

AN INTERNSHIP REPORT

On

“Event Management Procedures of

Event Queen BD”



An internship report on
“Event Management Procedures of *Event Queen BD*”

An Internship Report Presented to the Faculty of Business and Entrepreneurship in Partial Fulfillment of the Requirements for the Bachelor's degree of Tourism and Hospitality Management

Submitted To

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Letter of transmittal

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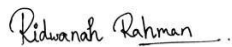
Subject: Submission of internship report.

Dear sir,

I am submitting my internship report on "Event Management Procedures of Event Queen BD," which is part of our program curriculum. It has been a pleasure and a great opportunity for me to work under your supervision. This report is based on my four-month hands-on internship at Event Queen BD, a well-known event management firm in Dhaka. I had the chance to work as an Event Coordinator intern under the guidance of Ms. Sanjana Saddat, the founder. This experience has taught me a great deal. I tried my best to follow your recommendations. I would be extremely happy if you found the information in this study to be helpful in better understanding this subject.

Thank you.

Yours sincerely,



Ridwanah Rahman

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Certificate of approval

This is to certify that Ridwanah Rahman, ID: 191-43-388, Department of Tourism and Hospitality Management, Daffodil International University, has successfully completed the report on “Event Management Procedures of Event Queen BD” & submitted with proper rules and regulations.

Signature,



.....
Md Mishkatul Kabir

Lecturer (Senior Scale)

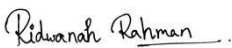
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Declaration

Ridwanah Rahman, ID: 191-43-388 a student of the Bachelor of Tourism and Hospitality Management (BTHM) program under the Tourism and Hospitality Management (THM) at Daffodil International University declaring that this report, titled “Event Management Procedures of Event Queen BD,” has been prepared as per the requirement of the BTHM degree.



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Acknowledgment

Without the help, advice, and encouragement of a few individuals, it would have been impossible to successfully complete this report and therefore sincere thanks to them. To begin with, thanks to Almighty Allah because of giving me the chance to write and finish this report on "Event Management Procedures of Event Queen BD".

Also thankful to the internal faculty, Mr. Md. Mishkatul Kabir, Lecturer (Senior Scale), Department of Tourism and Hospitality Management, Daffodil International University. His constant guidance, insight, and constructive suggestions were important in ensuring that this report was completed successfully and within the due time.

Thankful to the members of the team, associates and the department for the support and encouragement during this project. Lastly, heartfelt thanks to Ms. Sanjana Saddat (Founder, Event Queen BD) because it is her guidance and oversight that were so exceptionally instrumental in this report.

Preface

The report is prepared for the internship program of Bachelors of Tourism and Hospitality Management, Daffodil International University. It has a common ground with the practical learning experience at Event Queen BD, which is a leading event management firm located in Dhaka, Bangladesh. The research is entitled as “Event Management Procedures of Event Queen BD” and is based on the observations of the daily operations of the company. It shows that a theoretical knowledge in academic courses can be effectively used in the real world. Hopefully, this report will be of some use to the faculty members, industry professionals, as well as future students. The purpose is to make them realize how the event management firms are run in Bangladesh and how the external issues are addressed.

Executive Summary

The internship report on “Event Management Procedures of Event Queen BD” is founded on the four months of hands-on experience in Event queen BD which is a renowned event management firm in Dhaka. The main aim of the report is the outlining of the organization of how the company plans and handles various events, such as birthdays, bridal and baby shower, weddings, and as well as corporate programs. As it is determined in the study, Event Queen BD runs in several major departments: Operations, Sales and Client Service, Creative and Design, Vendor and Logistics, Photography and Cinematography, and Catering. Each department is assigned specific duties to make sure that every event will be conducted successfully and without problems.

The report delves into the step-by-step procedure of the company, called Standard Operating Procedures (SOPs), and starts with the process of client onboarding and continues all the way to the post-event follow-up. Such a systematic procedure ensures client reception of personalized, creative, and quality service. As the internship progressed, clear indications were placed on teamwork, communication, and focus to detail being regarded as essential at all types of events planning. The company pays great attention to the level of client satisfaction and exceptional design concepts that render every event unique.

Nevertheless, the report also identifies some challenges that Event Queen BD and the event management sector in Bangladesh generally experience. Some of the challenges encountered when preparing and executing the event are in the form of political disturbances, traffic congestion and time wastage by the vendors. The company is highly dependent on external suppliers nowadays, and little digital equipment is applied to project management. To overcome these challenges, some recommendations have been given, including focused on better utilization of technology, the establishment of backup vendor solutions, the introduction of flexible contracts, and the use of hybrid event formats to handle unforeseen disruptions.

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Keywords

- **SOP** – Standard Operating Procedure
- **AV** – Audio-Visual
- **MoU** – Memorandum of Understanding
- **ICS** – Incident Command System
- **Hybrid Event** – An event that includes both in-person and virtual participation
- **EMBOK**- Event Management Body of Knowledge

Chapter 01: Introduction

1.1 Introduction

Event Queen BD is a complete event management firm that is located in Dhaka. It is renowned for its innovative designs, trusted operations, and customized service. An instructive hint on the manner in which a local event company manages to organize and run events in a competitive and mostly unpredictable market can be gained by examining its operating procedures closely. This background would favor the present study, which also looks at the impact of political instability in event planning and delivery in Bangladesh.

1.2 Background of the report

Event management is a very organized and technology-based process in the world. Planning can be initiated several months and sometimes years beforehand; it entails thorough research on feasibility, budgeting and risk. International conferences, expos, concerts and sporting events adhere to consistent standards, such as those established by global standards organizations such as the Event Management Body of Knowledge (EMBOK) and the Project Management Institute (PMI) (project management institute,2021). Professional event software is widely applicable in the planning, registration, ticketing and online participation. Risk management is regarded as an essential element of the procedure, as it also involves preparation of possible political and security concerns, as well as natural ones, that might occur in various countries. Another important factor is sustainability and innovation where designing eco-friendly designs, hybrid events, and digital marketing strategies are common practices.

Bangladesh is a fast-developing event management process, and more weight is placed on relationships and local resources. Firms, such as Event Queen BD, plan and implement birthdays, weddings, corporate, cultural events, and brand activations. Their procedures include consultation with clients, development of themes, coordination with vendors and on-site performance. Planning periods tend to be shorter than in the international markets and swift response to a sudden crisis such as traffic jams, late amendments of clients, or political unrest is often the key to succeeding. The usage of event management software is not as common as it is dependent on vendors networks and personal contacts, as well as on manual coordination. It is believed that creativity, cultural awareness and identification of cost-effective solutions are the key to success in the local market.

1.3 Scope of the report

The key objective of this paper is the analysis, the interpretation and the description of the event management process employed by Event Queen BD, a firm based in Dhaka. Through the hands-on experience in the internship, the study will seek to establish precisely how the day-to-day operations of Event Queen BD are run, that is, how a client is brought on board up to the actual running of the event and its post event evaluation.

1.4 Objectives of the report

Broad Objective:

An overview of the event management processes of Event Queen BD will be provided, and the emphasis will be made on how the organization intends to organize and execute different events in Bangladesh.

Specific Objectives: To achieve the broad objective, the following specific goals have been identified:

- i) To know the step-by-step planning technique that was applied at Event Queen BD.
- ii) To determine event day and post event activities.
- iii) To identify the barriers of event planning & Strategic adaptations for unstable environment.

1.5 Methodology

The given study relies on an exploratory and descriptive study that is based on personal experience during the internship at Event Queen BD.

Secondary Data:

- The Company's website and social media
- Event management books and articles
- Relevant local regulations
- Review of internal documents (SOPs, timelines, proposals)
- Newspaper articles

1.6 Limitations of the study:

Some limitations were experienced in the course of writing this report which could have influenced the level of the study:

1. **Time Constraints:** Due to the time limits of the given internship, not many of the events could be monitored fully. More time would have provided a more detailed perspective of the planning practices in the company.
2. **Access to the information:** The analysis was restricted by the fact that some internal documents, financial information, and strategic decisions were not to be disclosed.
3. **Event Variety:** The research was mostly concentrated on birthdays and corporate functions. Other forms of events like government programs, concerts and big weddings were not given sufficient attention.
4. **External Factors:** The political disturbances and unexpected inconveniences within the internship time influenced flawless implementation of certain events planned.

Chapter 2: Company Profile

2.1 Overview of Event Queen BD:

Event Queen BD is a full-service event management company of Dhaka which deals with all kinds of events such as government programs and corporate events to wedding, birthday parties, bridal/baby showers, concerts, and social events. Innovative, painstaking attention to detail, and dependable service are the qualities that the company has and is determined to make the life of a client a life-changing experience. Event Queen BD deals with every detail of the event planning, including the design of the concept, logistics, and on-site implementation to the smallest details, due to an informed team and a well-built network of suppliers.

2.1.1 Vision

To be the most recognized and innovative event management company in Bangladesh that offers memorable events that infuse creativity in design, cultural difference, and flawless implementation.

2.1.2 Mission

Its mission is to transform the client's ideas into excellent events by providing:

- Thematic event solutions and customized events based on the clients.
- Creative designs and services of high quality that are always above average.
- Planning to carry out the work professionally and paying special attention to details.
- An obligation to honor, client satisfaction as well as unrelenting enhancement in all aspects of event planning.

2.1.3 Core Values

Creativity: Unique, innovative, and aesthetic ideas are brought into each event.

Excellence: The best standards are maintained in every aspect of the work, from the initial idea to the very completion.

Integrity: Behavior is upheld in an honorable, transparent and professional way towards all clients and vendors.

Customer-Centric Approach: Customers are heard, their needs are known and services made above and beyond.

Teamwork: Teamwork is appreciated and partnerships established with internal teams, clients and suppliers.

Flexibility: The ability to be flexible and be able to adapt to the evolving nature is present, which guarantees the success of the event despite difficult conditions.

Cultural Respect: The diversity, tradition and customs of Bangladesh are accepted and implemented in the planning and implementation of events.

2.2 Operational Procedures

The organizational structure of Event Queen BD is highly coordinated, and the company has several specialized departments necessary to have events planned and executed in a professional, creative and accurate manner.

Operations Department

This department is said to be the root of event implementation. Strategies are implemented and all the arrangements leading to the design of elaborate timetables of the event to the organization of all the logistics on the ground are monitored. Operations staff deal with venue preparation, staging, technical setup and flow of guests. They also manage logistics such as transportation, event inventory, and emergency response. Due to the fact that the timing and the coordination are given close attention, events will be guaranteed to go smoothly until the end, and if any emergency arises, it will be dealt with in a discreet and efficient way on the event day itself.

Sales & Client Services Department

This is where the client contacts the company the most. The team selects the clients who make the first inquiry and learns about their needs, preferences and budget constraints. Their responsibilities include developing unique event quotes and proposals, negotiating, and ensuring that every expectation of the clients is accurately recorded. Other than sales, they are the representative of the client in the organization and will be of assistance to the client during the planning process. This department has been deemed important in establishing trust, relationships management and client satisfaction before, during and after the event.

Creative & Design Department

It is in this department that the vision of the event is actualized. The team will be in charge of establishing the visual and thematic identity of every event. Whether it is the stage designs and lighting ideas or the corporate branding, birthday decor and bridal/baby shower details, the aesthetics of every detail are developed and perfected by this department. The creative team proposes their ideas to clients through their tools such as mood boards, digital sketches and at times 3D layouts and collaborates with the decorators and fabricators to make their ideas come to fruition. Their projects will capture all the current design trends so that each event portrays a unique personality of the client.

Vendor & Logistics Management Department

This department is in charge of complicated network of outside vendors needed in any successful event. The team maintains a database of trusted suppliers such as caterers, decorators, sound engineers, florists, furniture rental, photographers and bakers. They are in charge of price negotiation, service contracts verification, delivery planning and making sure that all the vendors will comply with the quality and timeliness requirements of Event Queen BD. They also manage such logistics as transportation, storage and setting up/dismantling of equipment at the event locations. Their close coordination ensures that every vendor performs his/her job effectively and without failure.

In-House Photography & Cinematography Department

In today's world, which highly depends on visuals, capturing an event is regarded as significant as planning an event. This internal team will be in charge of capturing the events in a professional and artistic manner. It involves scheduling coverage and angles at which to shoot beforehand, capturing important moments at the event and post-production editing. The crew is equipped with high-end cameras, drones, lighting systems and editing software to present highlight reels, albums, promotional videos and even live broadcasts. Their services bring back clients with valuable memories and can also be used as marketing content by Event Queen BD in their future advertisements.

In-House Catering Department

The in-house catering department offers food and beverage options depending on the theme of the event and the kind of people present. This team helps the client to design menus with regard to taste, presentation and hygiene regardless of whether the occasion is a wedding buffet, corporate dinner, cocktail party or birthday party. The catering personnel also work hand in hand with chefs, stewards and service crews in order to ensure a smooth and enjoyable dining experience. This department also deals with the dietary restrictions, the food stations are established, and all food safety regulations are adhered to. They play a crucial role in the process of making the event experience complete and satisfying.

Chapter 3: Discussion & Analysis

3.1 Standard Operating Procedures (SOPs)

The entire Event Management Standard Operating Procedure (SOP) is represented in the five steps as follows. It covers the entire event lifecycle which involves the initial idea of the client up to the reporting and wrap up of the event.

Event Management SOP

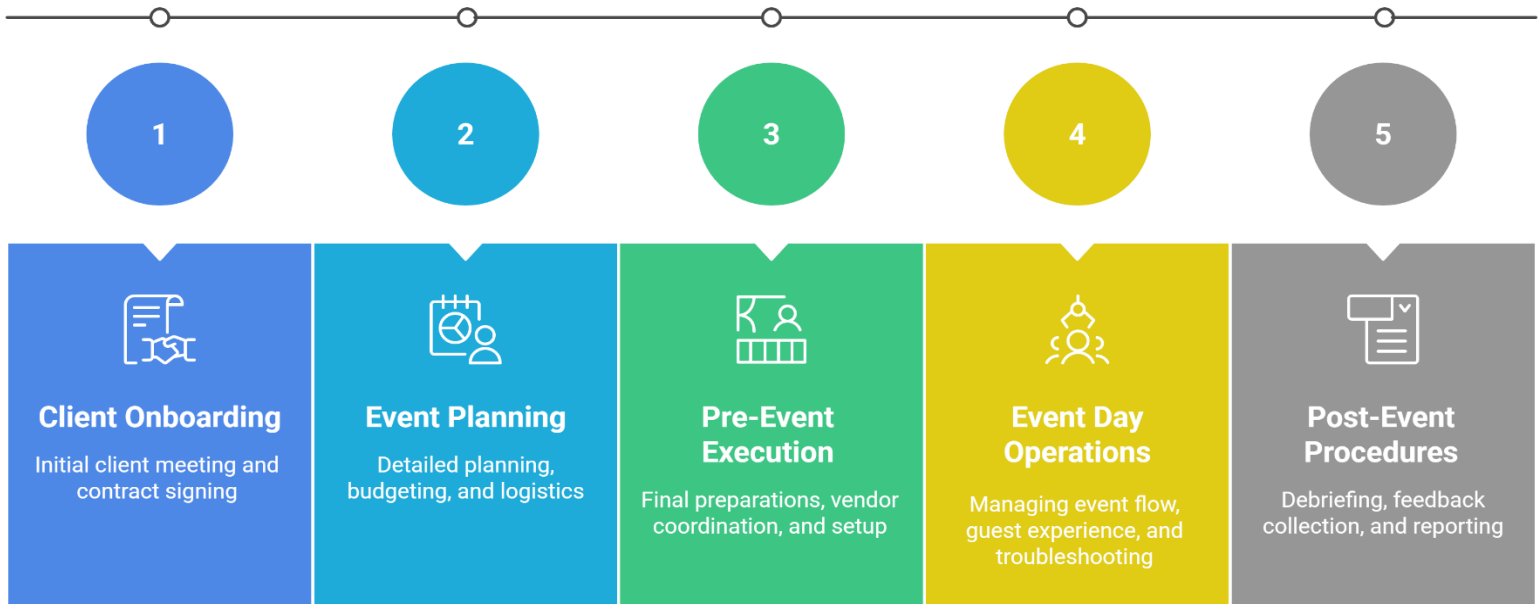


Figure 1: Event Management SOP (Source: Author's construct,2025)

Client Onboarding

The stage is initiated by the first meeting of the client to get a clear picture of what the client wants, where he/she wants to get to, and what the event will entail. Contract signing is the conclusion, and the agreement, services, schedules, and financial terms are officially documented.

Event Planning

This is what is regarded as the strategic core of the process. It includes the development of a step-by-step plan of action that will entail coming up with the idea of the event, identifying the ideal location and structuring the entire budget. More importantly, it contains all the logistics required, including identification of suppliers, a description of the equipment needed and preparing initial schedules.

Pre-Event Execution

This is the point at which the plan is made physically ready. The last preparations are technical riders and last-minute guest lists. Majorities of the vendor coordination occur here to confirm that all the services (catering, audiovisual and entertainment) have been booked and confirmed. The stage is closed by the fact that the event room is ready, and all the preparations have been made.

Event Day Operations

This is the real time implementation of the event. The key objective is the control of the flow of events, each activity, speaker, and transition of events run according to the schedule. Event staff ensure flawless service and support to ensure that it makes the maximum of the guest experience. This is an essential element, and it entails the swift diagnosis and solution of any unexpected problem.

Post-Event Procedures

The last process is the wrapping of loose ends. This involves a debriefing of the team to determine achievements and the way forward. More importantly, the client and stakeholder feedback collection process is included to gauge satisfaction. Last but not the least, reporting involves balancing the budget, compensating the final vendors, and drawing up a comprehensive report of the outcomes of the event relative to what it aimed to achieve.

3.1.1 Client Onboarding process:

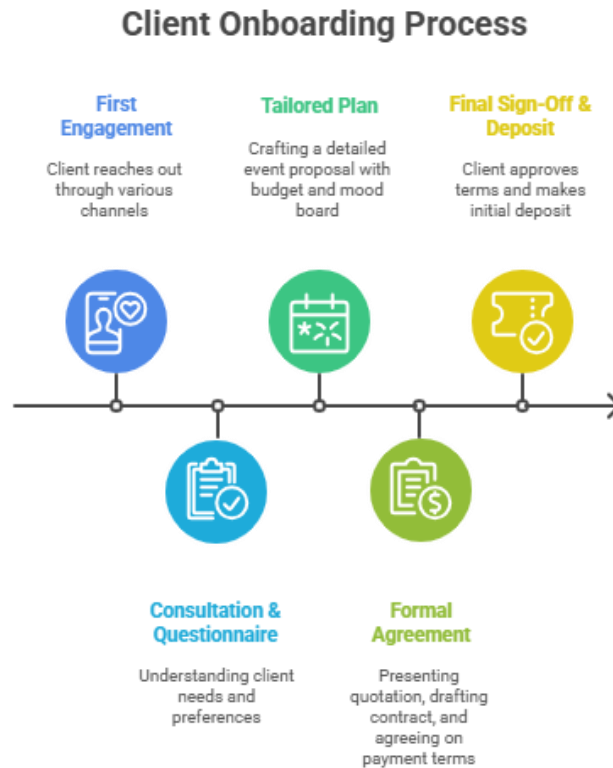


Figure 2: Client Onboarding process (Source: Author's construct,2025)

First Engagement: This is the first interaction whereby the potential clients contact the service provider through phone, email, or a web form tapping into services.

Consultation & Questionnaire: The company is proactive in terms of getting to know what the client needs and what they like by taking the initiative of calling or meeting the client and requesting him or her to complete a questionnaire with detailed questions.

Customized Plan: The solution is created according to the information obtained. This contains a thorough proposal which details the scope of work, a specific budget and sometimes a mood board to aid in making the picture.

Formal Agreement: It is the stage of completing all the paperwork. This includes the approval of the final quotes, introduction of the legal contract to consider and establishment of the concrete terms of payment.

Sign-Off & Deposit: It is the last action when the client signs and endorses the developed plan and contract. The project is completed by the first deposit which binds the booking and formally initiates the project.

3.1.2 Event Planning Process

Event Planning Journey: From Blueprint to Execution



Figure 3: Event Planning Process (Source: Author's construct,2025)

Planning Kick-off Meeting: This is the first meeting and is believed to be necessary before the actual work commences to get the full consent of the client with the planning team on objectives, the scope of work, and creative direction.

Vendor Shortlisting & Booking: The team identifies the best vendors (such as caterers, decorators and A/V) and secures their services through signed contracts and deposits in order to make sure they are available during the event date.

Venue Coordination: This is a specific endeavor to liaise with the event venue to ensure it is ready, finalizing the floor plans, provision of necessary load in/out times and addressing other necessary space logistical requirements.

Timeline Development: A very detailed schedule including each and every task, deadline, milestone etc. is developed so that every aspect of the event is timed absolutely correctly during the pre-event run-up.

Contingency Planning: This involves proactive interventions such as coming up with backup plans and assigning tasks in an event to facilitate smooth operation in the event of any undesirable issues (such as bad weather, vendor cancelations or technical failures).

3.1.3 Pre-Event Execution



Figure 4: Pre-Event Execution (Source: Author's construct,2025)

Team Briefing: This is initiated by mobilizing the on-site team by holding meetings (stand-ups) every single day as all crew assignments are verified and communication systems (such as walkie-talkies) are tested to provide perfect coordination.

Client Preview (Mid-Phase): The client will be taken to the venue where all the physical details will be checked and final approval given on a checklist of the main items like the decorations of the event, seating plans, audiovisuals and where the logo will be located.

Vendor Coordination: This is an important logistical activity which entails communicating with all suppliers to make final confirmations, to coordinate all deliveries and to ensure on time deliveries to be done.

Last Client Preview (Final Approval): It is the final checklist meeting with the client that involves a certain review before the event, which occurs before the guests get there to make sure that all is fine and that not a single detail is left out.

3.1.4 Event Day Operations



Figure 5: Event Day Operations (Source: Author's construct,2025)

On-Site Command Center Setup: This is the first step that is made to set up the base of all operations of the event to which the team will serve as the central control and communication point.

Staff Deployment: Staff is planned and placed all throughout the venue in order to cover every part of the venue and to have staff in the areas where they are most required to perform their duties.

Live Coordination: This role is required as the event progresses, and it involves monitoring of live logistics and constant communication among all teams and vendors to ensure flawless transitions and schedule keepings.

Client Support: There is a guarantee of attending towards the needs and issues of the client throughout the event in order to ensure that they are satisfied and provide them with immediate assistance.

Crisis Management: A well-thought and regularized role is meant to handle any unexpected issues or emergencies in a quick and effective manner that will maintain the safety of the guests as well as see through the continuity of the event.

3.1.5 Post-Event Procedures

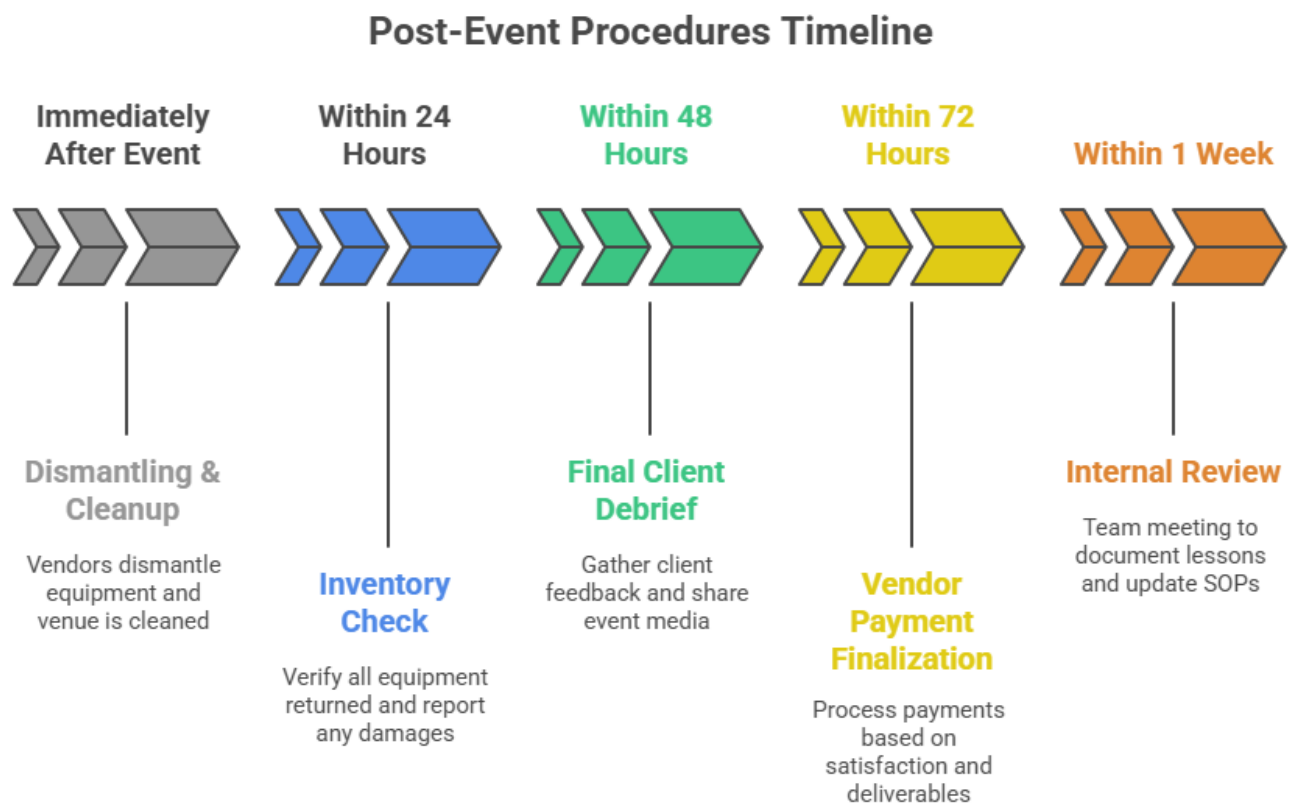


Figure 6: Post-Event Procedure (Source: Author's construct,2025)

Dismantling & Cleanup and Inventory Check (Within 24 Hours): The team works on removing all the staging and decor, overseeing the venue clean-up, and an overall inventory assessment to make sure that all supplies and equipment are accounted for and examined to be damage-free.

Final Client Debrief (Within 48 Hours): An appointment is made to close the project formally and actively solicit definite comments about the experience and satisfaction of the client along with distributing event media.

Vendor Payment Finalization (Within 72 Hours): All outstanding liabilities to the suppliers are executed and implemented in order to deliver accurate and complete payment of all the vendor-invoices based on satisfaction and the deliverables.

Internal Review Meeting (Within One Week): Planning team discusses the overall process of the event, reports on lessons learned (what has worked and what has not worked), and revises internal Standard Operating Procedures (SOPs) to be used in future events.

3.2 Event operation Policies:

3.2.1 Budgetary and Financial Controls

- i) Advance Collection:** A minimum of 50 percent of the entire budget is collected in advance.
- ii) Vendor Payments:** The payments will be made in the form of 30 percent down payment, 40 percent halfway and 30 percent after the event has taken place.
- iii) Daily Budget Monitoring:** The expense logs are always kept in the Excel and logbook.
- iv) Tax Compliance:** VAT and tax certificates of all vendors are maintained up to date.

3.2.2 Vendor Management

- i) There is a confirmed list of at least three choices of services.
- ii) The regular vendors are signed in Memorandums of Understanding (MoU) annually.
- iii) The performance of the vendors is measured and ranked at the end of each event.

3.2.3 HR & Training

-Every new employee is provided with an SOP handbook.

-Monthly training is conducted on:

- i) Client communication
- ii) Crisis management
- iii) Event technology updates

3.2.4 Marketing & Outreach

- i) A dynamic presence is ensured on YouTube, Facebook, and Instagram.
- ii) Monthly blogging is done concerning the trends in events and influencer collaboration and lifestyle pages are engaged in.
- iii) Participation is made in expos (e.g., Women Entrepreneurship Summit, Wedding Expo Bangladesh).

3.2.5 Technology Use

Design: Tools like Adobe Suite, AI, and Canva Pro are used.

Communication: WhatsApp Business, Facebook Messenger, and Instagram are the main platforms.

3.2.6 Legal & Compliance

Business Registration: Certification from RJSC (Registrar of Joint Stock Companies and Firms).

Trade License: It is obtained from the Dhaka South City Corporation.

Event Permits: They are taken from the City Corporation, Police (if public), and Fire Service.

3.3 Event-Level Disruptions & Barriers

The political instability in Bangladesh presents an elaborate array of operational issues to the event management firms. These problems are usually manifested through logistical problems, indecisive customers, untrustworthy suppliers, the tightening of security and restrictions in insurance.

3.3.1 Logistics & Transportation Disruptions

Permit Delays & Route Blockades

The process of getting city permits to use the road and activate the public spaces during general strikes and curfews (whose imposition is the effect of protests) is usually two to three times slower than that in the stable times. In protest waves, planners have documented that the average length of time it took to receive no-objection certificates of the police and Dhaka North City Corporation increased by seven to twenty-one days. (Daily Star, 2024; Bangladesh Event Management Association ,2024)

Equipment Immobilization

Lighting rigs, audio-visual equipment, and stages sometimes become stuck at blocked intersections by trucks with heavy loads. As an illustration, an Event Queen freight shipment was stuck by 18 hours in July 2024 when it was on its way to Narayanganj to Uttara. (Event Queen internal document,2024)

Public Transport Paralysis

As of August 2024, the bus and metro services in Dhaka worked at half-day increments at 40-50 percent during the strikes. This compelled crews to rely on ride-hailing applications, in which surge pricing had tripled transportation costs, leading to a 20-30 percent increase in crew transportation costs. (Daily Star, 2024; Event Queen internal document,2024)

3.3.2 Client Confidence & Demand Fluctuations

Postponements & Cancellations

Ahead of possible new unrest, a survey of 30 corporate clients by the Bangladesh Event Association in Q1 2025 reported that, 68 per cent. delayed in-person conferences, and 12 per cent. cancelled their events. (Bangladesh Event Management Association ,2024)

Shift to Hybrid/Virtual Formats

MNCs rapidly relinquished to hybrid formats in a bid to safeguard stakeholder participation. Taped sessions with speakers and Zoom-based town halls became the norms, and this reduced on-site attendance by half or two-thirds but ensured sponsor exposure. (Bangladesh Event Management Association, 2024)

Budgetary Reallocations

Clients started putting 10 to 15 percent of their event funds to special backup funds. They were to be used in other areas such as digital platform charges, backup sites, and emergency security patches.

3.3.3 Vendor & Supply-Chain Constraints

Vendor Closures

When flare-ups become violent, local AV suppliers, decorators and caterers who are most often small businesses run by families regularly shut down. During those periods, the backup suppliers were selling at an average of 25 percent higher than normal.

Staffing Shortfalls

Competent technicians insisted on increased wages in order to work on rainy, busy and protest days. Consequently, large events have been experiencing an increase in the labor costs compared to the past year.

Material Scarcity

There are incidences where the necessary equipment or supplies needed in an event may not be enough. It may lead to delays and increase expenses, and the organizers should be careful enough to identify alternatives and distribute limited resources.

Chapter 4: Major Findings & Recommendations

3.3 Findings

There are a number of important things about the business of Event Queen BD that the internship disclosed:

Well-Structured Departmental Roles: Event Queen BD is divided into the following departments, Operations, Sales and Client Services, Creative and Design, Vendor and Logistics, Photography and Cinematography and Catering. This accountability is ensured, and this scope of work of every team is clear and minimizes confusion and enhances accountability in the execution of the events.

Comprehensive SOPs (Standard Operating Procedures): The company has a systematic process of dealing with each event, which starts with client onboarding and concludes with the process of post-event evaluation. Such an orderly process is the way to take the service delivery consistency and assists in the quality control of various projects.

Creative Excellence & Customization: The Creative & design team formulates highly personalized event concepts based on mood boards, digital layouts and contemporary trends of decor. Such customization will distinguish Event Queen BD among the competitors and reinforce the relationship with the clients.

Vendor Network & Relationships: Event Queen BD has a network of trusted suppliers of caterers, decorators and AV suppliers. This is going to provide the availability of resources and aid in affordable pricing when the markets are stable.

Strong Social Media Presence: The company uses online channels to inform about higher lights of the events, secure additional customers, and create recognition of the brand by being proactive on Facebook, Instagram, and YouTube.

Hands-On Management: The founder-led structure of the company ensures that it is characterized by the high level of client satisfaction and the ability to solve the problems in a short period of time due to its personal controlled nature.

Limited Technology Integration: The company does not have sophisticated project management software or a CRM (Customer Relationship Management) platform to organize client information and dialogue, although the tools used are quite basic, such as social media, Canva, and Adobe.

Dependence on External Vendors: Dependency on external suppliers of services vital to the business (AV installations and outside catering) will subject the company to vagaries, latencies and abrupt hikes in prices when demand is high in the market or when political instabilities arise.

Inadequate Risk Management Protocols: The organization requires a stronger approach even though it has contingency planning. It does not have a dedicated security liaison, an incident command system, a fully developed political risk strategy to deal with the emergencies that are really serious.

Limited Geographic Reach: The fact that Event Queen BD is majoring on Dhaka restricts its accessibility to lucrative event markets, in other major Bangladeshi cities, like Khulna, Sylhet, and Chattogram.

Small Core Team: The pressure of work in the busy event seasons increases with low permanent work force and, in some occasions, work turnaround and quality control.

4.2 Recommendations

To enhance its resilience and increase the number of clients, Event Queen must leverage its strengths by incorporating flexibility, technology and active risk management in all the aspects of its business such as:

Dynamic Contracting & Pricing: They should have clear directives on the political disruption that will have cancellation charges varying depending on the disruption time and level. As an illustration, the cancellation of events that are more than 30 days before the event costs a little (5-10% of the entire cost), but cancellation is more expensive (25-35% of total cost) when it is done within 7 days of the event. This motivates clients and vendors to collaborate on contingency plans instead of simply cancelling the assignments.

Decentralized Pop-Ups: The events should be divided into many small pop-up events in various neighborhoods or places instead of one. In so doing, in case one of the locations has problems, the other sessions can proceed without being completely halted.

Supply-Chain & Vendor Management:

i) Create different levels of vendors

Each service has a primary, a backup and a backup-backup vendor; all the levels must have varied cost structure although must be willing to assist first. The risk would be higher and then the backup vendors will be employed with the prices that are pre-agreed to facilitate a smooth transition.

ii) Strategic Inventory

A stock of necessary AV equipment and components is to be kept in-house including lighting and decorations that belong to multiple vendors. Security & Crisis Response.

Integrated Incident Command System: Internationally compliant, standardized approach towards problem-solving is to be followed. Depending on the existing signs of political threats, including curfews or protests, clear alert levels (Green, Yellow and Red) are to be set. Each big occasion shall have a "Safety Officer" that communicates straight to the security and police departments.

Risk Monitoring Dashboard: Use a real-time dashboard that draws information on local news, social media, and political updates. It ought to show the level of risks in color per event date and location and automatically start the backup plans when the risks are too high.

Stakeholder Engagement & Advocacy

i) **Government & Community Liaison:** They should have formal links to the city corporation permit offices, police commissioner, and the neighborhood associations. Round tables should be held every quarter to talk about the risk- mitigation processes within Event Queen, provide feedback and marshal one's support to receive clearances promptly within the emergency windows.

ii) **Client engagement:** Extensive handbooks should be developed, and seminars about "Handling Events in Risky Situations" are to be conducted, demonstrating an evident skill with which Event Queen switches between live and virtual events. These will show the clientele that the company can effectively handle circumstances which occur at times of political unrest in Bangladesh.

4.3 Real-world applications of event management theories & Strategies

The interdependence between the principles of global event management and the peculiarities of Bangladesh situation is vividly shown due to the internship in Event Queen BD. Planning strategy followed by the company which carefully balances administration, creative design, operations, marketing and risk planning follows similar principles as the Event Management Body of Knowledge (EMBOK) and the project management approaches (Project Management Institute, 2021). The techniques are adapted to address certain challenges within the region such as unpredictable weather, congestion, and unexpected political instabilities. One other priority is stakeholder management where the company works closely with the clients, vendors, government agencies and the community leaders to give events a smooth approval, publicity and collaboration. Evidence (tangibles) such as appealing stage setups, professionalism, and keeping promises, responding to changes and adjusting to them in time and understanding cultural and personal preferences of individual clients is clear evidence of maintaining service quality.

In Bangladesh, the risk and crisis management strategies are particularly important. The company always maintains backup plans such as backup vendors, backup location, and emergency transportation. Planning tools such as Gantt Charts are also utilized by Event Queen BD to plan the activities in a sequence, the tasks that need the most attention in the planned event, and that the planned schedule is not postponed. This systematic way of scheduling is said to be vital in an ever-changing environment that has a high likelihood of making last-minute amendments.

Event Queen BD employs marketing strategies that are comparable to the 4Ps developed by Kotler: the offered product is the personalized event concept, the prices available are flexible and competitive, the emphasis is mostly maintained on Dhaka as the head office of operations, and intensive promotion is provided in such social media as Facebook and Instagram (Kotler, P., & Keller, K. L., 2016). Furthermore, the business tailors its services to meet the local cultural and religious practices; in some instances, such as gendered seating is offered on demand. Sustainability is also gradually being introduced by such means as recycling decorations, using locally produced flowers and supplies, and promoting electronic invitations. Event Queen BD, in general, succeeds in balancing the international event management theories with the economic, cultural, and business reality in Bangladesh.

4.4 Contribution to academic knowledge with field experience

It is through the mix of theoretical and field experience that narrowed the gap between theory and practice. The academic models such as Event Planning Cycle, stakeholder engagement model, and service quality management theories could be put into action during the participation in real operations of the event. These were concepts taught in classrooms, which were used in budgeting, scheduling the timeline, coordination to the vendors, and contingency plans. But real-life experience demonstrated that expedient decision-making, negotiation, and adaptive strategies are commonly required by the real-life conditions, and such aspects are not always strongly promoted in textbooks. This once again reestablished the importance of employing situational problem-solving skills alongside theoretical knowledge.

Field exposure also demonstrates contextual variables such as cultural norms, customer preferences as well as market conditions. Such factors can sometimes prove to be more influential on the outcome of an event than strict rules or set protocols. Despite classroom risk management training being based on systematic identification and prevention, the risks of events in actual life, as a vendor not arriving on time, an unforeseen weather issue, or a change of venue at the last moment, require instant solutions and redistribution of resources. The significance of how dynamic and flexible the event management sector is, was much better appreciated through the view of these challenges at work.

Moreover, this hands-on experience provided new insights that could be used to sharpen academic knowledge by identifying those areas where the theoretical models require improvement. As an example, traditional event planning models usually presuppose a linear progression, whereas in fact multiple phases intersect and engage in a cyclic fashion. These lessons can be applied to enhance course content to be more realistic to the industry. Lastly, the experience acquired throughout the handling of the operational restrictions, managing client hopes, and collaboration with diverse teams may be deployed as practical case studies in the further discussion within the academic circles.

Chapter 5: Conclusion

Conclusion

The internship experience with Event Queen BD has been very fruitful and offers a real insight into how the event management businesses are run in Bangladesh. Within these four months, it was clarified that event management is meticulous planning, coordination, and teamwork, at every turn- it is much more than decoration and entertainment. Being in very close contact with each of the departments, starting with the first client, and ending with the final follow-up, made it simpler to understand how each department can contribute to the success of an event. The systematic attitude and attention to quality displayed by the company is how professionalism and innovation can effectively address the needs of clients.

Among the key lessons gained during this experience, one can note that flexibility and the ability to solve problems are of paramount importance in the event industry. The situation in Bangladesh can be disrupted at any moment due to such factors as political unrest, traffic jam, or last-minute alterations in a client. Full understanding of the significance of being able to think fast and communicate effectively was achieved through the observation of how the team handled these situations in a calm and collaborative manner. Another principle that the internship strengthened was the absolute need to have positive relationships with the clients, vendors, and employees since no event can be successful without trust and cooperation. This internship made a successful connection between theory and practice, in an academic perspective. Numerous ideas that were introduced in classrooms such as the planning of events, risk management, marketing strategies, and customer service were directly implemented in real-life contexts. As it was established, event management is a science and an art which is a blend of creativity and organization. Although Event Queen BD has solid protocols, using digital planning tools and modern technology where risk management systems become more robust could also be improved to address future challenges in a better way.

On the whole, the experience of working with more experienced professionals has provided a strong base for professional development in the travel and hospitality sector in the future. The experience gained at Event Queen BD reveals that no matter how big or small an event is, it can be turned into a success story that will be remembered through hard work, imagination, and collaboration.

Chapter 6: References

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