

Course Lesson Plan: Basics of Event Management

Course Layout (12 Weeks Plan)

Week Topics

Week 1 Unit 1: Introduction and Scope of Events

- Definition, Nature, and Importance of Events
- Role of Events in Business, Culture, and Society
- Key Stakeholders in Event Management
- Career Opportunities in Event Management

| Week 2 | Unit 2: Types of Events

- Corporate Events, Conferences, and Seminars
- Social Events (Weddings, Festivals, and Private Parties)
- Entertainment & Sports Events
- Government & Public Events (Political Rallies, Trade Shows, Exhibitions)

| Week 3 | Unit 3: Characteristics of Events

- Unique Aspects of Event Planning
- Event Life Cycle and Timeline
- Risk & Crisis Management in Events
- Logistics and Resource Management

| Week 4 | Unit 4: Growth of the Event Industry in India

- Evolution of Event Management in India
- Emerging Trends and Technological Innovations
- Major Event Management Companies in India
- Economic Impact of Events

| Week 5 | Unit 5: Entrepreneurial Competencies for Event Management

- Essential Skills for Event Entrepreneurs
- Creativity and Innovation in Event Planning
- Client Handling and Relationship Management

- Building a Sustainable Business Model

| **Week 6 | Unit 6: Event Manager as a Professional Leader**

- Roles and Responsibilities of an Event Manager
- Leadership Styles in Event Management
- Team Management & Conflict Resolution
- Stress and Time Management in Events

| **Week 7 | Unit 7: Communication Skills and Methods**

- Verbal and Non-Verbal Communication
- Negotiation and Persuasion Skills
- Writing Event Proposals and Press Releases
- Public Relations and Media Management

| **Week 8 | Unit 8: Building Portfolios**

- Importance of a Professional Portfolio
- Showcasing Past Work and Achievements
- Digital Marketing for Event Professionals
- Leveraging Social Media for Branding

| **Week 9 | Unit 9: Business Opportunity Search**

- Identifying Market Gaps and Opportunities
- Researching Target Audience and Competitors
- Strategic Networking and Collaboration
- Client Acquisition Strategies

| **Week 10 | Unit 10: Business Plan Preparation**

- Writing a Comprehensive Event Business Plan
- Revenue Models in Event Management
- Budgeting and Costing for Events
- Marketing and Promotion Strategies

| **Week 11 | Unit 11: Managing an Event Management Company**

- Organizational Structure and Team Building

- Vendor and Supplier Management
- Contract Management and Legal Aspects
- Ethical Considerations in Event Management

| **Week 12 | Unit 12: Financial Management**

- Event Budgeting and Financial Planning
- Sponsorship and Fundraising Strategies
- Managing Profits and Expenses
- Post-Event Evaluation and ROI Analysis