

Syllabus Event management course

Module 1: Event Management and Event Industry: An Overview

- 1.1 Introduction to Event Management
- 1.2 Introduction to Event Industry

Module 2: Classification and Different Types of Events

- 2.1 Corporate events like conferences, seminars and workshops, product or service launch, board meetings, team building events and so on
- 2.2 Social events like weddings, festivals, exhibitions, sports events and so on

Module 3: Researching and Developing the Concept & Team Management

- 3.1. Event Planners
- 3.2. Research in Events
- 3.3. Various Components of an Event
- 3.4. Designing the Event
- 3.5. Leadership Skills and Qualities in Event Management
- 3.6. Managing Various Teams

Module 4: Event Finance and Budgeting

- 4.1. Budgeting, Accounting and Negotiation in Events
- 4.2. Taking Financial Decisions in Events
- 4.3. Reducing Costs and Improving Profits

Module 5: Client Servicing

- 5.1. The concept of clients in Events
- 5.2. The Art of Client Servicing
- 5.3. Significance of Client Servicing
- 5.4. Establishing Trust with Clients
- 5.5. Getting New Clients

Module 6: Staging the Event

- 6.1. Purpose and Theme
- 6.2. Site and Venue Choice
- 6.3. Audience and Guests

Module 7: Event Logistics

- 7.1. Planning Creatives like standees, posters, backdrops and banners
- 7.2. Technical Logistics like equipment for Audio-Visual Production, Sound and Light
- 7.3. Other Logistics like kits and merchandise, Transport, Contingencies, Kits, Merchandise and so on

Module 8: Advertising , Brand building and Marketing in Events

- 8.1. Advertising Tools and Techniques in Events
- 8.2. Ps of Marketing in Events
- 8.3. Marketing Planning and Control
- 8.4. Image and Brand Building through Events
- 8.5. Building Contacts and Networking

Module 9: Guests Management & Celebrity Management

- 9.1. Roles and Responsibilities involved in Guest Management
- 9.2. Coordinating and Communicating with the Guests
- 9.3. Responsibility for Celebrity Reception and Hospitality
- 9.4. Communicating with the Celebrities
- 9.5. Providing them with the Amenities
- 9.6. Managing Guests and Audience from Different Cultures

Module 10: Presentation, Client Communication and Communication Skills for Event Management

- 10.1. Presentation Skills
- 10.2. Public Speaking and Oral Communication Skills
- 10.3. Written Skills

Module 11: Events Promotion and Event Marketing

- 11.1. Target Audience in Event Promotion
- 11.2. Role of Media in Marketing an Event
- 11.3. Publicity Inputs or Visible Aids for Promoting an Event

Module 12: Social Media and Event Management

- 12.1. Role of Influencers, Bloggers and YouTubers
- 12.2. Engaging and Attracting More Audience

12.3. Choosing the Right Influencers

12.4. Popular Social Media Platforms for Events Promotion

Module 13: Event Technology

13.1. Fundamentals of Web and Web Design

13.2. Starting your own website

13.3. DT & DI | QR Code | RFID

13.4. Projection Mapping | Apps for events

13.5. Metaverse - AR/VR/MR & XR

13.6. Virtual & Hybrid Event Technology

13.7. Drones | Holograms | Immersive Displays

13.8. Anamorphic Content

13.9. CGI | Cloud Computing, IOT and AI

Module 14: Eventpreneurship and Networking

14.1. Starting your own Event Management Company

14.2. Funding and Cash Flow | Preparing a Plan and Roadmap

14.3. Vendorship | Getting Clients

14.4. Dynamics of Small Businesses

Module 15: Practical Projects

15.1. Working on client briefs to produce workable event theme concepts and experiences

15.2. Working on event budgets on concepts developed

15.3. Mock client presentations or role play

15.4. Developing media coverage plans & advertising budgets

15.5. Creating stage renders and collateral designs like posters, tent cards, standees, signages and so on.