

EVENT MANAGEMENT

Semester VI	Subject Code: BB61702	Lectures: 60
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<p>Objectives:</p> <p>The syllabus aims in equipping students with,</p> <ul style="list-style-type: none"> • An understanding of the meaning of the term Event and its importance • Basic awareness of Event Management Industry in India • An insight into the categories of Events and Event Marketing • Getting acquainted with Event Marketing • The ability to understand the various aspects of Event Management • The Knowledge about Strategic Approaches to Event Management • Learning to do critical evaluation of Events • The competency to pursue advanced studies/make a career in Event Management

<p>Unit 1: Introduction</p> <ul style="list-style-type: none"> • Introduction, Definition and Features of Event • Objectives of Event Management, Events and Economy • Event Management Industry in India • Types of Events • Categories of Events on the basis of Core Concepts • Event Designing - 5 C's of Events • 5 W's and 1 H in organizing an Event 	08
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<p>Unit 2: Elements of Event Management</p> <ul style="list-style-type: none"> • Event Infrastructure – Core Concept, Core People, Core Talent, Core Structure • Clients, Functions of Clients in Event Management – Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners, Displays etc. at the Event, Preparing the Company's staff for the Event, Post-Event Follow up. • Event Organizers, Role of Event Organizers, Qualities of an Event Organizer, Steps in Organizing an Event • Target Audience-Identifying Target Audience, Principles to reach Target Audience, Reach-Interaction Matrix • Media in Event Management-Print Media, Radio, Television, Internet, Social Media, Cable Network, Outdoor Media, Direct Media. Functions of 	10
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<p>Media in Event Management</p> <ul style="list-style-type: none"> • Venue of Events – In-house Venue, External Venue, Factors to be considered while deciding the Venue. 	
<p>Unit 3: Event Marketing</p> <ul style="list-style-type: none"> • Concept of Market in Events – Revenue Generating Customers and Non-Revenue Generating Customers • Problems associated with the Traditional Media, Relative Importance of Events as a Marketing Communication Tool. The Diverse Marketing Needs addressed by Events – Implementation of Marketing Plan, Relationship Building, Brand Building, Focusing the Target Market, Marketing Research, Creating Opportunities for Better Deals with Different Media • Branding in Events • Segmentation for Events, Niche marketing in Events, Ambush Marketing • Targeting • Positioning and Repositioning of Events • Types of promotion methods used in events – Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public Relations • Concept of Pricing in Events-Risk Rating, Risk versus Return Matrix 	<p>10</p>
<p>Unit 4: Event Management</p> <ul style="list-style-type: none"> • Activities in Event Management – Pre-event activities, During event activities, Post event activities • Functions of Event Management – Planning, Organizing, Staffing, Leading and Coordinating, Controlling • Event Management Information System • Strategic Approach, Critical Success Factor Analysis • PREP Model, Strategic Alternatives arising from a) Environmental Analysis b) Competitive Analysis c) Defined Objectives • The Basic Evaluation Process 	<p>10</p>
<p>Unit 5 : Miscellaneous</p> <ul style="list-style-type: none"> • Forms of Revenue Generation-Corporate Sponsorships, Charitable Contributions. The Sponsorship Proposal 	<p>10</p>



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| <ul style="list-style-type: none">• Performers in Events – Selecting, Contracting, Negotiating and Managing Performers• Risk Management in Events• Technology in Event Management – Role and Importance• Careers in Event Management | |
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***Contact hours – 12 hours**

Recommended Text Books:

- ✓ 1. *Event Management*, Dr. Hoshi Bhiwandiwalla and Ms. Bhavna Chaudhary – Nirali Prakashan
- ✓ 2. *Event Management*, Bhanu Prakash Verma and Ms. Akshara Singh Thakur Publication

Reference Books:

1. D.G.Conway, *The Event Manager's Bible* Viva Books Pvt. Ltd.
2. Sita Ram Singh *Event Management* A P H Publishing Corporation
3. Lynn Van Der Wagen and Brenda R. Carlos *Event Management* Pearson Education
4. Sanjaya Singh Gaur and Sanjay V Saggare *Event Marketing and Management* Vikas Publishing House Pvt. Ltd.

