

## **Event Management: The Experiences of Organizer**

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### **Abstract**

The event business is one of the world's largest employers and contributes a major positive economic impact. This study aimed to report the experiences of an event organizer in managing and handling different kinds of events. This narrative inquiry collected data from the conversation partner through a series of semi-structured interviews. Rigors of the findings were established utilizing member checks for credibility, purposive sampling for transferability, data audit for confirmability, and stepwise replication for dependability. A thematic approach was used for data explication. Patterns that emerged include the following: growing event industry, possible work challenges, starting event organizing, types of events, work attitudes, work benefits, and work responsibilities. It takes emotional, psychological, physical, technical, and financial readiness for one to succeed in event organizing.

*Keywords: tourism management, event management, experiences, challenges, narrative inquiry, Bacolod City, Philippines*

### **INTRODUCTION**

The events industry is a growing global business as the role and impact of events in society is becoming more recognized than ever (Shone & Parry, 2004; Allen, OToole, McDonnell, & Harris, 2005) as an academic subject sphere, as a means; for promoting business, as a leisure-time pursuit, as an income generator, as a cause for urban regeneration, as a feature of tourist destinations, and as a career path (Berridge, 2007).

The event business is one of the world's largest employers and contributes a notable positive economic result (Theocharis, 2008). The event is all about people appearing together to create, operate, and participate in an experience (Rutherford Silver, 2004). It is a venture that unites the target group in time and room, a meeting where information is communicated, and happening is created (Eckerstein, 2002). The term event is used for describing various activities designed for different purposes. These activities can be art, sports, tourism, and social activities, and can also be activities organized by giant organizers more professional and more formal (Argan, 2007). Furthermore, events are 'a unique moment in time' and 'aside from everyday occurrences' (Berridge, 2007).

Festivals and events are organized, marketed, and managed by an operative event organization. The activities performed, to realize the event, can be regarded as project work (Muir, 1986), because a specific task is executed by a team within a limited time frame (Lundin & Söderholm, 1995).

Moreover, practical event management skills are regularly needed for success in all facets of the enterprise. Special event planning needs several skills, including attentiveness to detail, organization, discipline, and perseverance (Sawyer, 2005). Crowd control, procedures, leadership, fund-raising, scheduling, marketing, franchises, and security, are but a few instances of many tasks, skills and traits required of the facility and event managers (Ammon, 1998; Graham, Goldblatt, & Delpy, 1995; Russo, 1985; Sawyer & Smith, 1999).

Also, the event organizer is dependent on several other actors to realize the event. Intending to address a task too complex to resolve by itself, the organizer enters into collaborative alliances (Gray & Wood, 1991).

Events have played an essential part in human societies for thousands of years. Events are leisure activities and work opportunities for people. Events draw people together and make them have a good time. They enhance the quality of people's life;

they can provide significant economic benefits and can also provide revenue for special projects.

### **Objective**

This study described the experiences of the event organizers.

### **Framework of the Study**

Events are leisure activities and work opportunities for people. Events draw people together and make them have a good time (Getz, 2007). They intensify the quality of people's life; they can give meaningful economic benefits and can also provide income for special projects. Despite the size, events require a high degree of planning, a range of skills, and a lot of energy. According to Andersson & Wesslau (2000), when doing events, companies get the opportunity to have their right to the customer during the duration of the event. This means that if a company runs to get the consumer to attend the event, the distortion from the competitors will be stopped or at least minimized throughout the event. Also, events include tangible components, such as food, beverages, and other commodities sold or given away. Still, they are a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere (O'Neill, Getz, & Carlsen, 1999). As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous, and very difficult to store or control (O'Neill et al., 1999).

Moreover, event organizers can be governmental, community-based, or non-profit organizations, and often there is a strong leader who creates the vision of the event. The reason for organizing events is usually to develop or provide a service for communities, or the event may be cause-related or a way of doing business and making a profit. (Getz, 1997; Douglas, Douglas, & Derrett, 2001).

The guests and customers are stakeholders because an event is organized for providing them a particular product, which is commonly leisure, education, or another service. Customers buy the product, either in time, effort, or money. The satisfaction of the guests needs to be looked after, and incorporating the five senses into planning may help accomplish that. (Getz, 1997; Douglas et al., 2001) With the rapid growth of the event business, there has been a growing demand for greater collaboration between academia and event practitioners to increase the uptake of research findings and to develop professionals that will be able to handle the challenges of the industry in the future (Arcodia & Barker, 2003). Types of events differ on what event classifications and specifications you are organizing. You must be equipped with the abilities and corresponding knowledge on how every event should be held.

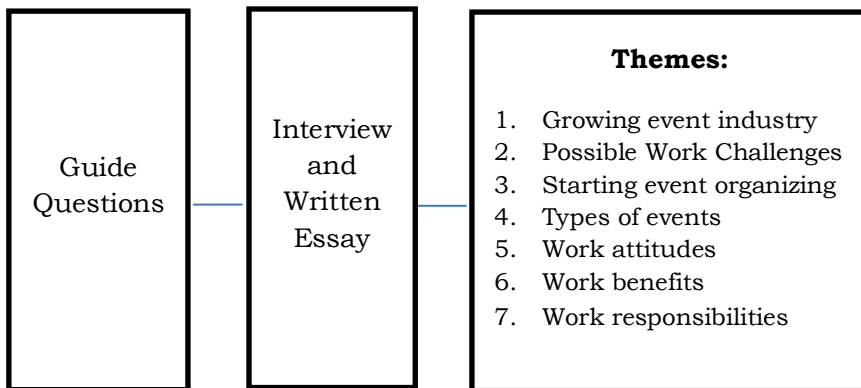
It is also essential to note that event employees are motivated by a wide range of factors, including finding hours compatible with study or other responsibilities and getting work experience that will lead to career development and promotional opportunities (Van der Wagen, 2005). Safety and security are some of the crucial factors that you should observe in an event. This action will ensure the security of the clients, audience, and guests. Hackman & Oldham (1976) states that “you have been granted the chance to be a success or failure at your job because adequate freedom of action has given to you. This would entail the ability to make changes and incorporate the learning you gain while doing the job. You need to be responsible for all of the decisions that you will make.

For this qualitative study, the thematic approach was used to present the experiences of an event organizer narratively. The sources of the data were based on the information taken from the conversation partners’ written essays and recorded interviews.

There were seven (7) themes came out, namely: a) Starting Event Organizing, b) Work Attitude, c) Types of Events, d) Growing Event Industry, e) Possible Work Challenges, f) Work

Responsibilities and g) Work Benefits. These themes are distinguished through the experiences shared by an event organizer.

A model was developed and shown in the diagram below:



## **METHODOLOGY**

### **Research Design and Approach**

The study focused on the experiences of an event organizer in managing and handling different kinds of events. The researchers used a qualitative-narrative inquiry approach. The idea of narrative inquiry is that stories are collected as a means of understanding experience as lived and told, through both research and literature (Savin-baden & Niekerk, 2007).

Furthermore, a narrative form is a natural form of data and provides "narrative cognition" (Bruner & Turner, 1986). The narrative study is thus the study of how human beings experience the world and write narrative stories based on the stories collected by the researchers (Gudmundsdóttir, 2001). According to (Bruner & Turner, 1986), there are two different

ways of knowing; paradigmatic mode of thought draws on reasoned analysis, logical proof, and observation, and narrative knowing through stories of lived experiences. Paradigmatic and narrative produce qualified data, but the paradigmatic cognition in research outweighed the narrative knowing (Bruner & Turner, 1986).

Through discussing and hearing narratives, also the tacit and the explicit knowledge are transferred, demonstrated, and learned. To be part and member of an institution or a group, one needs to know what the narratives of the group are, what events in the past are judged to have relevance to the present, and what values the stories exemplify (Linde, 2001). A broad range of authors from various disciplines stresses the effectiveness of the narratives and narrative form: narratives are comprehensive, memorable, emotionally evolving, persuasive, and therefore effective (Pace, 2008).

### **Conversational Partner and Inclusion Criteria**

The conversational partner was the event organizer who met the following inclusion criteria: An event organizer with hands-on experiences in planning, organizing, staffing, implementing, and evaluation; at least ten years in this business and at least 30 years old. Moreover, the conversation partner happened to be single and male.

The gatekeeper of the conversation partner was the president of Wedding and Event Planners Organization of Negros (WEAPON). The gatekeeper has full knowledge of the work experiences and business transactions of the event organizer who limited the conditions of the researchers, by defining the problem of study, by limiting access to data and source of information (Broadhead & Rist, 1976).

## **Data Gathering Procedure**

The source of the data was the data/information gathered using semi-structured interview from the written essay, recorded interviews with the conversation partner.

Based on Aarikka-Stenroos (2010), when planning to gather narratives within interviews, it is necessary to understand what characterizes narrative interviews from qualitative interviews, such as in-depth or semi-structured interviews. In interviews attempting to enable the emergence of narratives, the aim is to provide more space to the situation and the informant to formulate the information through reporting a narrative and choosing and structuring the details that the informant itself perceives relevant. Moreover, Mishler (1991) discusses that paying attention to the stories that respondents tell might lead to a thorough re-examination of the conventional practices adopted in qualitative interview research.

## **Ensuring the Quality of the Findings**

**Credibility.** Credibility is the confidence that can be set in the truth of the research findings (Holloway & Wheeler, 2002). With member checking, the validity procedure shifts from the researchers to participants in the study. Lincoln and Guba (1981) describe member checks as “the most crucial technique for establishing credibility” in a study. With the lens focused on the sources of information, the researchers were able to check the data.

In this process, the researchers sent back the transcripts of an interview, which was analyzed and interpreted to the conversation partner. This way, the conversation partner evaluated the interview transcript made by the researchers and confirm if indeed the statements were understood correctly. Corrections were then made on some statements.

**Transferability.** Transferability refers to the extent to which the result of the qualitative research can be transferred to

other contexts with the respondents, the interpretative equivalent of generalizability (Bitsch, 2005).

The study employed purposive sampling by selecting a conversation partner based on the inclusion criteria set by the researchers.

**Confirmability.** This refers to the degree to which the result of an inquiry could be confirmed corroborated by the researchers (Baxter & Eyles, 1997). One of the researchers conducted a data audit to examine the data collection and analysis procedures to address potential bias or distortion. Koch (2006) suggests that a study's trustworthiness may be established if a reader can audit the events, influences, and actions of the researcher, while Akkerman, Admiral, Brekelsmans, and Oost, (2006) added that audit trails represent a means of assuring quality in qualitative studies. The development of a research audit trail is in line with (Seale, 1999) guidelines to use "reflexive methodological accounting" in demonstrating that a research study was carried out with considerable care.

The researchers utilized audit trail by checking and confirming if the data found in the original statements, units of meanings, coded meanings, and clusters of meanings are aligned with the final themes.

**Dependability.** According to Bitsch (2005), dependability indicates the stability of the findings over time. This process ensures that the interpretation of the study is supported by the data received from the informants of the study.

In this investigation, the researchers used stepwise replication to ensure dependability. The two researchers analyzed the same data separately, one using a spreadsheet and the other using text analytics software, then compared the results and addressed issues on the stability of findings over time.



### **Procedure for Data Explication**

Thematic Approach is primarily a method for identifying and analyzing patterns in qualitative data (Braun & Clarke, 2013). Thematic analysis has six Phases.

Phase 1 is familiarization with the data. The researchers familiarized themselves with his data. This was done by repeatedly listening to recorded interviews and transcribing the data. Then, the draft of the interview transcript was reviewed by reading it several times.

Phase 2 is Coding. The researchers started refining the data. In this phase, the statements of the conversational partners were assigned units of meaning, clustered together using codes, and similar codes were assigned another code. The researchers used a code-recode strategy.

Phase 3 is searching for themes. Seeking for themes is a bit like coding the initial codes to identify similarity in the data. The researchers clustered the codes and assigned initial themes.

Phase 4 is reviewing the themes. For this phase, the researchers checked the coherence of the themes with the coded extracts and the full data set.

Phase 5 involves defining and naming themes. The researchers conducted a detailed analysis and finalized the names of each theme.

Phase 6 is writing up the research report which includes weaving together the analytic narrative and (vivid) data extracts to inform the reader a coherent and persuasive story about the data, and to contextualize it about existing literature.

## **RESULTS AND DISCUSSION**

The thematic approach of qualitative research narratively presented the experiences of the event organizer. Through data explication, seven (7) themes emerged, which include: a) Starting Event Organizing, b) Work Attitude, c) Types of Events, d) Growing Event Industry, e) Possible Work Challenges, (f) Work Responsibilities, and g) Work Benefits. These themes are distinguished through the experiences shared by the event organizer, which were eventually categorized into 18 clusters of meaning.

As the event industry grows and matures, high-quality personnel with the appropriate skills and attributes must be employed. This aids in ensuring professionalism in the field, equip managers with the skills needed to deal with challenges, and ultimately help to sustain the delivery of high-quality events (Harris & Jago, 1999).

Employees' emotional relation to their organization (i.e., their affective commitment) has been considered an essential determinant of dedication and loyalty. Affectively committed workers are seen as having a sense of belonging and identification that increases their involvement in the organization's activities, their willingness to pursue the organization's goals and their desire to remain with the organization (Meyer & Allen, 1991; Mowday, Steers, & Porter, 1979).

### **Conversation Partner Profiles**

The conversation partner graduated in one of the famous universities in Bacolod City with the degree of Bachelor of Arts major in Mass Communication. He chose this kind of business, which is not related to his course but still manages to make his name on top of this industry.

## **Starting Event Organizing**

Events are essential means in the marketing and communication toolkit of foundations and corporations. The impacts and roles of planned events within the communication strategy of foundations and corporations have been well documented, and are of raising importance within their policies (Getz, 2007). Throughout history, in cultures all over the world, people have gathered to celebrate for numerous different reasons and events have always been a central element of human society. (Douglas et al., 2001).

After a year of working in a television network, he returned home and started a business in the event industry. He first started a simple event like bringing comedians in the bar. A few years after, he gets into concert events that have a more significant scope. He handled corporate events like concerts and love dance. In the year 2006, he entered the world of special events like birthdays, debuts, weddings, anniversaries, and parties. For all these experiences, these are what he said:

*I graduated from college in the year 1999, and then after a year, the ABS-CBN hired me.*

*"...During the year 2003, I returned home, and then in 2004, I started events.... So I started simple events like in the bars."*

*"I bring stand up comedians in the bar."*

*"...A few years after, I started concerts already, so it has more significant scope and a venue like La Salle coliseum."*

*...Then, I also started handling events for corporations like the globe, so it is already a concert. In the year 2006, I decided to enter special events or special occasions like weddings, parties, birthdays, and debut.*

It is a significant advantage of him that he studied Mass Communication because he already knows to mount the technical requirements accurately; he knows production and handling staff and other knowledge from being a producer of events.

*...I can use in weddings and events all the learnings I gained in production and broadcasting.*

*...I can use all the shoot I had in the cases of having my shooting with the bride.*

*...Like what I told you, the LED screen is now used at weddings.*

*I was fortunate enough that I had a background in Broadcast, events, or production. That's why I understand how to make a live design.*

He acquired the skills that an event organizer should possess. Having these skills, he has this advantage from other event organizers. He has expertise in designing and creativity. He knows how to troubleshoot because of the skills that he learned during his college years. And in his case, as he organizes concerts, troubleshooting is fundamental.

*Number one is skilled; you should know how to troubleshoot when you're into events or weddings because it is a very common quota.*

*What is troubleshooting? If there is a problem, you should solve it. You shouldn't wait until you fail. You should solve it immediately.*

*When it comes to designs and décor, I can use the decor over and over again because the decoration has no expiration.*

According to Allen (1952), event objectives can be both concrete and intangible. These can be met pre-event, throughout the event and post-event, and shift the bridge, platform, and placing to meeting the next level of objectives for future events. An event goal must have value to the company holding the event, those taking part in the event, and cross over from professional to personal benefits and vice versa.

Pine & Gilmore (1999) added, "This job is not that easy." In every business, you need to have a passion for it to be successful. Having a passion for the industry will make the work a lot easier. His passion is evident in his work. He organizes an event or even a concert and fashion shows.

### **Work Attitude**

Work commitment is viewed as a person's adherence to work ethic, commitment to a career/profession, job involvement, and organizational commitment (Morrow, 1993). Work commitment has been described as the relative importance between work and one's self (Loscocco, 1989). Individuals can feel committed to a company, top management, supervisors, or a particular workgroup. Commitment has been considered about "career, union and profession" (Darolia, Darolia, & Kamari, 2010).

Before starting a business, you should evaluate yourself. You should be equipped with the skills required in the industry. He shared that you should choose a company that is close to your heart.

*It is close to my heart because it is my passion.*

*In our industry, if you're not fit for this job, your business will die in natural death.*

*If you don't have a passion because you just want to have money and socialize with other people while demanding from your suppliers.*

*Sometimes, you are assigned to a job that is not related to your course. I am fortunate enough that I can use what I studied in Mass Comm.*

*If you don't have a passion for this career and you only think about the money that you will earn, then it is not the job that suits you.*

*Luckily for me, I enjoy being an event organizer, and you can see my passion for my works.*

In this industry, he faces different people with different cultures and beliefs. He exerts extra effort to reach their expectations. He has this strong personality in dealing with clients and in building a relationship between them.

*Yes, if it is the first time you do this job, you will feel nervous.*

*The challenges will eventually come in your way. Even though you studied it, you will still feel nervous the first time you handle an event.*

*... I am known in the industry as a strict person/organizer.*

*A strong personality is needed in this work. The big challenge is I need to provide solutions to the problems.*

Attitude is an approximately enduring feeling, belief, and behavioral tendency directed toward specific individuals, groups of individuals, ideas, philosophies, issues, or objects (Ajzen & Fishbein, 1980).

A working attitude, of course, is a type of mentality, and therefore it is essential to place job attitudes in the broader context of social attitudes research. As noted by Olson and Zanna

(1990), “despite the long history of research on attitudes, there is no universally agreed-upon definition.” Perhaps the most universally accepted definition of an attitude, however, was provided by Eagly and Chaiken (1993), i.e. “a psychological tendency which is signified by evaluating a particular entity with some degree of favor or disfavor.”

He handles different events, concerts, festivals, fashion shows, and directed some of them. He already managed more than 100 weddings, which he celebrated with a fashion show in Robinsons Place Bacolod. This is proof that he excels in this industry.

### **Type of Events**

In entering a business, you should know the areas it covered, as well as the classification it has. Events include birthday parties, weddings, festivals, concerts, anniversaries, debut, baptism, etc. Every event has a unique way of organizing. Planned events involve festivals and other celebrations, entertainment, relaxation, political and state, science, sport and art happenings, events within the domain of corporate and business activities such as gatherings, conferences, conventions, displays, and exhibitions, and events in the exclusive realm like weddings, parties, and other private social activities (Getz, 2005).

Each event is unique because of the synergies taking place between the environment, people, and management operations, such as the program. Events are such a great communication tool, as they always are unique, produce a feeling that you ‘have to be there’ to fully enjoy the experience since it will be a lost opportunity once you have missed it (Getz, 2007).

He handled the Bacolod Fashion Week for two years and launched the Negros Fashion Festival. So every time he holds events, he always makes sure that he reaches or exceeds the expectation of the clients. This is one of the effective ways to build a strong relationship with your clients.

*The most significant events that I handled are my events with Globe Telecom.*

*Sometimes festivals like in Dumaguete, which is Magbugasan Festival.*

*I do not compare events and weddings because they have different characteristics.*

*I like events because usually I organize and handle everything. I am the commander of my army.*

*What I like about weddings is that it is the most glamorous occasion.*

*I was also the one who handled the Bacolod Fashion Week for two years, but last year, I did not manage it.*

*Last year, I launched the Negros Fashion Festival.*

*And I also directed the Massskara fashion week 2015.*

*Aside from weddings and events, I'm into the fashion industry, so I also direct shows.*

*I had my bridal fashion show for eleven years here in Robinsons. That is, over a decade....*

*So far, I have already handled more than 100 weddings since 2006.*

Business events expect convention and exhibition centers, including many smaller private gatherings and ceremonies held in restaurants, hotels, or resorts. Sports also require special-purpose structures, including athletic parks, fields, and stadia. Festivities and other cultural celebrations are less reliant on facilities and can utilize parks, streets, theatres, concert arenas,



and all other public or private venues. Entertainment events, like concerts, are generally provided by the private sector and utilize many types of sites (Getz, 2008). According to Jago & Shaw (1998), special events used in tourism sense can be divided into three categories: minor events, festivals, and significant events. Small special events are annual or one-off events, including musical and cultural events, as well as dance performances (Van der Wagen, 2001). Festivals are events that are public, themed and related to the celebration of social values (Jago & Shaw, 1998)

As Event Organizer, our conversation partner follows the trends that are happening in our modern society. Unlike traditional organizing, the modern one has a unique style and creativeness. He is a highly creative event organizer, unlike the old school organizers. He organizes events such as fire and ice wedding and other unfamiliar themes that are suitable for the clients' needs.

### **Growing Event Industry**

As time goes by, the scope of work is also growing and almost accommodates a more significant area. In the previous report of event tourism, Getz (2008) outlined many of the principal themes around the growth of event research, and subsequent studies (Getz, 2012) expand upon the nature of the contributing disciplines that are fusing to create an event knowledge base. Indeed, events have been described as "...one of the most exciting and fastest-growing forms of leisure, business, and tourism-related phenomena (Getz, 1997).

Merging the words 'event' and 'management,' the developing profession of event management appears since Jani's comment in 1955 events have emerged from a "different from a normal day of living" (Goldblatt, 2005) to manage high profile events professionally.

The way he organizes events before is far different from the way he organizes events now. Today, he has introduced new ideas, methods, and devices.

*The past generation is different from today's...*

*So if it is gentle and useful in the past, it might not be the same in today's generation.*

*In the past, we do not have photo videos. Now photo video alone costs a hundred thousand.*

*There are lots of event organizers who are old school. So they cannot understand the fire and ice wedding.*

If the industry is growing, the scope of work is also growing and is composed of a more significant area of production. His educational background also plays a vital role in this kind of industry. Because of the knowledge he gained, he now somewhat know the work scope that he is going to enter.

*Expect the possibilities. ...Weddings have many adjustments.*

*Our scope of work includes providing security to our client. We direct, and we organize.*

*I still did not talk about the production staff of the clients that makes the tickets, the technical personnel, technical crews, lights, and sound system.*

According to Getz (1997) events, today form one of the most exciting and fastest-growing forms of leisure, business, and tourism-related phenomena. The event industry is very diverse (Shone & Parry, 2004) it has, in recent years, surged ahead in the aspects of the quantity and size of events, their economic,

cultural and social importance, and media coverage (Getz, 2004). Just the range of events is enormous, covering everything from big internationally organized sports spectacles to smaller family ceremonies such as weddings (Shone & Parry, 2004).

Aside from the growing event industry, he also faces different kinds of challenges which he cannot avoid. Among these are problems in marketing, dealing with clients, and looking for sponsorships. If he were not equipped with the skills necessary to address these problems, then it would have been too difficult for him.

### **Possible Work Challenges**

Conflicts tend to arise in unbalanced relationships in multi-project environments (Payne, 1995). Disputes may arise from different interests between different parties (Elonen & Artto, 2003). According to Payne (1995), conflicts may involve people's issues, systems issues, and organizational issues.

*This work is not easy. Sometimes it is also a challenge to make an event when it comes to marketing. One of the biggest challenges is a ticketed concert, and I may not gain profit.*

*Of course, I already decided to come up with the event, but I still don't know the capital needed and sponsorship proceeds. Looking for sponsors is difficult.*

*First is we cannot make it perfect. For example, at weddings, the flowers ordered did not arrive on time, so we need to think of a solution to this problem.*

*The second challenge is when we have an event, and we have to be prepared and equipped with skills.*

*How would we deal with technical requirements, if we don't know about the lighting, and sound system?*

Dealing with clients is one of the challenges that he encountered in his thirteen years as an event organizer. “*Our clients are our temporary boss,*” he added.

*At weddings, we should keep in mind that we are only dealing with couples. It will be difficult if the family members will join the planning. It is where the conflict comes in.*

*Another challenge is: we have to deal with the person, whether he is your client or audience of the guest. The problem with the wedding is the family members who will join in the decision making.*

*The relationship of the organizer with the couple or clients is right once or twice only.*

With the current trends and the challenges arising in the event industry, there is a high demand for creative managers. They add value to the events while matching the ideas of the client with those of the organization (Bilton & Leary, 2002).

As the number of events increases, there is a growing awareness about the ongoing need to develop event management experts who can create, organize, and manage events (Getz, 1997).

As an event organizer, he has a lot of responsibilities at hand. He ensures the safety and security of the clients, handling finances, checking of all designs, invitations, and all the needs of the events. Aside from the work responsibilities, he is also responsible for taking care of himself to avoid sickness during the entire duration of the event he handles.

## **Work Responsibilities**

Events need staff to cover a broad range of positions, from director level down to waiting and cleaning team. Functional areas of work include executive, finance, administration, human resources, marketing, event management, maintenance/technical, catering, security, and customer service (Westerbeek, Turner, & Ingerson, 2002).

It is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions (Ramsborg, Miller, Breiter, Reed, & Rushing, 2008).

He always makes sure that the money of the clients will fall into the right place. He finds ways to secure the funds by opening a bank account just for its events purpose.

*First is you should know how to hold finances.*

*...I have a different account that I used in my client's payments.*

*You need to have a copy of every ATM withdrawal so you will not forget.*

Aside from handling finances, his other responsibilities as an event organizer are to have a meeting with clients where they will discuss the things that are to be done during the preparation and choosing suppliers. He can't also avoid the responsibilities that will come during the duration of the preparation of events.

*If I have a wedding, usually it starts with dealing with the client or the couple.*

*So we will book the cake, flowers and all the other things needed for the wedding.*

*Along the way, maybe the client will ask us to work on something not previously discussed in our scope of work.*

*Number two self-reliant.*

*You are not allowed to get sick. If you are sick, you should not tell your client.*

*You need to work and finish what you started; being sick is not an excuse in this industry. That's why I need to be responsible for myself.*

The safety and security of his clients are also his responsibility. Being an event organizer, it is his goal to maintain peace during the event, especially in concerts. He is the commander of his armies. The voice of command will be from him.

*Usually, global events have a checklist.*

*There will be the police who will look at the place, and if you have a guest artist, there should also be the police who will guide them, and the most important are medics.*

*Aside from that, there is also a standby ambulance.*

“Troubleshooting is important in many ways. Feed backing is a severe issue when it comes to concerts or any party events. You need the exact knowledge on how to handle this issue to understand the root of it somehow.” He said:

*I understand how to make a live design, why there is a fluctuation with the sound system.*

*The reason why there are feedbacks may be the microphone....Incorrect mounting, wrong distance, and unreliable positioning.*

*Minimal accidents, in some events, there may be a need to use a generator.*

The job characteristics model (Hackman & Oldham, 1976) examines individual responses to jobs as a function of job characteristics, moderated by individual characteristics (Roberts & Glick, 1981). Hackman and Lawler (1971) define the core job characteristics as skill variety, task significance, task identity, feedback, and autonomy. Large organizations require to control numerous various sectors of corporate safety and security, including, for instance, occupational health and safety, environmental safety, property security, crime prevention, rescue operations, and emergency planning, information security, and personnel security. All of these sectors contribute to total corporate safety and security (Lanne & Raikonen, 2005).

Having a lot of responsibilities, there is one motivation that every business person and employee wants. These are the work benefits that they can earn in their work. He already earned a lot of benefits that are worth the sacrifices that he had in his 13 years of dealing with people in this industry. He considers it a reward that all his efforts are now paid off.

### **Work Benefits**

Work benefits are sometimes in the form of cash, incentives, awards, and insurance. But in this industry, benefits might come in the form of controlling your timeline; you are your boss and having the high authority to make decisions. Apart from direct compensation, interests encompass all other inducements and services provided by an employer to employees. Event workers are motivated by a wide range of factors, including finding hours compatible with study or other responsibilities and getting work experience that will lead to career development and promotional opportunities (Van der Wagen, 2005)

As the commander of his army, he has the right to demand and make decisions. He chose suppliers at his own risk.

And as a leader, he should possess excellent leadership skills as he has the authority. He can select and turn down clients. For this, these are what he had to say:

*So in my part, I will also decide if I will accept it... I can turn down, and I can entertain clients.*

*Usually, if I organize events, I am the commander of my army, they look at me as a leader.*

*Then all the decisions come from me, and that's what I want.*

“Some of the benefits in event organizing are having a free outfit, you can travel while working, you will meet famous personalities, and especially, you will be able to build friendships.” He said as we interviewed him.

*The designer of the bride's gown usually prepares my outfit free of charge. At times, I will just give the designer some snacks.*

*So imagine the designers who will make me an outfit, all of them are my close friends, and that's another benefit of my work.*

*If, for example, the couple is from Bacolod and they want their wedding to be held in Boracay, I have to travel to Boracay to prepare everything.*

*We once had a seminar by Tita Neri, who is the most popular wedding coordinator in the whole Philippines.*

He cannot tell the possibilities that might be ahead of him. As an event organizer, the control of his time is in his hands. He can have some adjustments with his working timeline if something will not arrive at its call time to avoid panic. He informed us that *they don't have any 'time in time out' policy.* They



don't have any schedule because they are the ones who decide their schedules.

*Our work is we have our own time, and then we have our schedule.....We don't make a timeline, and we are not employees that do time-in time-out.*

*If it's a wedding, I do a timeline, and that's the schedule of what's going to happen.*

*Maybe the client will ask you to do something from you along the way so that will be our time frame.*

"The best teacher is my experience." He added. He also said that "He learned through the experiences he encountered and will keep on learning through his experiences in the future. He learned how to handle expenses and budget the finances.

*The best teacher is my experience, so I learned how to these along the way.*

*You cannot avoid it, you must have to learn, and that's why I told you that you would learn through experience.*

*Number one is to handle finances; you need to know it, and number 2 is self-reliant.*

*What I learned from my past event organizing experienced is number one is to handle finances.*

The experiences he had as an event organizer are considered as a benefit because, in this, he will be able to enhance his skills and learning as well as celebrate his success in forms of events and fashion shows. He experienced meeting different bands and personalities locally and internationally just because of event organizing.

According to Herzberg (1964), intrinsic motivators and extrinsic motivators have an inverse connection. This is to highlight that intrinsic motivators lead to inspire motivation when they are present, while extrinsic motivators drive to reduce motivation when they are absent. This is because of expectations. Extrinsic motivators are anticipated, and so will not increase motivation when they are in place, but they will create dissatisfaction when they are missing. Intrinsic motivators, however, can be a cause of additional motivation.

His story proves the saying, “No pain, no gain.” He showed us a lot of possibilities that will come ahead. He opened our eyes to the future and shared with us that the knowledge he gained in his 13 years as an event organizer. This behind-the-scene story shows that event organizing is not an easy job. You will face every challenge, whether it is big or small. You always need to expect the unexpected because as the trend grows, the event industry is also growing.

Although there are countless events, which are successfully operated by volunteers, the booming competition to ensure significant events is giving some impetus to the trend to create fully professionalized events (Getz, 1997).

Volunteers remain to play a vital role in the management and organization of events. Nevertheless, the industry is increasingly relying on well educated, experienced, and professional event managers.

## **CONCLUSIONS**

The experiences of the event organizer can be categorized into seven (7) themes namely: a) Growing Event Industry, b) Possible Work Challenges, c) Starting Event Organizing, d) Types of Events, e) Work Attitude, f) Work Benefits and g) Work Responsibilities. These areas should be attentively observed to have a high-quality service in this kind of industry.

It is imperative to have the passion and right attitude towards work. With this, you can quickly appreciate and love your business. You must have the enthusiasm to deal with clients and building a good relationship with them as well as the suppliers. Out of the seven themes, it is crucial to focus on one of the main themes about the experiences of event organizing, which is the growing event industry. As an event organizer, one should follow the current trends in this generation to avoid having a natural death in this industry.

Types of events differ on what event classifications and specifications you are organizing. You must be equipped with the skills and corresponding knowledge on how every event should be held.

Among the motivational factors for an event, organizers are the work benefits. This implies that a person will have a high-quality performance on businesses if they receive work benefits that will inspire them to work harder.

If an accident happens during the event, the organizer has to be prepared to prevent it. That is why safety and security is one of the essential factors that should be observed in an event. This action will ensure the security of the clients, audience, and guests.

Future researches may also reflect on how and why the conversation partner choose to be an event organizer. Do not just focus on the experiences but also try to learn from his life as an event organizer. This way, a deeper understanding of the profession/business is reached. Lastly, 'can the insights from the conversation partner be applied by potential entrants in the industry?'

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