

## **EVENT MANAGEMENT**

- I. Event Management, Nature & Scope, Trends in event management, typology of events, Principles of event management, Functions of Event Management, Legal issues and code of ethics. **10 Hrs**
  
- II. Planning of Event:  
Aim of the Event develop a Mission, Establish Objectives. Concept analysis and design, Preparation of proposals. Permission from regulatory and other bodies. Protocols, dress codes, Staffing, Leadership traits required in Event management. **10 Hrs**
  
- III. Marketing of Event :  
Name of marketing, Scope & Objectives of Event Marketing, Planning, Publicity & Public relations, Sponsorship Image and Branding. **10 Hrs**
  
- IV Event Execution:  
Procurement & logistic Management, Organizing- Building teams and Team-work  
Important of communication Networking, Budgeting Planning & Allocation- Safety Management. **10 Hrs**
  
- V Project work- preparation of a report on planning and conduct of any type of Event.