



Ref. No.: DBC/BMC

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CORE CONCEPT OF BUSINESS MANAGEMENT & COMMUNICATION

PLANNING OF MEETING

A well planned meeting starts with an agenda. Business can never to waste time due to poorly structure meeting. As such it is upon the person calling the meeting to plan all aspects including the agenda and where meeting attendees will sit. There are some important point which help to make an effective meeting session.

1. Make sure meeting objective are clear and concise.
2. Choose the right meeting location- one with right number, size, and shape of meeting rooms.
3. Invite only the people who need to attend.
4. Set meeting agenda.
5. Evaluate the meeting or event after its over.

VENUE OF MEETING

A venue is the place where event or meeting is happening. Venue is derived from the Latin word i.e. “come” and it is place people come to. Under the venue there are so many sub points which is necessary to arrange systematically, these arrangements are as follows:-

- a. Convenience of the place
- b. The size of the room. It should not be too large or too small.
- c. The seating arrangements and the availability of extra seats if needed
- d. The lighting, heating and ventilation.
- e. Any visual aid required and their proper use.
- f. The need of name plates or name tag
- g. The handling of messages.

Note: - It is the chairman’s responsibility to begin and end the meeting on time. It is the responsibilty of attendees to arrive on time.

QUESTION 2:- Short note on:-

- a. Media management
- b. Press release
- c. Press conference
- d. Media interview
- e. Workshop



f. Conference

ANSWER:-

A. Media Management:-

Mass communication reach out the target audience, but also attracted their attention and at their point, it become important to the organization that they have adequate media management department who take care all these activity which is related to media.

B. PRESS RELEASE:-

Press Release to the announcement of the important message or development concerning themselves the organization which is convey the public at large, the press and other media. The news of communication and organization adopt for convincing message may be direct and specific or general.

1. It should be news worthy.
2. It should be Brief.
3. It should be factually true.
4. It should be drafted in simple language.

C. PRESS CONFERENCE:-

When an organization has something news worthy to tell to media, and when it is more in depth approach and discussion is needed then, it is possible to provide by sending out a press release.

D. MEDIA INTERVIEW: -

Media interview is the tool by which an organization present their good image in front of general public, by this reason there are some tips for media interview.

- Avoid Jargon
- Do not repeat an interviewer negative comment.
- Make eye contact with journalist
- Never wing it i.e. don't be hyper or excited

E. WORKSHOP: -

Workshop is also a gathering or a training session which may be several in length generally, it is more work oriented, with guidance by specialist resource person and participation by all human member of group. **It is an emphasis on problem solving, training, and require the involvement of the participants.**