

Course: Basics of Event Management

This course provides a foundational understanding of event management, covering essential topics such as event types, industry growth, entrepreneurial skills, leadership, business planning, and financial management. Ideal for aspiring event planners, entrepreneurs, and business professionals.

Course Layout & Weekly Breakdown

Week 1: Introduction and Scope of Events

- Definition and Importance of Event Management
- Key Elements of an Event
- Scope and Opportunities in the Event Industry

Week 2: Types of Events

- Corporate Events (Conferences, Product Launches, Seminars)
- Social Events (Weddings, Festivals, Private Gatherings)
- Entertainment & Sports Events
- Government and Public Events

Week 3: Characteristics of Events

- One-time vs. Recurring Events
- Target Audience and Event Impact
- Event Lifecycle and Execution Stages

Week 4: Growth of the Event Industry in India

- Market Trends and Industry Insights
- Case Studies of Successful Indian Events
- Role of Technology in Event Management

Week 5: Entrepreneurial Competencies for Event Management

- Business Mindset and Risk-taking
- Creative Thinking and Innovation
- Teamwork and Delegation Skills

Week 6: Event Manager as a Professional Leader

- Leadership Qualities for Event Planners
- Crisis Management and Problem-solving
- Ethical Responsibilities in Event Management

Week 7: Communication Skills and Methods

- Negotiation and Vendor Management
- Client Handling and Relationship Management
- Public Speaking and Presentation Skills

Week 8: Building Portfolios

- Creating an Impressive Event Portfolio
- Digital and Social Media Branding
- Showcasing Work to Clients and Investors

Week 9: Business Opportunity Search

- Identifying Event Industry Gaps
- Understanding Consumer Needs and Demands
- Analyzing Competition and Market Positioning

Week 10: Business Plan Preparation

- Step-by-Step Business Plan Development
- Budgeting and Resource Allocation
- Legal and Licensing Requirements

Week 11: Managing an Event Management Company

- Operations and Workflow Management
- Hiring and Training Event Staff
- Client Retention and Business Expansion

Week 12: Financial Management

- Budgeting and Cost Control
- Pricing Strategies and Profit Margins

- Sponsorships and Revenue Generation