

Event Management Program

3 month Program



BORN CREATIV ●

Why Event Management Program?

Engaging in a **Event Management Program** offers a unique opportunity to become proficient in both photography and videography, providing a versatile skill set that caters to the demands of modern multimedia creation.

Here are some compelling reasons to embark on this educational journey

1. Comprehensive Skill Set:

- Joining the Event Management Program provides a comprehensive skill set covering planning, execution, and management of various events, ensuring participants are well-equipped for diverse roles in the event industry.

2. Industry-Relevant Knowledge:

- Gain up-to-date knowledge of industry trends, best practices, and emerging technologies, ensuring that participants are well-informed and can navigate the dynamic landscape of event management.

3. Practical Application of Concepts:

- The program emphasizes hands-on learning with practical exercises, projects, and real-world simulations, allowing participants to immediately apply theoretical concepts to actual event scenarios.

4. Professional Networking Opportunities:

- Engage with industry professionals, guest speakers, and fellow participants, creating valuable networking opportunities that can lead to collaborations, internships, and job opportunities within the event management field.

5. Versatility in Event Types:

- Acquire the skills necessary to plan and execute a wide range of events, from corporate conferences and weddings to social gatherings and cultural festivals, making participants versatile and adaptable in their event management careers.

6. Creative Event Design Expertise:

- Develop creative design and theming skills, allowing participants to bring innovative and visually appealing elements to events, ensuring a memorable and impactful experience for attendees.

7. Technical Proficiency in Event Production:

- Learn the technical aspects of event production, including audiovisual management, technical requirements, and on-site troubleshooting, ensuring seamless execution of events.



LEARN THE PRESENT

PROFESSIONAL NETWORKING OPPORTUNITIES

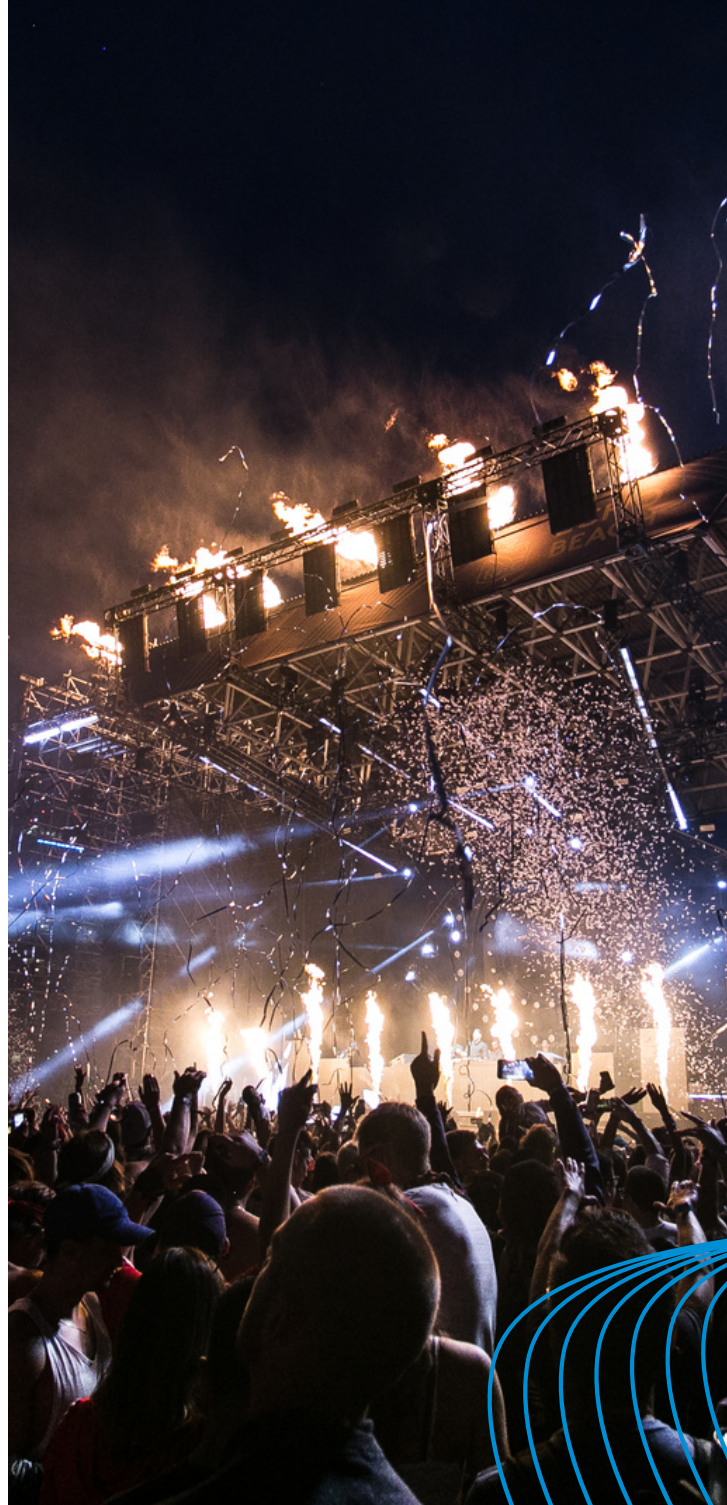
Engage with industry professionals, guest speakers, and fellow participants, creating valuable networking opportunities that can lead to collaborations, internships, and job opportunities within the event management field.

VERSATILITY IN EVENT TYPES

Acquire the skills necessary to plan and execute a wide range of events, from corporate conferences and weddings to social gatherings and cultural festivals, making participants versatile and adaptable in their event management careers.

TECHNICAL PROFICIENCY IN EVENT PRODUCTION

Learn the technical aspects of event production, including audiovisual management, technical requirements, and on-site troubleshooting, ensuring seamless execution of events.



SUSTAINABLE EVENT MANAGEMENT PRACTICES

Understand and implement sustainable event management practices, aligning with the growing trend towards eco-friendly and socially responsible events, appealing to clients and attendees who value sustainability.

Month 1

Fundamentals of Event Management

WEEK 1-2: INTRODUCTION TO EVENT MANAGEMENT

- OVERVIEW OF THE EVENT INDUSTRY
- TYPES OF EVENTS AND THEIR PURPOSES
- ROLES AND RESPONSIBILITIES IN EVENT MANAGEMENT

EVENT PLANNING BASICS

- UNDERSTANDING THE EVENT PLANNING PROCESS
- BUDGETING AND FINANCIAL MANAGEMENT
- DEVELOPING EVENT TIMELINES AND SCHEDULES

WEEK 3-4

VENUE SELECTION AND MANAGEMENT

- CRITERIA FOR CHOOSING EVENT VENUES
- NEGOTIATING CONTRACTS AND AGREEMENTS
- LOGISTICS AND ON-SITE MANAGEMENT
- VENDOR MANAGEMENT AND CONTRACTS
- IDENTIFYING AND SELECTING EVENT VENDORS
- CONTRACT NEGOTIATION AND MANAGEMENT
- ENSURING VENDOR PERFORMANCE AND QUALITY
- MARKETING AND PROMOTION FOR EVENTS
- DEVELOPING EVENT BRANDING AND IDENTITY
- PROMOTIONAL STRATEGIES AND CAMPAIGNS
- UTILIZING SOCIAL MEDIA AND DIGITAL MARKETING FOR EVENTS

Month 2

Advanced Event Planning and Execution

WEEK 1-2: CREATIVE DESIGN AND THEMING

- EVENT DESIGN PRINCIPLES AND AESTHETICS
- THEMING AND DÉCOR CONCEPTS
- WORKING WITH DESIGNERS AND DECORATORS

TECHNICAL PRODUCTION AND AV MANAGEMENT

- UNDERSTANDING AUDIOVISUAL (AV) REQUIREMENTS
- TECHNICAL PRODUCTION PLANNING
- ON-SITE AV MANAGEMENT AND TROUBLESHOOTING

ENTERTAINMENT BOOKING AND TALENT MANAGEMENT

- BOOKING ENTERTAINMENT FOR EVENTS
- CONTRACTING AND MANAGING TALENT
- ENSURING SEAMLESS EVENT ENTERTAINMENT

WEEK 3-4 :CRISIS MANAGEMENT AND CONTINGENCY PLANNING

- IDENTIFYING POTENTIAL RISKS IN EVENT MANAGEMENT
- DEVELOPING CRISIS MANAGEMENT PLANS
- IMPLEMENTING CONTINGENCY MEASURES

SUSTAINABILITY IN EVENT MANAGEMENT

- INTEGRATING SUSTAINABILITY INTO EVENTS
- ECO-FRIENDLY PRACTICES AND WASTE MANAGEMENT
- COMMUNICATING AND MARKETING SUSTAINABLE EVENTS

Month 3

Real-world Applications, Projects, and Business Integration

WEEK 1-2: CORPORATE EVENTS AND CONFERENCES

- PLANNING AND EXECUTING CORPORATE EVENTS
- CONFERENCE MANAGEMENT AND LOGISTICS
- CORPORATE CLIENT RELATIONS

WEDDING AND SOCIAL EVENT PLANNING

- WEDDING PLANNING FUNDAMENTALS
- SOCIAL EVENT LOGISTICS AND COORDINATION
- CLIENT COMMUNICATION AND SATISFACTION

EVENT TECHNOLOGY AND SOFTWARE INTEGRATION

- UTILIZING EVENT MANAGEMENT SOFTWARE
- INTEGRATING TECHNOLOGY FOR EFFICIENT PLANNING
- MANAGING ATTENDEE REGISTRATION AND ENGAGEMENT TOOLS

WEEK 3-4:

EVENT BUDGETING AND FINANCIAL ANALYSIS

- ADVANCED BUDGETING TECHNIQUES
- FINANCIAL ANALYSIS AND REPORTING FOR EVENTS
- EVALUATING EVENT PROFITABILITY

BUSINESS DEVELOPMENT IN EVENT MANAGEMENT

- STARTING AND MARKETING AN EVENT MANAGEMENT BUSINESS
- CLIENT ACQUISITION AND RETENTION
- BUILDING A PORTFOLIO AND PROFESSIONAL NETWORK