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â€¦events are gatherings where people of similar political beliefs assemble  
Political

Event management consists of â€¦C's.  
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â€¦is a process by which companies are directed and controlled.  
Corporate governance

...defined 'Events as occurrences to communicate messages to target audience  
Kotler

When securing a venue for an event, is the most important consideration.  
Location

â€¦is a strategic planning tool used to identify and analyse different factors involved in events.  
SWOT

The following are key decision makers in event planning, except;  
Technical staff

The following are types of events, except;  
Examination

â€¦is the first step in the analysis of events.  
Select events for analysis

Event management is an application of â€¦ to the creation development and execution of events.  
Project management