

Analysis of Event Management

An Honors Thesis (HONR 499)

by

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Abstract

Event Management is central to a variety of different areas of study and professions. It is a significant part of the sports industry, nonprofit organizations, and corporations. Event Management entails taking a variety of moving pieces and making them fit together into a seamless flow, with minimal mistakes. My project's purpose was to shadow and observe a variety of different types of events in order to analyze them, compare and contrast them to each other, and share biggest takeaways. The main events that were observed and analyzed through the duration of the year included a social event (Charlietown Tailgate), a fundraising event (Dance Marathon), and a sporting event (Indy 500 and Flag Football Tournament). The similarities among these diverse events are shown, but it is essential to highlight the differences in the logistics and planning behind these events.

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