SCIENTIFIC MANAGEMENT OF AN EVENT: ANCHORING

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ABSTRACT

Anchoring is as much an art as it is a science. Coordination of an event via anchoring is not just a link between two speakers, two songs but a bridge of communication between the platform and the audience. It is important while moderating that he engages the audience again and again with relevant words adding interest to the dialogue. During this period, it is necessary to be constantly aware of the listeners' feelings and not be detached. It is not only reading a statement or making a speech, but opening the program is done through the Anchor. While coordinating the program anchor must check,

Is the program going astray?

Is each stage delivered on time as planned?

In present manuscript author discussed scientific planning and implementation of an event through anchoring.

1. INTRODUCTION

Advancing the program according to the nature of the program is called anchoring. The anchor is just as important as other dignitaries on the dais in the program. He/she is the official host of an event, performance or party. Normally, an anchor introduces speakers. Anchoring is the process of connecting and co-coordinating different parts of a program by using sophisticated language skills.

1. Planning Meeting- The success of every event depends on its planning. Information about program time, topic, venue, date, guests, speakers, artists, audience etc. and strict planning of all topics is necessary. The coordinator should be invited to this planning meeting so that he realizes the scope of the program. The Director should record all the matters of the planning meeting in his diary.

The organizers should inform the coordinator periodically about the changes in the planning. The order of the program i.e. schedule or outline should be decided.

2. Preparation

After the planning meeting, the coordinator should start the preparations. such as,

❖ Collect guest introduction

❖ Try to know the nature of the guest, their likes and dislikes, their occupations, etc.

❖ Collect or compose some relevant poems, verses, charolis, excerpts.

❖ Prepare a comprehensive code of statement. Necessary charoli, sher-shayari, excerpts, references, abhang, suvachanas, quotations, poetry lines should be recorded, but they should not be excessive.

❖ Recitation of all these collected or written materials.

❖ Preparation of rough program brochures

❖ There will be no change in the arrival of guests, icon pooja-lighting of the lamp, introduction, welcome-satakar, speeches, verse, guidance of key speakers, presidential conclusion, thank you etc. so prepare the script for that.

❖ As the program approaches, two or three days in advance, one part should be confirmed from the beginning, and its presentation should be seen, how long it takes, the ups and downs in the voice, emphasis on some words, the distance between two sentences, impulse, the use of rasa according to the occasion.

❖ Once the solid plan is prepared, record and listen to the successive statements in private, take a trial in font of mirror or a friend, so that some useful tips can be added to improve clarity and quality.

❖ Write each part on a separate half of paper when writing a script or outline of the coordination. So the part is over that the paper can be set aside and further clarity increases, ambiguity is reduced, no need for falsification. There was little talk. By taking half paper it is easy to turn over, no noise in the mic while turning over.

❖ If the place of the program is not familiar, then go there and see it.

❖ Factors such as age group, location, tastes, etc. of the intended audience should be taken into consideration.

❖ Potential problems in the program should be anticipated and remedied accordingly.

3. Arrival of guests to the stage- As the guests arrive on stage, singing uplifting rhythmic lines sounds great. As soon as the guests reach the stage, they should be requested to sit on the stage. After all the guests are seated on the stage, thank them and move on to the next part.

4. Lamp lighting and idol worship- On the occasion of lamp lighting and image puja, dignitaries should be invited on stage for lamp lighting and image puja. Lines, excerpts, charolas should be narrated while lighting the lamp and worshiping the image.

5. Preamble- After Lamp lighting and idol worship, invite the organizer for introduction. An introduction should not exceed a mere five minutes. An introduction is not a speech. The topic of the program presented is to be presented by the keynote speaker in his speech, so the moderator or organizer should not repeat the same topic over and over again. The purpose of organizing the program should be clearly stated in the preamble. Objectives should be stated.

6. Introduction and welcome- Preferably, the introduction of the platform should be given by the moderator. Doing so saves a lot of time. In advance, you should say that you will only greet the guest by name. The introduction of the guests should be described at the beginning of the greeting. That is, while greetings are being made, introductions are also made and time is saved. If it is a big event, it is great if two people give the introduction. One of them will be the coordinator and one other person. One person will speak at the top podium and another person will be the moderator. The person on the dais podium will tell the name of the guest village etc. and the moderator will tell his detailed information. Such an introduction is very beautiful to listen to the listeners. Introductions from guests should not be read as such. Make it abbreviated. A few lines, lions, poems should be added to it. The introduction of the keynote speaker should be flourished, so that the guests who arrive are very happy and the program goes to fruition.

7. Other speeches/ Manogate- Two-three speeches/ manogatas should be taken in representative form. Only two to three minutes should be given for each speech. And speaker must directly start his/her topic instead of repeatedly introducing the dais.

8. Verse or song- The purpose of presenting a poem or song in a program is to create an environment for intellectual absorption. Traditions of performing songs in programs vary from region to region. In some places, a welcome song is taken at the beginning. In some places the main speaker was preceded by a song. At some places the anthem precedes the president's closing of the program. The song should be patriotic/motivational and relevant to the event. Only two verses of the song should be taken. If the song gets too big, it feels like a sledgehammer, boring and doesn't get the desired result. The sweetness of imperfection increases the sweetness of taking only two better stanzas.

9. Keynote speakers- Even if the introduction of the keynote speaker is elaborate, the narrator should say something nice before his speech. It opens the main speaker's speech and amuses the audience.

10. Presidential Conclusion- Presidential conclusion should be done in ten to twelve minutes. Before the presidential conclusion, the moderator should make a few statements.

11. Vote of Thanks- There are two methods of giving thanks. Either the narrator/anchor himself expresses gratitude for the program or an independent person expresses gratitude. The anchor should speak briefly before giving thanks. Organizers should not take the credit for themselves. If the anchor presents vote of thanks, it saves time.

2. CONCLUSION

If the program is well planned, anchoring is up to date, program advances in a systematic manner. Anchoring is the soul of the program. Anchor plays the role of mediator between audience and dais. Anchoring must be managed scientifically for better results of an event. Hence planning and implementation of anchoring must be focused.

3. REFERENCES

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