

The Effects Of Recession And Terrorism On Emerging
Industry Of Event Management. A Case Of Big Image
Expo Pvt. Ltd.



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ABSTRACT

This study exclusively focuses on detailed information regarding recession, terrorism and event management. Along with it, it provides comprehensive and in depth analysis of the Big Image Expo, an event management company based in Pakistan. The study will also tell us regarding the journey of survival of Big Image Expo through the era of recession and terrorism. For the analysis of the above mentioned issues various theories and best practices will be tested here, for instance, waste management, contingency planning, emphasis on short term planning, staff motivation through effective human resource system, intra office communication system and support of the government.

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DEDICATION

We dedicate this study to our Parents who guided us to the best of their capabilities throughout our lives. They were the people who sacrificed their present to make our future. Without their proper guidance and support, we would have not been able to achieve this goal. This success is the outcome of their encouragement and motivation. We pay bundle of thanks to them for their whole contribution.

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