

AN ANALYSIS OF THE CHALLENGES OF THE EVENT INDUSTRY IN TIMES OF PANDEMIC: BASIS FOR CREATING INTERVENTION PROGRAM

* John Rae S. Malanao

** Marinel S. Maluyo

*** Recelyn M. Martin

**** Angelyn C. Dy Tioco

Paper Received: 23.04.2022 / **Paper Accepted:** 22.06.2022 / **Paper Published:** 01.07.2022**Corresponding Author:** John Rae S. Malanao; doi:10.46360/cosmos.mgt. 420221003

Abstract

It is essential to learn a new protocol to avoid the illnesses that cause viruses for their health safety. It becomes mandatory to follow the social distancing and wearing Personal Protective Equipment (PPE) as part of work. Macro or micro-events are needed to manage appropriately. Many employees face the challenges and accept that everyone needs to adjust because of the Pandemic-knowing that this is a big impact on them for having an income to help their family. The study's aims can suggest the possible solution to the identified challenges of the event industries in the timely Pandemic; it would be to the community and significantly to the following: Management systems, Events coordinators, Employees, Future entrepreneurs, the researchers, and the Future researchers.

Keywords: Hospitality Management, COVID-19 Pandemic, Health, Safety

Introduction (TIOC Approach)

Hospitality Management was a compass with different sectors, including travel, lodging, restaurant, managing service, recreation, and event management. They typically give good guest service, even a small occasion to mega happening. (Soteriades, 2011 [6]) Events are an essential source of primary revenue generation, offer a variety of opportunities to gain and increase attention through media coverage, and often have a positive effect on the image of the host destination. Primarily, event management is a good source of revenue, especially for tourists interested in being part of it, from the new money they have that will spend in the local country, especially with the hospitality industry's service.

According to (Mandray 2020 [4]), \$1000 billion Event Management and Event Planning are among the most affected industry causes of this Pandemic globally, affecting the employees, businesses, and the people to celebrate their occasions. Event Industry responded to changes in overall operation; everything needs to adjust from the product, price, promotion, place, physical evidence, and people like the limitation of clients and laborers. It is essential to learn a new protocol to avoid the illnesses that cause viruses for their health safety. It becomes mandatory to follow the social distancing and wearing Personal Protective Equipment (PPE) as part of work. Macro or micro-events are needed to manage appropriately. Many employees face the challenges and accept that everyone needs to adjust

because of the Pandemic-knowing that this is a big impact on them for having an income to help their family.

The study's aims can suggest the possible solution to the identified challenges of the event industries in the timely Pandemic; it would be to the community and significantly to the following: Management systems, Events coordinators, Employees, Future entrepreneurs, the researchers, and the Future researchers.

Many occasions are canceled in Event Management in Bulacan due to a pandemic. Only a few event businesses can give service while the others cannot continue to operate. The researchers choose this topic to broaden the researcher's knowledge and readers. The main objective of this study is to design an intervention program for the event management industry in a time of the covid-19 Pandemic. After how many decades since the last time encountered a pandemic, a few studies talk about how the event industry can cope with the Pandemic globally experienced.

Statement of the Problem

The study's major problem is what the challenges in the event industry are in times of pandemics.

Specifically, the study seeks to answer the following questions:

1. How may the business profile of the event company be described in terms of:

- 1.1 Business Name (Optional)
- 1.2 Location
- 1.3 Target Market
- 1.4 Type of Business
- 1.5 Sales; and
- 1.6 Length of Operations
2. How does the pandemic affect the event company in terms of:
 - 2.1 Product
 - 2.2 Price
 - 2.3 Promotion
 - 2.4 Place
 - 2.5 People
 - 2.6 Process
 - 2.7 Physical Evidence
3. What are the actions made by the event company to reduce the impact of the pandemic in business in terms of:
 - 3.1 Product
 - 3.2 Price
 - 3.3 Promotion
 - 3.4 Place
 - 3.5 People
 - 3.6 Process
 - 3.7 Physical Evidence
4. What intervention program may be proposed to assist the Event Management Industry during the Covid-19 pandemic

Scope and Delimitation

The focus of this study is to analyze the challenges of the event industry in times of pandemics to create an intervention program. It was believed that this covid pandemic had an undesirable effect on the economy and hospitality management: the guests, specifically the event management's safety and health, may be at risk. The target populations were the supplier and events coordinators in Bulacan, with 52 informants to participate in the study. Data gathering will be in the form of a survey questionnaire and interviews. The period of this

study is limited to the first semester of the school year 2021-2022.

Relevant Theories

The first theory is Coping Theory: according to Lazarus and Folkman (1984), assisted by Chowdhury (2020) [2], coping is defined as "constantly changing cognitive and behavioral efforts to manage specific external and internal demands that are appraised as taxing or exceeding the person's resources." During this pandemic, many significant events were canceled or postponed, which led to a fall in the industry. Organizers face challenges and difficulties on how to overcome this situation. According to Chowdhury (2020) [2], Coping means using mental energy in ways that can relieve stress, and the ultimate objective of all coping mechanisms is to solve a problem and restore homeostasis.

This theory is relevant and can be used in the present study since the study focuses on the coping mechanism of the event management industry due to the cancellation of events during the covid-19 generation.

The second theory is Human Relation by Elton Mayo; according to Freedman (2021) [3], the focus was on changing working conditions, such as lighting, break times, and the working day's length. Social factors like inclusion in planning and a sense of belonging can affect workers' efficiency and performance. During the covid shock, many events were canceled due to the risk of exposure to infectious diseases. This theory can significantly relate to the current study on how event management employees' productivity during this pandemic and its impact on their physical and mental health.

Conceptual Framework

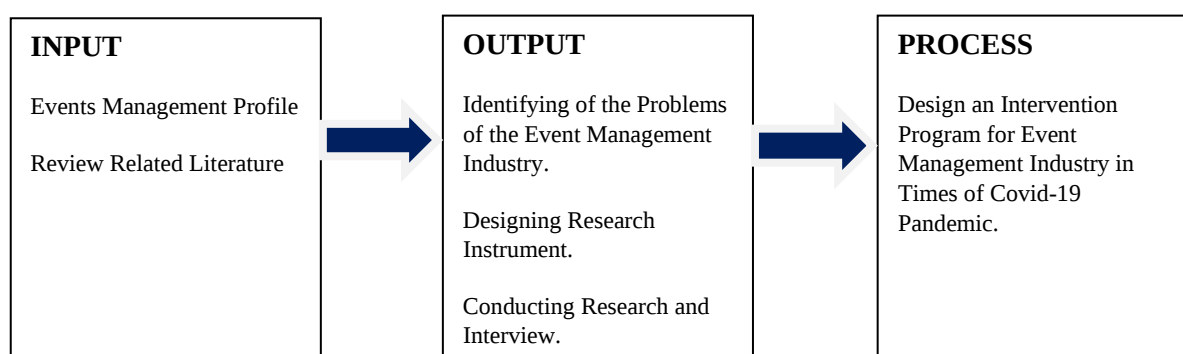


Figure 1: Conceptual Framework

Figure 1: Presents the conceptual framework of the study wherein the Input consists of events management profile and reviews related literature. And the Process was identifying the problems of the

Event Management Industry, Designing Research instruments, and conducting surveys and interviews. The output is to design an intervention program for

the events management industry during the covid-19 pandemic.

This will help the researchers identify the challenges in the event industry in times of pandemics in the province of Bulacan. And to create a basis for an intervention program to assist the Event Management Industry during the Covid-19 pandemic.

Methodology

Method and Techniques of the Study. The study utilized the Mixed Method of research. It includes the use of qualitative for descriptive data and quantitative that compose of numerical data. The researchers of this study used a survey form and interview method in gathering data to the respondents to more elaborate on their thoughts. The given survey form was containing the different scale types that reflect the research study. The first part uses a dichotomous scale that can be answerable by yes or no to determine the specific relationship of the questions. And for the last part, a Likert scale that is based on their encountered problems can be rated to strongly agree to strongly disagree.

Sampling. The study applied random sampling; it is the selection method wherein each subset member has an equal chance of being chosen for the sample. The total respondents comprised fifty (50) respondents for questioners and two (2) respondents for an interview, including the Event Coordinators and Suppliers around Bulacan.

Validation Process. The researchers seek validation from research experts to ensure that the self-made questions are appropriate and helpful as an instrument for collecting the data. The researchers send a copy of questionnaires via gmail. The method employed invalidating the survey is the Content Validity Ratio, where the expert needs to place a check (✓) mark on the column beside the survey item that best describes whether its content

is Essential, Useful but not essential and Not Necessary.

Data Gathering Procedure. The mode of the gathering was a questionnaire and interview method. In gathering the data, the researcher will use the online application Google meet for interviews due to the pandemic for the interview. For questionnaires, the researcher will use google forms to quickly answer the question and ensure that the completed details can be submitted. The researcher will send questionnaires to the three professors to validate some questions to be used and sent to their respective Gmail accounts.

Data Analysis. Data was analyzed using Statistical software. First, descriptive statistics, including mean, standard deviation, skewness, and kurtosis, were applied to describe covid 19 and event management data. Second, Pearson product-moment correlation was used to determine the interrelationship of all the variables. The researchers also used linear regression to analyze if covid 19 has a significant relationship to event management. The researchers also solved the data by getting the frequency and a Likert scale using the correspondent value.

Ethical Considerations. This research considered the ethical standards set by generic research ethics throughout the study. The researchers will ensure that the participants are more important than the study; their opinion and decisions will be respected and treated objectively. The participants were informed about all the steps taken for this study. The respondents informed that the study was completely voluntary and would not affect their personal life. Confidentiality was provided; the data collection material was kept and destroyed on completion of the study.

Results

Profile of the Respondents

Table 1: Target Market Frequencies

		Responses		Percent of Cases
		N	Percent	
Target Marketa	Kids	31	24.0%	62.0%
	Family	38	29.5%	76.0%
	Corporate	29	22.5%	58.0%
	Creative	25	19.4%	50.0%
	Others	6	4.7%	12.0%
Total		129	100.0%	258.0%

Table 1 displays multiple responses of the respondents when asked about the type of market they target. The most targeted market of event companies is family with 29.5%, followed by kids with 24%, next is corporate with 22.5%, then creative with 19.4%, and lastly other markets which includes weddings, and all sorts of occasions with 4.7%.

According to Aghdaie, M. H., & Alimardani, M. (2015). For many businesses, choosing a target market is one of the most essential marketing decisions they will make. This choice also has an impact on many other business decisions, such as market mix, procurement, and distribution methods. The findings of the market segment evaluation are used to make an acceptable target market selection, which considers a variety of criteria such as the size of the segment, the number of rivals, risk, and profitability.

Table 1.2: Type of Business Demography

		Responses		Percent of Cases
		N	Percent	
Type of Business	Sole Proprietorship	33	61.1%	66.0%
	Partner	12	22.2%	24.0%
	Corporate	6	11.1%	12.0%
	Corporation	3	5.6%	6.0%
Total		54	100.0%	108.0%

Table 1.2 shows the multiple responses of the respondents and its frequencies on the type of business they have. From these we can say that most of the respondents implies Sole Proprietorship constituting 61.10% of the total responses, followed by Partner with 22.2%, next is Corporate with 11.10%, and lastly is Corporation with only 5.6%

According to Sasaki, I., et. al., (2021) [5] sole proprietorship is a single-person business that does

not need to be registered with the state to operate. It's simple to set up, eliminates local registration requirements, doesn't require a business license, and can help you avoid paying income taxes. Furthermore, analysts find that a sole proprietorship signifies that a business's owner is only one person hence, its scope of coverage is limited. Small and medium-sized business management and administration are restricted.

Table 1.3: During the course of Pandemic, how did your sales react?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maintained	11	22.0	22.0	22.0
	Went down	37	74.0	74.0	96.0
	Went up	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Table 1.3 shows that the sales of the event management industry had 22% percent maintained their sales, 4% shows that their sales went up and

has seen a huge downfall due to pandemic displays with a total percentage of 74%.

According to Mandray, J.S. (2020) [4] The business in various sectors has seen a huge downfall due to this economic disruption. The primary source of the industry's growing troubles is the increasing cancellation or postponement of events scheduled

for 2020 around the world. Furthermore, daily wage workers, as well as small and medium-sized firms are confronting difficult economic conditions necessitating immediate assistance otherwise the unemployment rate will rise.

Table 1.4: Length of Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5 Years	26	52.0	52.0	52.0
	11 - 15 Years	6	12.0	12.0	64.0
	20+	1	2.0	2.0	66.0
	30 years	1	2.0	2.0	68.0
	6 - 10 Years	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Table 1.4 the result shows that the range of events is about one to five years of service; basically, it adopted the latest version of technology in their service.

The result shows that the range of events is about one to five years of service; basically, it adopted the latest version of technology in their service. According to M. Castellanos et al. (2005) [1], Company managers are increasingly demanding more control over business operations and how they are aligned with business goals as IT systems get more complicated and business processes become

increasingly automated. In line with this, their study describes IBOM as a platform for business operation management developed by HP that allows users to first, analyze operations from a business standpoint and manage them in accordance with corporate objectives. Second, define business measurements, run intelligent analyses on them to figure out what's causing undesirable metric levels, and forecast future values. Lastly, improve business metrics by optimizing operations. Innovation and technology can be a great help in our generation to empower the length of business operations.

Table 2: How Does the Pandemic Affect the Event Company in Terms of 7p's

Variables		Statement	Mean	Interpretation
Product	1	Increased productivity rate and service provided.	3.06	Moderate
	2	Decreases in service rates to attract more customers.	2.98	Moderate
	3	Adding freebies or promo to patronize by the customers.	3.36	Moderate
Price	4	Affecting your event company if the price of your supply will increase in a timely pandemic.	3.3	Moderate
	5	Adding freebies or promo to patronize by the customers.	3.44	Moderate
	6	Providing discounts on special occasions such as weddings, christening, and debut.	3.42	Moderate
Promotion	7	Advertising, the company's service, using social media platforms becomes more effective.	3.9	Agree
	8	Budget for social media platforms to promote your company.	3.26	Moderate
	9	Social media advertisement over fliers and brochures.	3.48	Moderate

Place	10	The price rate of the event venue increase.	3.28	Moderate
	11	More prefer now to have a spacious event venue due to the pandemic.	3.54	Agree
	12	Considering a ventilation operation system for every event.	3.66	Moderate
People	13	Event staff decrease during the pandemic.	3.22	Moderate
	14	Event staff are well knowledgeable on all safety protocols for event operations.	3.82	Agree
	15	Event staff are required to be vaccinated before going back to work.	3.76	Agree
Physical Evidence	16	High transmission risk objects and surfaces are disinfected multiple times a day.	3.7	Agree
	17	Provide hand washing stations or hand sanitizer dispensers	3.9	Agree
	18	Ensure that air circulation or cooling fans are not directing airflow from person to person.	3.82	Agree

Scale

1.00 - 1.49	Strongly Disagree
1.50 - 2.49	Disagree
2.50 - 3.49	Moderate
3.50 - 4.49	Agree
4.50 – 5.00	Strongly Agree

The table above summarizes the responses on how the pandemic affects the respondents in terms of the variables provided in the first column measured via Likert Scale. Results show that the respondents are moderately or fairly affected by the implications of all the statements under the Product and Price variables, statements 8 and 9 under the variable Promotion, statements 10 and 12 for the variable Place, and lastly statement 13 on People variable, all

with means ranging from 2.5 to 3.49. On the other hand, statement 7 under Promotion, statement 11 under Place, statements 14 and 15 from the variable People, and all the statements under Physical Evidence have means ranging from 3.50 – 4.49. This means that the respondents agreed that they have been affected by what each statement implied brought by the pandemic.

Table 3: Actions Made by the Event Company to Reduce the Impact of the Pandemic in Business in Terms of 7p's

Variable	Question	Responses			
		Yes Frequency	Percent	No Frequency	Percent
Product	Replace traditional menus or catalogs, to quickly disinfect, laminate, or replace them with one-time use paper sheets	39	78%	11	22%
	Are you implementing technology to conduct event virtually?	32	64%	18	36%
	Use Early-Bird Discounts for early booking for event?	38	76%	12	24%
Price	Does the event industry achieve the right income during covid-19 pandemic?	17	34%	33	66%
	Does the price of the event is worth for the service to satisfy the clients even though we are still in pandemic?	43	86%	7	14%

	Is the event's price still reasonable even if there are additional needs for the health protocol?	41	82%	9	18%
Promotion	Does the free health kit in the event has the impact to avail full service of event?	37	74%	13	26%
	Does the event packages that you offer has been effective during this pandemic?	41	82%	9	18%
	Do you offer a special package that only available in times of pandemic?	38	76%	12	24%
Place	Does the space of your platform will handle the limited number of people in the event?	46	92%	4	8%
	Does the venue follow the protocols by IATF standards, like the number of people who can attend the event?	46	92%	4	8%
	Does the place comfortable and safer for the guest even if there is a health protocol to follow?	47	94%	3	6%
People	Is the guest willing to attend an event during a pandemic?	43	86%	7	14%
	Is the client ready to have an event even a few visitors are allowed?	41	82%	9	18%
	Is the guest required to have a swab test before joining the event?	23	46%	27	54%
Process	Is the length of the event program changed?	41	82%	9	18%
	Do you prefer an appropriate form for contact tracing?	46	92%	4	8%
	Does the productivity of your event have the same before the pandemic?	28	56%	22	44%
Physical Evidence	Does anything change in your setup since the covid-19 pandemic?	46	92%	4	8%
	Do you have an advanced event space configuration to accommodate safety and social distancing? (Preparation for onsite testing)	38	76%	12	24%
	Do you install barriers, such as clear acrylic plastic or plexiglass, to separate workers from attendees where possible and appropriate, making sure not to block aisles or exits (i.e., emergency escape)?	22	44%	28	56%

The summary of gathered data from the conducted survey is provided by Table 3. From this, the researchers have drawn out observations from the sample of the event companies on their response to what actions they made to reduce the impact of the pandemic to their business in terms of product, price, promotion, place, people, process, and physical evidence.

For Product, 78% of the respondents replaced traditional menus or disinfect, laminate, or replaced them with one-time use paper sheets, 64% implemented technology to hold events virtually, and 76% used Early-Bird Discounts for event booking.

For Price, 34% did not achieved the sufficient income during the pandemic, 86% agreed that the price of the event is worth for the service to satisfy the clients even though we are still in pandemic, and 82% said that the event's price is still reasonable even if there are additional needs for the health protocol.

For Promotion, 74% agreed that free health kit in the event has impact to avail full service of event, 82% said that the event packages that they offer has been effective during this pandemic, lastly, 76% of the respondents offer special packages that are only available in times of pandemic.

For Place, 92% of the respondents agreed that the space of their platform will handle the limited

number of people in the event and the venue follow the protocols by IATF standards respectively while 94% agreed that the event place is comfortable and safer for the guest even if there is a health protocol to follow

For People, 86% of the sample event companies have guests willing to attend an event during a pandemic, 82% have clients ready to have an event even if a few visitors are allowed, and 54% did not require guests to have a swab test before joining the event.

For Process, 82% agreed that the length of their event has changed, 92% preferred an appropriate form for contact tracing, and 56% agreed that productivity of events have the same process before and during the pandemic.

Lastly for Physical Evidence, 92% said that there was a change in their setup since the pandemic, 76% have an advanced event space configuration to accommodate safety and social distancing, and 56% did not installed barriers, such as clear acrylic plastic or plexiglass, to separate workers from attendees where possible and appropriate, making sure not to block aisles or exits (i.e., emergency escape).

To support the claim here is the statement according to the interviewees.

They manage their business during the time of pandemics by:

Respondent 2: “Don't be discouraged, we give double effort and marketing strategy. if you need to lower the price then do it but don't get to the point where you will lose. Earn enough, don't expect high income like before because we are at the hard part of the pandemic at that time. But now our industry is slowly recovering and because of the pandemic, we can say that our business is more stable because we still manage to operate. Spear and perseverance are necessary and of course prayers.”

They are staying in the business because:

Respondent 1: “I always think about where I am starting to reach what I have in my business right now. I always think with my customers that continuously trust me. Because in reality in the business world there is an ups and down season. That is why you need to learn how to get along or how you will handle that situation. It gives me stress but, in the end, I enjoy it, especially I'm still seeing myself survive. In the end trust in yourself as long as there is one who trusts you then keep going don't ever give up”.

Respondent 2: “Simply because of our clients, we need to operate in these hard times. Why? Because we value our repeated customers in order for them not to find another one, that is why we still operate”.

Table 4: Descriptive Statistics of the Study Variables

Variable	N	Minimum	Maximum	Mean	Std. Dev.	Skewness	Kurtosis
1. Covid -19	50	1.00	4.91	3.59	1.12	-1.08	0.08
1330963168. Event Management	50	1.00	4.71	3.35	0.95	-1.20	0.84

Table 4, shows the descriptive statistics of data for COVID 19 and Events Management. It shows the mean, minimum, maximum, standard deviation, skewness, and kurtosis of the variable. It shows that COVID 19 (M=3.59, SD=1.12) where the responses are far from its mean with normal distribution. Events management (M=3.35, SD=0.95) shows that the responses of the respondents are also far from their mean with normal distribution. This also shows that the response is from its mean with a negatively skewed value (-1.08) and (-1.20).

The influence of COVID-19 on the events sector, according to the World Trade Center Metro Manila (2021), cannot be overstated. Many businesses rely on events as a component of their marketing efforts in order to stimulate and boost revenue. Despite all of these consequences, there are new ways for the events business to stay afloat in the new normal. Although brick-and-mortar structures are no longer in use, creativity will continue to thrive.

Table 5: Correlation of Variables

	1	2	Cronbach Alpha
1. COVID 19	1.12	1.00	0.94

2. Events Management

0.91

1.00

0.94

Note: *p<0.05

The correlation of COVID 19 and Events Management was presented in Table 5. It shows that there is a relationship between Covid 19 and Events Management with the value of (r= -0.94). All correlations are significant at p<0.05. Also, the Cronbach alpha of the scales used for the studied variables has a strong value of reliability and internal consistency.

It is no doubt the Covid 19 pandemic affects all walks of life, the business sector specifically the

event management industry is greatly affected. According to Dillette and Ponting (2021), The Covid-19 pandemic has taken over the world by surprise, and because of this, it has affected many hospitality and tourism operations temporarily. Some are postponing, or even canceling large and small events. But as lockdown measures ease gradually, the events will be one of the last to be reopened as they are categorized as non-essential.

Table 6: Summary of Regression

	b*	Std. Err. - of b*	B	Std. Err. - of b	t(158)	p-value
Intercept			0.50	0.16	3.07	0
Internship (Events Management)	0.94	0.05	0.80	0.04	18.56	0.00*

Note: *p<0.01

Regression analysis was used to analyze if Covid 19 has a significant relationship to Events Management. The result of regression analysis shows that Covid 19 has a significant effect on events management with a variance of 87.77% of (R²= .11, F(1,48)=344.37, p<.01). Specifically, for every unit increase in internship hours, there is a corresponding .93 increase in events management.

According to Surplice, P. (2021). All personnel in the event sector have been put under a lot of stress as a result of the pandemic. From event cancellations to company-wide redundancies, there's a lot going on. Following the pandemic, go-getters in the event business will benefit from an increase in client consumption. To immerse the consumer experience innovations and advancements are required. However, with some modification and a little innovation, the events industry might make a comeback in 2021, and we'll be ready.

Discussion

Based on the research problem, the salient findings are as follows:

Specifically, the study seeks to answer the following questions

Based on the data, the majority of respondents was located in the City of Malolos. Data collected shows that the target market was the kids, family, corporate and creative. Data collected shows that the type of business was a sole proprietorship and that during

the pandemic the sales of their business went down. Most of the length of the business of the respondents ranged from one to five years.

The findings reveal that increasing the productivity rate and service provided and decreasing service rate to attract more customers also give freebies or promos.

The findings also reveal that it can affect the event company if the price of supply will increase in a timely pandemic. Providing discounts on special occasions and adding promo to patronize the customers.

In terms of promotions, advertising the company using social media platforms becomes more effective than brochures and fliers.

Most of the price rate of the event venue was increased and the customers are more preferred to the huge venue and considering the operation of ventilation.

The event staff decreased during a pandemic. The staff are well knowledgeable about safety operations and required to get vaccinated before going back to work again.

In terms of process, it shows that they are disinfecting the area for events before the occasion ensuring that the products are safe for the guest and

employees and sanitizing the materials needed more focus than before without a pandemic.

On physical evidence, it shows that the high transmission risk object and surfaces are disinfected multiple times a day. The management provides hand washing stations and hand sanitizer dispensers. They also ensure that the air-cooling circulation is not directed to flow person to person.

What are the actions made by the event company to reduce the impact of the pandemic in business in terms of:

Findings of the study revealed that replacing the traditional menus or catalogs to quickly sanitize for the safety of the guest and clients. Also, implementing technology to conduct events virtually and giving early-bird discounts for early booking for events.

Based on the data gathered by the researchers, the event industry did not achieve the right income during the covid-19 pandemic but still, the price of the service offer is worth it and reasonable even if there are additional needs for health protocol.

Based on the collected data, the special packages that offer during pandemics have become effective like the free health kit that has an impact to avail full service of the event.

Based on the data collected, the venue follows the IATF protocols but still, they make sure it has a comfortable and safer place to handle all attendees even if it is limited.

Based on the data collected, the guest is not required to have a swab test before joining the event but, guests are willing to attend even in a pandemic situation and they are ready to have an event even if a few visitors are allowed.

Based on the data collected, the productivity of the event was the same before the pandemic. It just so happened that the length of the program changed and they prepared an appropriate form for contract tracing.

Based on the data collected, there is a change in their setup since the covid 19 pandemic arose like installing barriers, such as acrylic plastic or acrylic glass to separate the workers from attendees. And they make sure that they have an advanced event space configuration to accommodate and implement social distancing.

Conclusion

Based on the findings of the study, the following conclusions were drawn:

1. The target market of the respondents was a kid, corporate, family, and creative. Their business ranged from one to five years and it was a sole proprietorship and during the pandemic, the sales of their business went down.
2. The pandemic affects the event company moderately in terms of product and price in all the given statements in questionnaires. The variable promotion moderately affects the budget for social media platforms to promote the company over fliers and brochures. On the other hand, under promotion, advertising the company's service using social media agreed that the platform becomes effective. For the variable place, the price rate for the venue moderately affects as well as the ventilation operation system for every event. And agreed that it is more preferred now to have a spacious event due to the pandemic. In terms of people, it also moderately affects the staff in event because it was decreased. But they are agreed that it affects the event staff to be well knowledgeable on all safety protocols and require the staff to be vaccinated before going back to work. For the variable process, they agreed that affecting their process the way they disinfect the area before occasions, sanitizing the materials needed more focus, and using disinfectant products that are safe for the event guest and employees. Lastly for the variable physical evidence agreed that it was affected, the high transmission objects and surfaces are disinfected multiple times, they need to provide washing stations and hand sanitizer dispensers and of course ensure that the circulation of airflow is not directed person to person. Overall, it shows the respondents agreed that they have been affected by each statement implied by the covid-19 pandemic.
3. The actions made by the respondents to reduce the impact of the pandemic to their business in terms of product is by replacing their traditional menus to laminated to easily disinfect and give implemented technology to hold events virtually as well as giving an early discount for early booking. For the price, the event's price is still reasonable even if there are additional needs for the health protocol. In terms of promotion, they offer special packages that are only available in times of pandemic, and that the event packages that they offer have been effective during this pandemic. For the place, the respondents are following the guidelines of IATF standards at the same time they make sure that the venue is comfortable. For the people, guests are willing to attend an event despite the pandemic, and even a few visitors are allowed. For the process, the length of the event program was changed, contract tracing became part of the operations but they make sure that the productivity of their events is the same before the pandemic. And

finally, for the physical evidence the setup for the venue changed, they are installing some barriers like acrylic glass or pixel glass for the safety of guests and staff and they make sure that it does not become a hindrance in case of emergency situations.

4. Covid-19 pandemic has a significant effect on event management, Barriers due to covid-19 to events services have had a huge impact on the community of events industry due to limited service provided. Limited capacity of guests is a must to follow the guidelines of social distancing. It is necessary to consider that the service is based on face-to-face operation. Boundaries on physical communication have been difficult for the events management due to people that have been allowed to wear face masks all the time. It has difficulties in terms of communication of each individual that it's not clear to hear due to the mask that covers the mouth to speak.

Recommendations

Based on the conclusions of the study, the following recommendations were hereby offered:

1. The researchers recommend that the events management target market should include all walks of life so that they can have a wide range

of customers where they can cater to improve their sales and business.

2. Laminated brochures as well as utilizing social media platforms when it comes to advertising the company will be of great help for it showed effectiveness when it comes to engaging with possible clients. The researchers also recommend that safety protocols and guidelines should still be followed, this will allow the clients to trust the management because the management is prioritizing health and safety of the clients.
3. The researchers recommend that the event management should include discounts/promo as well as changing the menus for a wider selection for possible customers. This will help the events management to regain profits that were lost during the pandemic because many customers usually search for a “discount” to avail a certain service.
4. Researchers also recommend that management continue to follow security protocols and guidelines so that customers can trust management, as management prioritizes the health and safety of their customers.

Intervention Program Drawn from the Recommendations of the Study



PEOPLE

**KNOWLEDGEABLE IN SAFETY PROTOCOLS
SOCIAL AWARENESS**

To combat the spread of the coronavirus illness, all people must wear full-coverage face shields over face masks in all public locations in 2019. (Covid-19).

ACTIVITIES • Raise awareness by conducting a webinar demonstrating the correct safety protocol	PERSON INVOLVE • Events coordinator • and Clients
---	---

PHYSICAL EVIDENCE

**AIR CIRCULATION
AL FRESCO**

Well-maintained and operated system can reduce the spread of COVID-19 in indoor spaces by increasing the rate of air change, reducing air recirculation and increasing the amount of outdoor air coming in.

ACTIVITIES • Outdoor eating has had different degrees of effectiveness for restaurants and events places to retain staff throughout the pandemic.	PERSON INVOLVE • Events Venue • and Clients
--	---

PLACE

**SPACIOUS VENUE
COMFORTABILITY**

Any event venue wishing to book group business and prepare for future in-person events must have a cleaning process in place.

ACTIVITIES • Distance of tables and chairs are far away to each other to maintain the social distancing. It is necessary to have atleast 2 meters apart for each tables and chair.	PERSON INVOLVE • Events coordinator • and Clients
---	---

The Intervention Program proposed for all the Events Suppliers and Coordinators for the improvement of their service operations in the midst of pandemic.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

References

1. Castellanos, M., F. Casati., M.C. and Shan., U. Dayal., (2005). "iBOM: a platform for intelligent business operation management". IEEE Conference Publication, IEEE Xplore. <https://ieeexplore.ieee.org/abstract/document/1410218/authors>.
2. Chowdhury, M. R., (2020). "What is coping theory?", PositivePsychology.com. Retrieved from <https://positivepsychology.com/coping-theory/>
3. Freedman, M., (2021). "Human Relations Movement: How It Changed Management". Business News Daily. <https://www.businessnewsdaily.com/10633-human-relations-movement.html>
4. Mandray, J. S., (2020). "The Impact of Covid-19 on Event Management Industry."
5. Sasaki, I., Nummela, N. & Ravasi, D., (2021). "Managing cultural specificity and cultural embeddedness when internationalizing: Cultural strategies of Japanese craft firms". Journal of International Business Studies, 52(2), 245-281.
6. Soteriades, D. & Dimou, I., (2011). "Special Events: A Framework for Efficient Management". Journal of Hospitality Marketing & Management, 20(3-4), 329-346, <https://doi.org/10.1080/19368623.2011.562418>.