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EVENT MANAGEMENT: COMMUNICATION STRATEGIES AND PLANNING

EVENT MANAGEMENT: COMMUNICATION STRATEGIES AND PLANNING

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DOPORUČENÁ LITERATURA:

1 Bladen, Charles et al. (2012) Events Management: an introduction. London: Routledge, Taylor & Francis Group.

2 Getz, Donald (2005) Event management & Event tourism, New York: Cognizant Communication Corporation.

3 Lattenberg, Vivien (2010) Event, aneb, úspěšná akce krok za krokem: příručka pro organizátory, Brno: Computer Press.

(4 Allen, Judy (2009) Event planning: the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events.)

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ABSTRACT

This bachelor thesis deals with terms Event management, Communication strategies and Planning. The thesis is divided into four chapters. The first chapter defines words event and management and, subsequently, explains the meaning of the whole term. The second chapter is concentrated on the Planning, its principles and methods. The third chapter is concerned with Communication strategies, business emails and letters and the effective language of advertising. The last chapter is practical and, based on the principles on Planning, focuses on their working in practise and the teambuilding event is used for a demonstration.

KEYWORDS

event, management, communication strategies, planning, language of advertising, business correspondence, promotion

ABSTRAKT

Tato bakalářská práce se zabývá termíny Event management, Komunikační strategie a Plánování. Práce je rozdělena do čtyřech částí. První část definuje pojmy event a management samostatně a následně i samotný termín. Druhá část se zaměřuje na pojem Planování, jeho princip a celkový postup. Třetí kapitola se zabývá Komunikačními strategiemi, business emaily a dopisy a taktéž efektivním jazykem reklamy. Poslední část je praktická a je zaměřena na to jak principy Plánování fungují v praxi a jako ukázka je použita teambuildingová událost.

KLÍČOVÁ SLOVA

událost, management, komunikační strategie, plánování, jazyk reklamy, obchodní korespondence, propagace

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V Brně dne

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(podpis autora)

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1. Introduction

Nowadays, terms like event management, event agency or event manager are common or, at least, their meanings can be simply derived. Event management is not difficult to define because all expert's definitions agree together. Event management is such a branch dealing with preparation and organizing of events.

Whole assignment of my bachelor thesis is Event management: Communication strategies and Planning. The main aim of the thesis is to explain these terms and principles and based on them demonstrate how they work in practice. The thesis is divided into following chapters: Event management, Theory of Planning, Communication strategies and Planning in practise.

The first chapter, Event management, is theoretical and deals with the meanings of the event and the management separately and, subsequently, together. Then it deals with the brief history of the management and other branches corresponding with the event management like project, risk and crisis management, the profession of the event manager, the event management itself and its history and, finally, events in Czechoslovakia in 20th century.

The second chapter, Theory of Planning, is focused on the principles and methods of the event planning from the viewpoint of following aspects: specifying the goal, types of events, participants, timing, location, personnel, program and refreshment. There are, of course, other aspects that can be taken in consideration, but I mentioned only the most significant ones because my thesis is also concentrated on other themes and not only on the planning.

The third chapter, Communication strategies, is concerned with term of communication, language of advertising, business correspondence and subsequent business letter and email as a demonstration, visual communication and promotional written documents as a demonstration of language of advertising.

The fourth chapter, Planning in practise, is practical and the goal is to figure some specific event and demonstrate the principles mentioned in previous chapter. Since the type of event was of my own choice, I selected the teambuilding. Subchapters of this part are in the same order as in the previous chapter.

2. Event management

The term Event management consists of two separate words – “event” and “management”.

2.1. Event

An event can be understood and characterized from different viewpoints. Depending on reasons for planning and organizing an event, they are classified into various categories. On the other hand, all of them have the common interest – to satisfy people’s needs. Bladen claims, that: “Events are temporary and purposive gathering of people.” (Bladen et al., 2012:3). Whatever event is realized, participation and gathering of people are essential for, for example, future partnership, sponsoring or good relations between employees.

Moreover, from the viewpoint of psychology, events represent social life which is a necessary part of human existence. This statement is confirmed by American psychologist, Abraham Maslow, and his Hierarchy of needs (Bladen et al., 2012).

2.1.1. Examples of events with different goals and participants

Personal event composed of a small group of people

As the heading suggests, this kind of event is related to rather small group of people having a relationship between each other. People consider, for example, family birthday celebration as an annual event with compulsory participation. Although the event is private, the concept of arranging is similar to event performed by event agencies. There is a team and leading person who informs all participants, arranges the date and the place, provides food, drinks, music, decorations and presents. To illustrate it from the view of event management, an easy example of a four members family composed of mother, father and two children, can be used. The youngest one celebrates his/her birthday. The mother is a leader of all event and invites other guests, orders a cake and prepares food. The father comes for the grandparents and during his way back he picks up the cake. The older child prepares decorations. Every member has his/her own role as well as a company has a managing person who gives the tasks to others.

Entertainment events

These events are organized in order to entertain considerably large group of people, but not to promote anything. To give an example, the dancing ball can be an entertainment event. The organizer is mostly the city or a specific group of people as, for example, students who prepare program and everything related to the organization.

Teambuilding

The purpose of the teambuilding is for the employees to meet, improve their collaboration and collect information. Teambuilding are not focused on promotion. In most cases, these events are concentrated on employees working together for the purpose to meet, improve their collaborations and collect information. It can last several days and its goal is enhancing relationships.

Promotional events

Arranging a promotion event, people intend to accomplish the introduction of some products or services and consequently their distribution. For instance, the owner of coffee house is offered to be a part of food festival. He/she arranges stands where products are sold. There is the name of his/her company together with the address and website on the products and leaflets. Owing to this event, the number of costumers increases. It does not matter which product is promoted, it is important to inform about the product and raise the interest.

2.2. Management

The second mentioned word, management, expresses managing, co-ordinating and planning performed by a group of people. Among these properties, managing is the most important one. In the past, people started gathering to reach targets, that they were not able to accomplish as individuals. Gradually, with the developing society, there was still higher necessity to work in a group and to divide the labour. Nowadays, there exist project teams focused on specific target, order or customer where the most responsible person is the leader (Cejthamr&Dědina, 2010).

2.2.1. Brief history of management

The history of the management dates back to the end of the 19th and beginning of the 20th century. In the 19th century many companies were created, because Scottish physics,

James Watt, enhanced the steam engine. Thanks to this enhancement, the production was increased and, consequently, it raised the number of employees. This led to creating hierarchy in companies.

Cimbálníková, in her book *Základy managementu*, claims that the management has been developing in five periods of time, starting at the beginning of 20th century until today (Cimbálníková, 2010). It is assumed that the management has been transformed from its basic form, for example the division of the labour in the company, till to the contemporary form of the management. Cimbálníková also claimed that the management is still developing field including team training, education and high quality of the personnel (Cimbálníková, 2010). High quality management system is the basic property of successful company.

2.2.2. Project, crisis and risk management

Management itself is divided into several specific fields such as strategic management, marketing and many others, but the area related with the topic of event management is the project, crisis and risk management.

Before an event is created and planned, a project must be prepared. Newton defines a project as: “a task with a desired end point (...) and with some degree of complexity.” (Newton, 2016:3). In other words, a project is a planned set of tasks which lead to reach some target and, moreover, it is time and budget limited. The complexity is mentioned to distinguish a real project, which requires a professional team, from easily feasible activities. The realization of projects and coordination of operations is provided by the project management.

The project management focuses on expected goals. It creates projects to be coordinated on time and with specified budget and are avoided the undesirable effects (Doležal, 2016).

The crisis and risk management deal with very similar issues, which include potential threats and phenomena which might interrupt the event. The difference consists in the fact that risk management identifies and evaluates threats, while the crisis management is trying to reduce the number of undesirable and unexpected phenomena (Hayb, 2017). “While risk management is treating risks individually, crisis management is concerned also with identifying the connections between different individual threats, from different organizational areas and levels, that existing together, might add up to become an increased threat and generate a crisis.” (Hayb., 2017:29).

2.3. Event management

It is obvious, describing event and management as individual terms above, that the definition of the event management can be simply derived from the meaning of the collocation. Thus, the event management is the field of industry which deals with the detailed planning of an event and is also concerned with the accomplishment of aims.

Canadian professor and expert on the event tourism, Donald Getz, declares that: “Event management encompasses the planning and production of all types of events including meetings and conventions, exhibition, festivals and other cultural celebrations, (...) and numerous other special events.” (Getz, 2005:5).

Another definition of event management is: “a preparation and organization of events in support of the image of the company like social events, celebration of anniversary of the company, etc.” (Horáková et al., 2008:222).¹

The work of planning itself is much more complicated and many aspects must be considered like the formation of the project including budget, place, program, identification of target participants or goal of the given event. Of course, with regard to small events, people are able to organize them themselves. In the opposite case, there are event agencies which are specialized to this tasks. Depending on the customer, they can arrange whole event or only its part.

2.3.1. The profession of event manager and personnel

Nowadays, event management is popular enough to be taught at colleges or in courses and, furthermore, the profession of an event manager is quite common. Personnel is very significant part of the accomplishment of the event. “Since the 1980’s, the age-old tradition of events has become an industry in its own rights, and has required increasing number of skilled professionals.” (Bladen et al., 2012:116).

The most responsible person is the leader who should be excellent in planning, organising, deciding, communication and control, as was mentioned in the definition of the management. The leader is in the head of the project team and divides tasks and roles. The number of people is given by the difficulty of the project and there are specialists in different branches, for example finance.

¹ Translated by the author.

2.3.2. History of event management

Regarding the origin of first events and gathering of people, it dates back to the ancient times. The first records are enshrined in the Seven feasts of Israel which is the major festival in the text of the Christian and Jewish Old Testament. This religious festival was held in order to gather people, celebrate and believe in God. At present, people through the world celebrate feasts that are rooted in religion and date back to 2000 years (Bladen, 2012). Another such an celebrations were also related sacrifices to Gods, births, deaths or coronations.

Examples of an old holiday, which many countries commemorate, are Christmas and Easter. Earlier, people celebrated the birth of Jesus Christ at Christmas. Today, it is mostly family holiday associated with presents and Christmas tree, but even religious people are in the habit of going to the Mass. As well as the Christmas is a religious holiday, at Easter people celebrate the resurrection of Jesus from the dead which is was accompanied by the lent. Although this custom has been changed and modernized, it is still observed and very popular through the world.

The Olympic games are another contemporary events dated to BC. Originally, the Olympic games took place in Olympia to honour the God Zeus. Since then, these sport games have been observed and take place every 4 years.

Several centuries later, in the time of the Middle ages (5th – 15th century), the knighthood arose. The fencing tournaments take place as a remnant of this sport today.

Subsequently, in the time of baroque (17th – 18th century), the dancing balls took place and music and ballet had spread. Dancing balls are winter traditions and that time, as well as nowadays, people wear different fancy dresses and costumes on the occasion of these events.

There are many events with such a history. Important fact is, that although they have been modernized, they are still popular and have not disappeared. Moreover, mentioned events are a part of the event management and business. As in the present, they were organized by people, but in different scale and with different aims.

For instance, Olympic games changed the number of participating countries (which was influenced by the politicism), games, the price increases of billions and are planned several months or years. Additionally, it has become a part of business and the selling of tickets or products with Olympic games topic etiquette are very profitable.

Regarding the dancing balls, they were arranged for the aristocracy. In the present, every person has the opportunity to participate a ball. The organization differs according to the scale of the ball, because prestigious ball for three thousand people is arranged unequally as the ball provided for three hundred people. Furthermore, compared to the time of baroque, people use technologies and electronics enabling using music, special effects and others. In the present, the companies collaborate, there is a possibility of sponsoring, catering, but it depends on organizers how much they can invest.

2.3.3. Czechoslovakia and events in 20th century

Czechoslovakia was established on the 28th of October 1918 and in the time of democracy till the year 1938, it was, from the point of industry, very developed country. “In the early 20th century, manufacturing plants, which had clearly highly developed system with activities indenting not only for business partners, but even for employees, have already existed. Remember for example the company Baťa.” (Lattenberg., 2010:2).² Czechoslovakian entrepreneur, Tomáš Baťa, built houses for his employees and improved their situation. Then he established school in Zlín to train young people for professions. That time, people and employees celebrated for example the formation of Czechoslovakia (the 28th of October), Labour day (the 8th of May) or companies successes. But it was not only Baťa’s company, but all democratic and progressed companies had their own style of inner celebrations and gathering of employees. For example, Emil Škoda, who developed a company manufacturing cars, was another Czech important entrepreneur.

After the Munich Agreement in 1938, Nazi Germany occupied the country and any kind of gathering of people was banned. The situation enhanced after the end of the Second World War in 1945 and lasted till 1948. However, communistic putsch had changed the situation in Czechoslovakia and the gathering of people became politicized activities. People attended events influenced by communist ideology like International Women’s Day, October revolution, anniversaries related to Russian characters (Vladimir Lenin, Yuri Gagarin) or Spartakiad.

Finally, after the Velvet Revolution in November 1989, Czechoslovakia became a democratic country. Thanks to the democracy, people were allowed to do business freely and the event management has been developed and formulated to its present form.

² Translated by the author.

3. Theory of planning

3.1. The influence of goals and types of events on determining target audiences

3.1.1. The goal of the event according to Lattenberg

Initially, it is essential to know the reason for organizing an event and have a clear goal in order to be successful. Moreover, a company with a defined aim would look more prestigious than a company whose goals are not certain. Because of that, it is very important to ask oneself a question: “Why do we organize this event?”

Vivien Lattenberg distinguishes eight basic goals of events:

- giving new information
- gathering of people
- presentation of a new product
- appreciation of partners (for example in the case of sponsoring)
- employees recognition
- company anniversary or memorial ceremony
- creating of a new community
- increasing of loyalty of employees (Lattenberg, 2010:8).

3.1.2. Types of events according to Lattenberg

Subsequently, when the goal of the event is specified, it is important to realize what kind of event is required. The first decision is whether the event should be **internal** or **external**. The main difference between them is based on the fact that internal event is concentrated on people in company, while an external event focuses on public (Lattenberg, 2010). To demonstrate the difference, for example, teambuilding is considered as an internal event, because it is related only to employees. On the other hand, promotional event, such as the introducing of new products to the public, is considered as external. These two kinds have to be differentiated.

Apart from the division to internal and external events, Lattenberg, further, distinguishes more specific events such as:

- **Meetings**
- **Formal evenings**

- **Prestigious galas**
- **Conferences**
- **Workshops**
- **Promotions** (Lattenberg, 2010:10).

3.1.3. Determining target audience

If the goal and the category of the event is already evident, then a company usually defines the target audience, which is, to a considerable extend, influenced by these two aspects. Based on the importance of the given goal, it is decided which target groups are required. For an illustration, the table with two examples is used. As it was mentioned above, it is obvious that the meeting represents the internal event and promotion represents the external one. For this reason, the target audience differs and the promotion would have higher number and range of participants than the business meeting.

TYPE OF AN EVENT	GOAL	TARGET AUDIENCE
Meeting	Giving new information Gathering of people	Company's management Employees
Promotion	Introducing of a new product Giving new information	Company's management Media Business partners Potential sponsors Bystanders

Table 1. Examples of events with different goals and target audience (Lattenberg, 2010).

The division of events to internal and external is very important in the case. According to this, the audience is determined.

3.2. Timing in planning

The duration of the planning, arranging of dates and deadlines are aspects which depend on how demanding the event is going to be. The longer and more difficult the event is, the more time event organizers have to reserve. It is obvious, that several-days' conference in a foreign country would require more preparation than an afternoon seminar. Because of that, it is necessary to start planning and organizing in advance, create a schedule and control it

continuously. If the preparation is insufficient, it might lead to increasing in potential threats. Furthermore, there are several aspects which must be taken in consideration.

Judy Allen and Vivien Lattenberg, experts on event planning, agree that the date is very important aspect. They refer to the time of year and days in the week.

Inconvenient dates for company events

- July and august – This is the season of summer holidays. Most of employees have children and go on vacation.
- National holidays and long weekends – including Christmas, Easter and other ones. In these seasons, in particular, students of elementary and high schools have school holidays, so, as mentioned above, employees might be out of reach.
- National holidays of foreign countries – If there are foreigners among participants, it is vital to subordinate the event to them and also concentrate on their culture habits.

Regarding the day in the week, Tuesday, Wednesday and Thursday are appropriate for afternoon events such as meetings or conferences and the end of the week is suitable for events taking place in the evening. It is recommended to make a calendar and highlight dates which are inconvenient. A timetable is created after choosing the right date. Judy Allen calls it a **critical path**. The critical path is set of tasks, including responsible people, budgets and dates, which must be provided by the deadline (Lattenberg, 2010), (Allen, 2009).

Illustration of the table:

TASK	DATE	RESPONSIBLE PERSON	BUDGET
Reservation for 10 people	20.9.2017	David	850,-
Food and drinks	21.9.2017	Anna	3000,-

Table 2. Examples of tasks division.

Creating of a timetable is necessary for a clear arrangement. Such an event, demonstrated in the timetable, might be, for example, the several-hours' seminar.

3.3. Location

The location, as well as other aspects, depends on the kind of the event. Every event has its suitable place where it should be organized. “The selection of the site where you will be holding your event is of primary importance; it can make or break your event.” (Allen, 2009:80). Making a good impression is necessary to engage people’s attention, therefore, the right selection of the place is very important. Organizers have to take another aspects into consideration, besides the kind of the event, for example the number of participants, the duration of the event or the distance of the place. Provided that the event takes several days, it is requisite to book rooms in a hotel. On the other hand, the reservation of the table in a café is sufficient in the case of an afternoon seminar.

Firstly, the event can take place inside or outside, where the outside area is used, for instance, for the sport event or for teambuilding. There are not many events taking place outside because of weather conditions and the season of the year. Then, according to the kind of the event, they can be arranged in the town or in the village. See the table with advantages and disadvantages of both options.

	TOWN	VILLAGE
ADVANTAGES	Availability (public transport) Restaurants and others	Price (cheaper) Parking Noise disturbance
DISADVANTAGES	Price (more expensive) Traffic jams and parking Noise disturbance	Availability (only car or rental bus)

Table 3. Advantages and disadvantages of towns and villages (Lattenberg, 2010).

Examples of events and their suitable locations are used for an illustration:

(A represents outside/inside and town/village, B represents exact place and comment)

1. Seminar

- a. inside, town
- b. Seminar usually lasts a few hours, so appropriate place might be, for example, café, restaurant or office.

2. Conference

- a. inside, town
- b. Conference is for lecturers and listeners and might last even several days. It might take place in conference centres with lectures halls, but they do not

provide accommodation. Or there also hotels focused on conferences providing both demands.

3. Promotion

- a. inside, town
- b. Because this event is related to marketing, it should be arranged in a frequented place, for instance shopping centre with the parking.

4. Formal evening

- a. inside, town
- b. Formal evening is usually accompanied by banquet and music and it lasts several hours, so the most convenient place is, for example the community centre.

5. Teambuilding

- a. inside or outside, town or village
- b. Regarding the place, the teambuilding has more options. If it lasts more than one day, it is essential to provide accommodation, so organizers can use an offer of nearby hotels or cottages.

3.4. Realization team and personnel

The case of arranging the event without any organizing agency:

In this case the main organizer, for example, manager in a company, is responsible for process of preparing and organizing and assembles the realization team which might consist of his/her colleagues. Regarding the team and personnel, the most important property is communication. It is necessary to inform everybody involved in organizing about detailed vision of the event and possible threats that might occur. The event will never be successful without communication.

The realization team is created according to the difficulty of the event. Lattenberg gives an example of one person who can manage a half day event with an easy program without any problems in his book. In the case of one day event with more varied program and more suppliers, at least two people should be involved (Lattenberg, 2010).

The personnel can occupy following posts: chefs, barman, waiters, hostess, technics or cloakroom attendant. It is suitable to inform the personnel in advance about the dress code and harmonize their dresses and colours according to the theme of the event. Guests can recognize them easily in this way. When the program is formed, breaks for the personnel must

be involved in the schedule as well and, subsequently, the personnel must have some place where they can change their clothes and leave their personal belongings and, finally, the organizer should provide them refreshment.

If the event is too difficult so that people are not able to organize it for themselves, there are event agencies. They can provide all event or only its part and calculate the price.

3.5. Program

Whatever program of the event is, it must always contain the introduction and the ending. The organizer or the responsible person welcomes participants in the introduction and explains the program of an event. They finish and thank for the participation at the end. On a special occasion such as a firm's ball, the host has a brief toast (Lattenberg, 2010).

Another part included in arranging any kind of program is a creation of invitations. Invitations are used to inform people about the event. Invitations can be send via the email or the phone in the case of less demanding events like seminars or meetings. It is more effective to create printed invitation cards in the case of evening formal events, but they must be sent in advance.

The invitation card must contain following information:

- the date
- the duration
- the place
- the dress code (if it is demanded)
- brief program if necessary
- on which occasion it is organized

The invitation must give people obvious information about the kind and topic of the event and what they should expect.

For an illustration, an invitation card to formal evening is included:

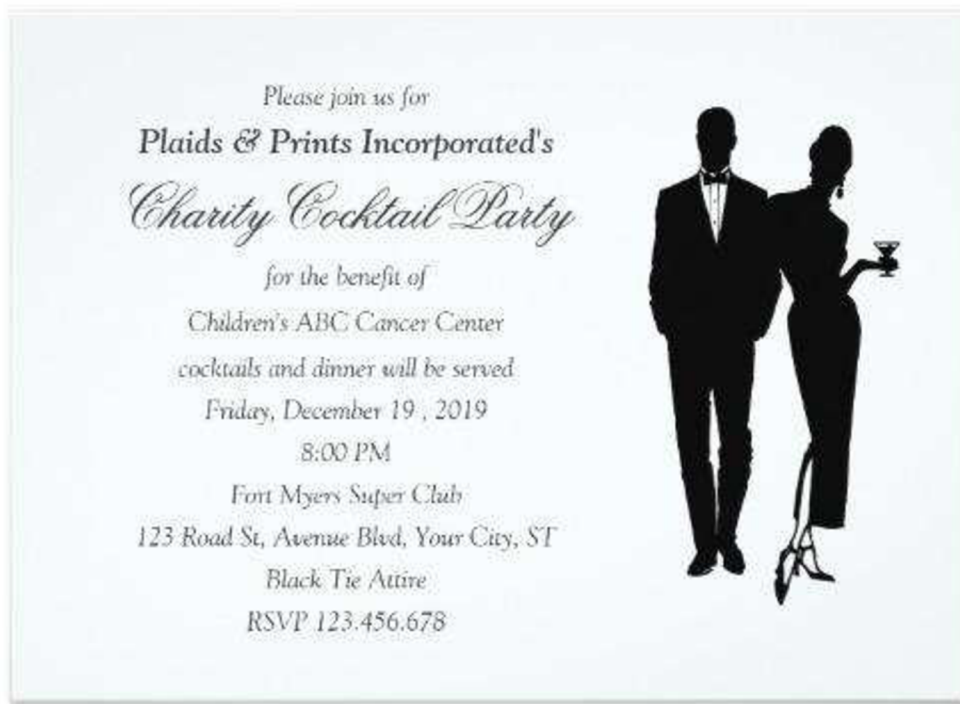


Figure 1. Invitation card for Cocktail party.

This invitation card complies with the rules mentioned above. The occasion and reason of the event is described in the first three rows. And what will be served is also written. Afterwards, there is the date and the place together with address and dress code. Finally, regarding the design, the invitation card is simple with a suitable font accompanied by a picture and it attracts people's attention.

If the sender informs the receiver about the event via the email, he/she will have to provide the same information as in the case of invitation cards. In both cases, the sender should use formal language and should be familiar with business correspondence. The topic of business correspondence will be discussed in the following chapter (4.3.).

3.6. Refreshment

Catering

Perfectly served and tasty food is a half of successful event. Catering as a service does not provide only preparation of the food and drinks, but for instance menu proposal from the taste and visual viewpoint, the delivery, the decoration and also sufficient amount of tableware or napkins. The organizers of the event are responsible for arranging enough place, fridges or electric connection for the catering firm.

Another option is to arrange menu with the restaurant where the event takes place. For setting the menu, whether with the catering firm or with the restaurant, the variety of food and drinks, is very important. As some people might be vegetarian or might have, for example, gluten intolerance (Latternberg, 2010). Moreover, the demand for health food is increasing nowadays.

Furthermore, the refreshment should correspond with the theme of an event (by decoration) and, of course, the food reflects the number of guests. The lack of food or drinks might lead to the dissatisfaction of people. If there is a surplus of food and drinks, the organizer might lose money. The aspect of the sufficiency is not related only to food and drinks, but also to tableware, tables, chairs or stalls with refreshment. For instance, if there is a dancing ball for thousand people, it is demanded to have enough stalls with refreshment so that people do not wait long time in the queue.

Finally, in the mobile time when moments are caught on the camera, it is also important to pay attention to visual part of the food and beverage. “It is one of the ingredients that adds immeasurably to the success of your event.” (Allen, 2009:270).

All mentioned aspects depend on the event. Events are very individual, with many categories and every event has different demands. Organizers should pay attention to all mentioned aspects. Very important is the fact that the basic goal of events is to gather people and satisfy them and this is what all events have in common. As it was mentioned in the first chapter, Event management (2.), people have been organizing events to gather themselves since 2000 BC. When arranging an event, first of all, the responsible person should have enough time to it and is at his/her discretion to decide if he/she will entrust the organization to the agency and what the whole event will look like.

4. Communication strategies

4.1. Communication

The term communication, according to Moore, “is a process by which information is exchanged for the purpose of achieving a shared understanding.” (Moore, 2013: 54). In other words, the communication is provided between at least two people called the sender and the recipient or the speaker and the hearer. The main purpose is exchanging of messages.

Furthermore, communication might be accompanied by body and hand movements and gestures. For this reason, communication is divided into verbal and non-verbal. Vybíral claims that “Verbal communication is communication between two or more people using words. It is based on the choice, combination and production of language signs, process of mutual communication, perception and receiving information and understanding of them.”

³(Vybíral, 2000: 85-86).

On the other hand, non-verbal communication recognizes head and hand movements, postures, facial expressions, distance between communicators or duration of the communication. It corresponds with verbal communication or it can be separated. Moreover, it shows human emotions like delight, surprise, anger, sadness, reluctance, interest or fear. In the past, non-verbal communication was not attached a great importance, but it proved to have very significant role and influence the verbal mean (Sedlářová, 2009).

Communication can be also divided into written and spoken communication. Written communication includes e-mails, letters, text, posters, notices, etc. People are not in direct contact during written communication. It might lead to misunderstanding because of no interaction. On the other hand, the formality, punctuation and other rules are taken into consideration. Spoken communication includes face to face conversation, video chat or phone calls. In spoken communication there are immediate reactions, interactions and feedbacks. Both of them are influenced by the mother language, age, community, culture and thinking. One more type of communication is mentioned and is called visual. It mostly includes visual and graphical side of documents or videos. There are used to attract people’s attention and it shows the arrangement of documentation. This means that visual communication influences written communication, because of the layout of the page, selection of font, colours, using of pictures and many other aspects which are included and described in the part regarding visual communication in advertising (4.4.).

³ Translated by the author.

4.2. Communication strategies of advertising

In her book *The language of advertising: written text*, Angela Goddard mentions, that the root of the word advertisement comes from the Latin word *advertere* which means to turn forward (Goddard, 2002). That implies that the advertising is something which has some specific goal. In general, people are familiar with the advertisement from the TV, newspapers, magazines, billboards, internet, posters, radios or leaflets. Although all these mentioned sources of advertisement are different, not only in the form, and also in the range of popularity, the communication is what they have in common. The advertisement can be defined as “communication with a business intention”⁴(Vysekalová&Mikeš, 2010:16).

An advertisement creating process is very similar to the event planning process. Initially, the goal and the target group should be determined. Then, there is a selection of a media according to the goal, target group and budget. It is important to remember that good advertisement should attract people’s attention, inform and persuade by the argument (Vysekalová&Mikeš, 2010).

4.2.1. Content

The advertisement should include information and properties of advertised products which should be described positively. There are no advertisement with information like “This product is overprized” or “This product does not work”. People should have the feeling that the product would be very beneficial for them. On the contrary, there are also advertisements that do not only give a positive side but also the negative one, for example, advertisements related to traffic accidents or smoking. It is necessary to distinguish whether the goal is to sell products and show their benefits or to refer to something harmful and prevent it.

Certainly, sentences should be brief, clear and understandable. Then there should definitely be the logo of a company, contact or web pages. Also, slogans are used in many advertisements. The slogan can be defined as a motto referring to the product. It is usually brief and easily memorable. For example the slogan from Nike company “*Just do it*”.

Regarding the language, it is influenced by the age of the target audience. The advertisement for young people would not be the same as for older people.

The visual communication should not use too complicated font and mix too many types together and should be legible. While colour selection, the fact that every colour has its psychological meaning and every person perceives it in a different way should be considered.

⁴ Translated by the author.

Moreover, every colour might have different meaning in different countries. It is also important to use contrast colours in the advertisement (Vysekalová&Mikeš, 2010). Colours and their characterizations are described in the part regarding the visual communication (4.4.).

Another aspects related to the content of the advertisement is using of a story or humour. The advantage of a story is that it persuades the reader to watch or read it till the end (Vysekalová&Mikeš, 2010). For example, the actress starts with “I’ve always wanted to discover...” in one of the video advertisement to the University of Technology, and this evokes the story. Humour, on the other side, attracts the attention and evokes the atmosphere or emotions. But, it should be used appropriately, non-violently and not in an embarrassing way.

While devising the title, the most important is not to use the title which already has another company. It follows that the title should be original. Also, it should be easily pronounceable because it means it also will be rememberable.

4.2.2. Linguistic features in advertising

Advertisings are very individual regarding the language of advertising. It depends mostly on receiver whom is the advertisement intended, their age, culture and what the author would like to offer or refer. Similar features are used in advertisements from the viewpoint of linguistic.

Advertisements have the same functions of language. According to Roman Jakobson and his division of language functions, advertisements have conative, referential and poetic functions. Advertisement tries to persuade reader to do something (conative function), includes information (referential) and concentrates on language itself, its code and use (poetic). As for the text, advertisement uses informative text.

Authors use, linguistic features by which they can create new collocation, besides the organization of the texts and pictures, and this is what makes the advertisement effective.

From the phonological and graphological viewpoint advertisements use:

- Rhymes - sounds at the end of the word are identical (for example: *It's free to **play**, so download you app **today***)

- Alliteration - sounds are identical on the beginning of words (for example: *Today, Tomorrow, Toyota*)
- Acronym - gathering of initial letters or sounds created from some longer titles (often by using the first or first two letters from the original title). Moreover, in English, real words might be identical with the sounds of acronym. Křížek and Crha give following examples: *Opel, BMW* (Bayerische Motoren Werke), *BU* (Be You) (Křížek&Crha, 2012).
- Homonymy – words with identical form but different meaning

From the figurative point of view advertisements use:

Personification (human properties are given to animals, plants or things), simile (similarity between items), anaphora (repeating of the same word) or hyperbole (exaggeration).

Advertisements of course use many other features. Mentioned above were only examples used the most often and immediately seen.

4.3. Business correspondence

Written correspondence

If the communication is provided by a letter or social networks such as emails or chats, it is not about face to face communication. It means that the sender can change the message for several times. Nevertheless, the knowledge of how to write correctively is also necessary. In the chapter regarding the principles how to plan an event, there was mentioned that, first of all, people have to know the reason and the goal. Similar process is used in a written correspondence. The sender should know who is he/she writing to and according to this, the form of the email is influenced. In the second place, he/she should know the content of the email and target.

Nowadays, communication via mail is one of the most effective and used ones. It is fast, cheap, the sender has more options as sending attachments, option of correctness before sending, it is not influenced by time zones as phone calls and the discussion is stored.

Using of an email is not appropriate in some situations. Shirley Taylor mentions the following ones:

- Dealing about something
- Requirement of an immediate reply
- Requirement to discuss emotive issue
- Requirement to keep issues in secret

Using of a phone call is more suitable in these situations. The last two examples are mentioned due to the fact that the discussion via email is stored and the misuse of information might happen (Taylor, 2009).

In general, the email or letter should be evident, brief, the sender avoids the using of informal words and phrasal verbs and, contrarily, uses formal language and polite phrases and pays attention to visual part.

Greeting

The greeting in an email depends on following aspects:

- The position of the receiver (whether he/she is an employer or a colleague)
- The relationship between the sender and the receiver
- How often do the sender and receiver communicate together

All those aspects are, of course, influenced by the individual company, its preference and relations inside the company. However, the greeting should be professional.

The email/letter should begin with “Dear Sir/Madam” or with a specific surname, for instance, “Dear Mr. Woods”. This addressing is used whether the receiver is the superior to the sender or they do not have a close relationship. On the contrary, in the case of close relationship, the sender uses less polite addressing with a name of receiver, for example, “Hi David”.

Based on the book by Shirley Taylor, addressing like “Good morning”, “Good afternoon” or “Good evening” are inappropriate since the sender is not sure when the receiver will read the writing (Taylor, 2009). There is a general greeting “Dobrý den” in the Czech language, which is used in formal as well as in informal correspondence regardless the part of a day. In a view of the fact that such a greeting does not exist in English, greeting mentioned above are more suitable.

Regarding the visual part, the greeting always begins in the left part of a page, is separated by the comma and the following text begins with a small letter.

The layout of the email or letter

To write the message in the most effective way, Shirley Taylor recognizes three parts – introduction, information and action.

Introduction – the sender prepares the scene and introduces the receiver to the connection with an email in an introduction. For example: “Further to our telephone conversation, I am writing you...”.

Information – this is the longest and most important part of the email. Information includes replies to the receiver’s questions and sender’s request.

Action – the summary of the message (Taylor, 2009).

All of those parts are divided into paragraphs.

Closing the message

Closing message introduces the finishing of the message.

For example: I look forward to hearing from you

Best regards

If the message begins with “Dear Sir/Madam”, it is finished with “Yours faithfully”. If the message begins with, for instance, “Dear Mr. Woods” (with specific surname), it is finished with “Yours sincerely”. The message is finished by the name or signature of the sender. There is an automatic signature in business messages, which includes the name of the company and other information.

Email

To demonstrate principles of written correspondence, an example of the email replying to a complaint of wine deliver is used.

Dear Mrs. Woods,

via this email I would like to reply to your complaint of wine delivery to your hotel Silesia Golf Resort. Firstly, I would like to apologize for the unsuitable packing of your delivery that caused the damage of products. The damage of the delivery had to be caused in the packing department which our company collaborates with and all our parcels are packed there.

I would like to rectify our mistake. We are willing to offer you the compensation of damage. We would send you another delivery for free or we will provide five percent discount on every other orders. Please select one of these options and inform us in the reply.

As a compensation of a damage, we offer you fifteen bottles of wine of any kind (white, red, rose) which we will send you for free. I hope that this accident will not influence our partnership and we will continue in our collaboration.

I am looking forward to hearing from you.

Yours sincerely

John Sandberg

General manager

Le Bon Vine co.

When closing a message, at first there is a closing phrase, then a signature (if it is required), sender's name and, finally, contact information (in this case it is position and company).

Letter

The structure of the business letter is similar to the business email, but, in addition, usually contains sender's and receiver's contact information (name, address, city, state, zip code, phone number and email address), date and handwritten or typed signature.

The dismissal letter is used as an example.

John Smith
Silesia Golf Resort
Kravaře, Mlýnská 3377/23A, 74721
+420 720 636 123
john.smith@gmail.com

12. 1. 2018

Willi Sandberg
Ostrava, Hlavní 62, 74001
+420 740 245 697
willi.sandberg@gmail.com

Mr. Sandberg,

This letter confirms your dismissal from Silesia Golf Resort. Your employment will end as of January 20, 2018 and the decision cannot be modified.

Your employment was terminated for the following reasons:

On the 28th of November, you were absent from work without leaving. Afterwards, you observed formal warning about your absence.

On the 10th of December, you were absent again from work without leaving and observed another formal warning about your absence.

On the 15th of December, you were supposed to submit a proposal of the contract with client who has ordered teambuilding event.

As a consequence, your employment was terminated as a result of your insufficient performance.

Due to the failure to fulfil your work duties, you lost the entitlement to severance pay. You are requested to return the company properties like mobile phones and notebook.

If you have questions about this letter please contact Mr. Frank Bray.

Regards,



John Smith
General manager

4.4. Visual communication in advertising

Structure of emails and letters

The topic of written correspondence have been already mentioned, but the format is another significant part of writing. The advantage of written communication is that the sender can prepare, delete and remake the text he/she writes before it will be received.

Font type should be simple and inconspicuous and text colour should be unified. The most used types are Time New Roman or Arial. The text should not be neither too small, nor too big. The best choice is the font size number 12. The sender can also use bold, italics and underline. Bold is usually used for highlighting of important information. Italics and underline are rarely used in written communication. The sender can also use bullet points and numbers which are used to help the receiver to read in the text. Paragraphs should be short and divided and the text is always arranged to the left.

Advertisement

As it has been already mentioned, the advertisement (whether in the form of the poster or the video) should attract the attention. For this reason, the important information are highlighted. For example, the sale is always written in noticeable colour in the leaflet with reduced products or it is written in bigger font. Other information, which are less important and less, are written less visible (for example by using of a smaller font).

On the contrary, compared with email or letter correspondence, the font type can be of any kind, but should correspond with the product that is offered or with information which is required to include. In the case of, for example, the invitation to the ball, the decorative font is used while in the poster informing about opening of new shopping centre, the font can be usual.

Regarding the arrangement of the text and the picture, the advertisement do not have fixed structure. To achieve a success, the advertisement should be well structured. This means it should be well legible and arranged to make the reader understand it.

Moreover, advertisements without pictures are rarely seen at present days. It simplifies an orientation in the advertisement and owing to the picture, the essential information is seen at the first sight and it leads to more effective remembering. If a person reads a text, it is

stored in short term memory while pictures are stored in long term memory and, on that account, they are easier to remember.

Colours

Except for the font, arrangement and pictures, the selection of colours and its effect on people is also an important aspect. It is mentioned that the advertisement should not be over-embellished in the previous chapter, the contrast colours are successful and they raise feelings. In the Czech book, *Jak dělat reklamu*, the descriptions of colours are following:

- Black – symbol of doubts and death, but, on the other hand, it denotes the attractiveness and elegance. The combination of black and white is used, for example, in more luxurious invitations.
- White – symbol of peace and innocence. White colour is one of the most used because it impresses neutrally and calmly.
- Green – is considered as a positive colour related to the freshness and nature.
- Blue – symbol of peace and relaxation.
- Red – is more conspicuous than other colour and symbolizes energy and dynamics and catches the most attention.
- Yellow – symbol of the sun which is related to the warmness and light (Vysekalová, Mikeš, 2010).

Also, authors should take into account the fact, that different cultures may have different connotation in colours and in order to create successful advertisement, it is important to know the culture which advertising is created for.

4.5. Promotional and Informative written documents

4.5.1. Invitation card



Figure 1. Invitation card for Cocktail party.

To demonstrate the basic rules of promotional written documents, the same invitation card as in previous part, Theory of planning (3.), is used, but will be analysed in more detail from the viewpoint of the design and language of advertising.

This invitation card is very well structured. First of all, there are all basic information for the reader like the name, date, place (address, name of the club), purpose of the event and dress code.

The alignment of the text to the middle makes it lucid. The name of the company and name of whole event are written in the bigger font size since these two information are the most important which should be seen at first. The author changed the type/font only in the name of the event which corresponds with the kind of the event and it gives an impression of

elegance. The invitation card is assembled in the way to interest all age brackets (excluding children) which is its aim.

Regarding the choice of colours, the card is well-balanced. Although, as it has been mentioned, the black colour is not considered as very optimistic colour, in this case, together with contrast white colour, it symbolizes the elegance of the event. In addition, the card is accompanied by picture which, also, corresponds with the kind of the event and indicates the dress code.

4.5.2. Promotional poster



Figure 2. Promotional poster.

As a second example, the promotional poster of the travel agency is used. The poster does not refer to particular tours, but informs about tour's prices reduction and its aim is selling.

There are two information – what does the travel agency offer and where customers can find it. Regarding the design, the author selected the background of the sea and the sky which is typical for travel agencies. The colour of the type/font is blue and white which are both neutral colours. A lot of travel agencies use blue colour symbolizing the sea or sky or yellow and orange symbolizing the sun, warmth or sand. The font size and the type are suitable, excluding the notes below the sentence “Getaway with us”. The background and the colour of the font type have almost identical colour and it is not well legible. It would be more appropriate either to move the notes, or to use different colour and bigger size. The most important information are the most highlighted. Firstly, the slogan, “Book your travel now”,

allures customers. Secondly, there is information where the tour can be booked. Thirdly, there is the symbol of the star including the text which informs about the price. The advertisement communicates directly with the customer using “**Your** trip” or “when **you** book”.

5. Planning in practise

On the basis of the previous part, Theory of planning (3.), I will describe and demonstrate how the event arranging is organized and provided. According to Lattenberg's and Allen's principles I will describe a preparation of an event in detail. Since the previous chapter describes how to proceed if people organize event for themselves, I've chosen such an event where people do not hire an event agency.

Suppose the following situation – ten new employees were recruited in a company and two people from human resources are in charged to provide two day's teambuilding for them.

A company that mediates the international business has devised a teambuilding event. The company has a total of only 15 employees. Since the company mostly trades with English speaking countries, the entire teambuilding will be held in English language to gain improving skills in English language.

The demands are:

- The event takes place for 2 days.
- The event is focused on sport and also on mutual meeting.
- The budget is 55 000 Czech crowns.
- The event takes place within 3 months since the date of the assignment.
- Participants arrange the transport for themselves.

5.1. The goal of an event and audience

Organizers are familiar with demands at this moment and will determine the target now. Since the event is internal and concentrated on people in a company, the main target is obvious, that is gathering of participants. Moreover, in the previous chapter (3.1.2.), there was mentioned that according to the category of the event (internal and external) the target audience is determined. Thus, this event is not related to participants such as media, business partners or bystanders.

The number of participants is ten people and two organizers.

5.2 Timing in planning

Suppose that the task was assigned at the 1st of February and organizers have three months to provide it. It means that the event must be provided to the 1st of May. Now organizers have to find the suitable date. Since the event will take place for two days, the most convenient days of the week are Fridays, Saturdays and Sundays. If the part of the week is already determined, organizers will have to look through the calendar and avoid long weekends, because, as was mentioned in the previous part, people might be out of reach. It is very beneficial to create a calendar and to cross out unsuitable dates or months and highlight the suitable ones. See the example of such a calendar below:

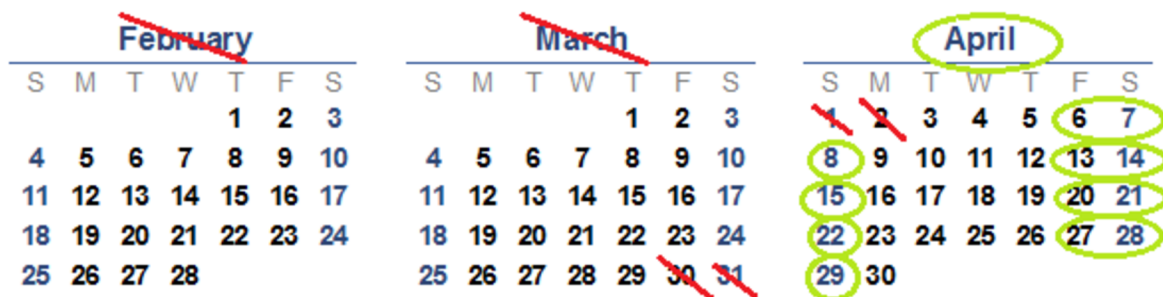


Figure 3. Calendar of suitable and unsuitable dates.

If organizers have three months to provide this event, they have to proceed consequently. It is obvious, that the event cannot be organized in February, because the accommodation might not be available yet. March and April appear as more suitable months. Anyway, as one of the demand is that the event should be sport, April would be better option due to the weather season and condition. Organizers have to check the calendar and national holidays now. The only holidays are Easter on the 2nd of April 2018, so the weekend since the 30th of March to the 1st of April 2018 is not convenient. Thus, the event can be organized in whatever weekend since the 6th to the 29th of April 2018 and organizers select the weekend since the 20th to the 22nd of April 2018.

5.3 Location and the sport selection

In the table regarding the kind of events and their suitable location (*Table 3.*), there was mentioned that the teambuilding has more options. Of course, there are more sports

opportunities in the city, but, since the event is teambuilding, organizers should select a less frequented place where sport is also available. In addition, organizers should select place and sport according to the age of participants. Lattenberg, claims that “Almost every sport activity is appropriate for young managers. The range of activities decreases with an increasing age, because not every fifty-year old manager is able to go hiking or run on the football pitch.” (Lattenberg:2010:98-99)⁵. An average age of our participants is 30 years and half of them are men and half of them women. Organizers also have to take in consideration the fact, that women are not interested in every kind of sport. Organizers select the golf on that account, because it is suitable for women as well as for men and it is not physically demanding.

At this point, organizers select the place according following aspects:

- Less frequented place
- Area with an opportunity to play golf

There are no demands about the region in the Czech republic, so regarding the exact place, organizers have a blank cheque. Supposed, that the company is located in Ostrava and organizers seek the nearest place with mentioned demand. Hence, they selected Silesia golf resort in Kravaře in Opava region, which is 25 kilometres from their office. This place is a suitable option for organizers and participants, because organizers do not arrange transport and it is not faraway. Moreover, this resort is composed of a golf club, hotel, restaurant and wellness so it is appropriate for the event. This place complies with the demand of sport and, in addition, it can also provide the accommodation and the refreshment.

5.4 Food and drinks

Since the accommodation is provided in the hotel which is together with the restaurant, so organizers do not have to solve some menu or order catering. The price for food and non-alcoholic drinks will be included within the budget, but participants will pay alcoholic drinks for themselves. Thus, participants will have breakfast, lunch and dinner plus non-alcoholic drinks, where the budget is 25 000 Czech crowns. The amount is actually lower (for example, 20 000 Czech crowns), but it is very beneficial to expect higher amount and have same money reserved so that organizers do not suffer a lost.

⁵ Translated by the author.

Food and drinks should correspond with the topic of the event as it was mentioned in the theoretical part. In the case of an internal event related only to employees, where no theme is specified, organizers let the restaurant be responsible for refreshment in a hotel complex.

The hotel suggests following menu:

Breakfast – cold buffet

Lunch – garlic soup, fried chicken breast with mashed potatoes or pasta salad with tuna

Dinner – banquet (variation of meat and vegetarian food + side dish)

Breakfast – cold buffet

Lunch – beef broth, beef goulash with dumplings or caesar salad

The hotel will create a substitutive menu in the case of allergies, which should be notified at least one week before arrival.

5.5 Accommodation

Accommodation is provided within a hotel and the price for twin room for one night is 1 600 Czech crowns. Fortunately, the half of participants are women and half of them are men, so organizers can reserve 6 twin rooms for two nights. Accommodation will cost 19 200 Czech crowns and this price is fixed.

5.6 Program

Organizers determined the date, place, accommodation, refreshment and sport activity at this moment. Now they can start to create a program which will be corresponding with the kind of the event. The event begins on Friday which is the working day. This means that organizers have to specify time after the working hours – afternoon or rather evening hours. Thus, organizers set the beginning at 7 p.m.

Although the program is not determined, organizers can set the time for refreshment. The restaurant opens at 7 a.m.

The schedule will be following:

8:00 – breakfast

12:00 – lunch

18:00 – dinner

When organizers provide the program, they should direct the longest and most demanding activities or sport activities into the time between lunch and dinner. Morning time can be used for shorter activities. The time after lunch is earmarked for undemanding activities.

Organizers will, first of all, define activities which will be included in a schedule. One of the demands is to add the sport activity in the program. Organizers have selected golf. Not all of participants are familiar with this sport, so they require the trainer. The trainer is provided by the golf resort. The maximal number of people for a trainer is four people, so three trainers are required. The price for trainer for 4 people is 1100 Czech crowns. Moreover, the admission fee to the field is 100 Czech crowns per one person. The final price for the sport activity is 4500 Czech crowns.

The whole event is arranged for the purpose of meeting and the improvement and relations. Organizers include different kinds of games to the program for that reason. Participants will try how they are able to cooperate in different situation in these games. See the list of games and the description below:

- The net –organizers will create a net from strings which will have 3 levels. The lowest will be down to the ground. There will be 12 meshes in the net (the same as the number of participants). The task for a group of people is to get to the other side through the meshes. Every mesh can be use only once and participants can not touch the net. If he/she touches the net, he/she cannot speak.
- The modelling from a clay – this activity is ideal for evening. Participants are blindfolded, taken to other room and divided into pairs. People sit in front of each other and there is a table with a clay between them. Their task is to create together a figure without speaking. They show their creations at the end of the evening and there will be a discussion about if and how they recognized the person sitting on front of them, what was the cooperation like, etc.
- Outside painting – participants make groups of two people and get printed pictures. The first person begins to colour the picture, after finishing he/she covers his coloured part

and his/her colleague continues. Then, they will discuss about it as in the previous activity.

- Playing of parlour games – another way how to make participants to collaborate.

Now, the program is determined and the activities are synchronized in a table.

TIME	ACTIVITY
20:00	The beginning of the event and welcoming
20:15 – 22:00	The modelling from a clay
8:00 – 9:00	Breakfast
10:00 – 12:00	Outside painting
12:00 – 13:00	Lunch
14:00 – 17:30	Golf activity
18:00 – 19:00	Dinner
20:00 – 22:00	Playing of parlour games
8:00 – 9:00	Breakfast
10:00 – 12:00	The net and something
12:00 – 13:00	Lunch
14:30	Leaving

Table 4. Program.

5.7. Budget

	Provider	Price
Accommodation	Silesia golf resort	19 200
Refreshment for 12 people	Silesia golf resort	25 000
Golf trainer	Silesia golf resort	4 500
Materials for other activities	Organizers	3 000
Total		51700

Table 5. Budget.

5.8. Divisions of tasks

For the arrangement organizers should write a table including the division of tasks and their deadline. It helps them to assure who is responsible for particular tasks.

	TASK	DEADLINE
Organizer 1	Reservation of a hotel and food Reservation of a trainer	15.2.2018
Organizer 2	Invitation cards and email Buying of matters for other activities	1.3.2018 15.3.2018

Table 6. Division of tasks.

5.9. Invitation email and card

Invitation email

Dear participants,

We are pleased to inform you we have organized the teambuilding event for you. The event is taking place since 20th to 22nd of April in Golf Silesia resort in Kravaře. You will attend the golf tournament and many other activities which join you and your colleagues together.

Two organizers, David Sandberg and Petr Mach, will take care of your program. You will obtain more information on Thursday, at the meeting.

Best wishes

John Smith

Since the employer informs employees, the email should be written formally. Email is brief, but sufficient. In an email informing about the event there is no need to write exact time schedule. For now, the kind of the event, date and place are demanding information. Also, as was mentioned above, the email complies with the principles of business correspondence (4.3.).

Invitation card



Figure 4. Invitation card to the teambuilding event.

When commenting on this invitation card, the aspect that this event is for really small group of people (12 people) must be taken in consideration. Two documents were analysed in the previous part, Communication strategies, while the first one was an invitation card for big group of people and the second one was promotional. If the organizer works with participants in the same company, there is no need to include all information, for example, the schedule. An invitation card includes the date, place and purpose and uses again the direct communication with participants using “with your colleagues”. Printed coloured pictures of people holding letters, indicate the event where employees will spend time and collaborate together. In this case, there are colour shadows representing people holding letters, which indicates the event where people will spend time and collaborate together. The combination of so many colours is not over-embellished in this card, since the background is white and font colour is black.

6 Conclusion

The main aim of this bachelor thesis was to explain terms Event management, Communication strategies and Planning. The theoretical part deals with relations between these terms. The causality of these terms are also demonstrated in the second, practical, part where an event is planned and whole process of planning is described, in this case, related to teambuilding event.

The first chapter explained that the word event means gathering of people and how it has been developed since the ancient times till nowadays and introduced present events that have prehistorical tradition. The chapter also dealt with the word management, the term event management itself, and its history, that described event situation in early Czechoslovakia. The beginning of event management has been developed since the 20th century when some of important Czechoslovakia entrepreneurs focused on their employees and celebrated events together. Although after the year 1948 the situation was changed and the gathering was banned or influenced by communistic ideology, Czechoslovakia has become democratic country after 40 years and people were allowed to gather and start a free business.

The second chapter was concentrated on Planning, its methods and principles. Events can also be organized by event agencies, but this chapter serves as a “organization manual” and explains how people should proceed when organizing events for themselves.

The third chapter demonstrated how important the communication in this branch is, and how to use it in the most effective way in order to be successful. It is not only related to the business communication and correspondence, but also to the language of advertising and the importance of visual and written part.

The last chapter was practical and the task was to make up fictional event and demonstrate principles of planning based on previous chapters. The practical part also includes the communication with participants via informative email and invitation card where is a demonstration of business correspondence and visual part in practise.

This bachelor thesis refers to the fact that while organizing an event, many aspects should be taken in consideration and organizers should proceed reasonably, with deliberation and in advance in order to make event successful and accomplish required demands and goals.

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