documented event manual systematically that acts as a key tool with the smallest details such as factors affecting event setting. Thus, factors included building a variation aspect of the event documentation process. Other than that, the inclusion of a sample event action plan with the proposed timeline attached eases the reader to monitor the proposed activities visually. The next subchapter featured the importance of stewards’ deployment. Nevertheless, it is best if the authors could include the rule of thumb for an adequate number of stewards needed though it may vary considerably.

The book continues with Chapter 6 that focused on managing health, safety, securities, and emergencies at the event. These four elements entail far more than just marking the venue with security personnel, and the chapter underlines why it is essential and the number one priority. Hence, the process is quite complex and requires extensive coordination required with quantifiable metrics to ensure the success of the event. Next, undertaking the risk assessment is part of the subtopic and any potential hazards that affect the event have been highlighted in the initial planning process. The authors provide a thorough explanation of the process and hazard categories to help readers get an initial idea over the matters. Figure 23-25 shows detailed illustrations on the strategy of risk assessment to determine the risk score/rating that leads to the discovery of the potential risks involved. Following that, Figure 26 shows an example of a security risk assessment document that offers a better understanding of potential hazards and vulnerabilities that might occur. The last subtopic for this chapter explains and provides steps in dealing with an emergency at an event and how it is best employed.
The paramount of managing people associated with the event wrapped in Chapter 7. Important areas of event management can be allocated with identifying stakeholders as it includes committees, sponsors, beneficiaries, media, contractors, and others. The involvement in decision making among parties involved add more values and establish an effective relationship. However, organizing an event can be stressful and therefore, conflicts over disagreement may arise. Three phases (early, middle, concluding) provided can be used as guidance in responding to workplace conflict. Subchapter includes leadership styles and responsibilities as a ‘device’ to strategize and control the team and it has been figured comprehensively and that is where interpersonal skills take place. Comprehension of how to evaluate an event is the final stage of event management. Chapter 8 explains imperatively on why the final evaluation process should be taken into consideration and carried out thoroughly. Return on Investment (ROI) is a flexible term that been used to measure event success and an example of how to calculate ROI in this book will give a clearer view from the financial perspective. Nonetheless, added value if the authors could provide a situational based example in an event setting that involves SMART objectives. The next subchapter emphasizes maximizing the chance to enrich with participants and stakeholders in the future. The discussion continues with how effective method can be done by measuring and evaluating the event performance overall to identify the reasons for success and failure of the event for future events improvisation.

In a nutshell, this book is suitable for understanding the basic elements of event management. The cases will enhance the visualization of real events that occurred in the reader’s daily life. Students will find this book useful because it gives samples of forms and documents which can assist students to organize the big scale event.