

BHARATHIAR UNIVERSEITY, COIMBATORE.
DIPLOMA IN EVENT MANAGEMENT
(for Community College)
(For the CCCC candidates admitted from the academic year 2017-18 onwards)

SCHEME OF EXAMINATIONS

S.No	Name of the Subject	Examinations	
		Dur. Hrs.	Marks
1	Paper I - Introduction to Event Management	3	100
2	Paper II - Fundamentals of Event Management	3	100
3	Paper III - Corporate Event Management	3	100
4	Paper IV - Practical –I From Concept to Reality	3	100
5	Paper V - Practical – II Organizing the Event	3	100
	TOTAL		500

COURSE DURATION - ONE YEAR

Paper I

INTRODUCTION TO EVENT MANAGEMENT

UNIT - 1

Introduction and Industry Overview: What is Event Management – the growth of event management industry - relationship with other industries – future of event management industry - Indian approach to event management – market acceptance - Understanding project management - resources - activities - risk management - delegation – selection of project

UNIT – 2

Event Managers: who is an event manager – role of the Event Manager -attitude needed – who needs an event manager – handling client – uncovering needs – venue scouting – creating a concept – concept to design – creative flavors – the psychological approach – venue management – plan of action – creating checklists – on floor management – post event analysis – responsibilities - deliverables.

UNIT – 3

Career Strategy: where to start from – expected and unexpected challenges – skills needed – growth opportunities in National and International market – career planning in event management – organization structure – expectation from each level – areas in event management.

UNIT – 4

Corporate Events: Fundraisers – Conferences – Tradeshows – Meetings - Team Building Events – understanding the corporate culture –what is expected from an event manager – key areas of deliverables – importance of contract – client servicing – presentation skills – communication – working as a team

UNIT – 5

Social Events: Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales – contracts - Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

REFERENCE BOOKS:

1. D.Sharma, 'Event Planning and Management', First Edition, Deep & Deep Pub Pvt Ltd., 2005 - 8176296333
2. S R Singh, 'Event Management', APH Publishing, 2009, - 8131306888

PAPER II

FUNDAMENTALS OF EVENT MANAGEMENT

UNIT - 1

Event Objectives: Understanding the client – uncovering the needs – studying the feasibility of the event / project - confirming the objectives and the key check points of the deliverables

Strategic Planning: Event Planning, Ideation & Costing - Creative's & Collaterals – sponsorship and budgeting – marketing and branding

UNIT – 2

Event Venue : Venue capacity – types of seating arrangement – parking capacity – entrances to the stage and the seating area - access to main road – power supply – generator backup – dining area – cooking and catering facilities – acoustics and lighting – green rooms – operators console – permissions required – rules and regulations of venue – stage details

UNIT – 3

Venue Design: Entrance arch – welcome board – hall ceiling decor – walls - pathways – carpets – drapes –stage arrangements – podium – dais arrangements – welcome desk – registration desk – seating for VIP and press – parking plan – visitors flow – emergency exists – security points – audio and video placing.

UNIT – 4

Contracts: Identifying vendors – Request for proposal – receiving proposal with sample and terms and conditions – negotiation - finalising requirements – finalising payment terms and conditions – signing of contract

Invitations: Designing – approval – printing - creating guest list – despatch of invitation – use of hard copies and soft copies.

UNIT –5

Food and Beverage: Number of guests – minimum guarantee – vegetarian and non-vegetarian – food serve style – dining area

Risk Management: Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.

REFERENCE BOOKS:

1. Shannon Kilkenny, 'The Complete Guide to Successful Event Planning', Atlantic Publishing Company – 2nd edition, 2011, 1601386990
2. D. G. Conway, 'The Event Manager's Bible: The Complete Guide to Planning and Organizing' Constable & Robinson Pub. – 3rd edition, 2009, 1845283031

PAPER III

CORPORATE EVENT MANAGEMENT

UNIT - 1

Fundraisers: Different types of fund raisers - definition - objectives - target market - budget - strategic development - implementation - evaluation.

UNIT - 2

Conferences: Craft a Vision of the Conference - Drafting Essential Details - Creating a Business Plan - Comparing Venues and Services - How to Evaluate Each Venue - Recruiting and Managing Registrants -online registration system - Planning On-site Details - Meeting Space Floor Plans - Ideas for an Effective Registration Table - Signage Strategies to Manage Conference Flow - logistics

UNIT - 3

Tradeshows: Trade Show / Fair rules – Checklist – Merchandise - Floor plan - Construction and Electrical needs - Light - Carpet - Booth decoration - Logistic - Badges and tickets - Customer report template - Cleaning products and office supplies - Fair organization - Marketing opportunities - Cost overview

UNIT - 4

Meetings: Topic – Location - Identify Participants- communication - Dates and Times - Presentation Needs - Catering - Final Details - itinerary - details to each participant - emergency contacts.- Meeting Day - A/V coordinators – Signage - Transport.

UNIT - 5

Team Building Events: Participants profile – Objectives of Team Building event –Theme – Venue – Activities – Logistics for the event – Budget – Running the event – Volunteers roles and responsibilities - feedback

REFERENCE BOOKS:

1. Judy Allen, 'Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events', John Wiley & Sons Pub. – 2nd edition, 2009, 0470155744
2. WAGEN, 'Event Management' Pearson Pub. 2nd Edition, 2004, 0131149385
3. Ratandeep Singh, 'Meeting, Conference, Association, Event and Destination Management', Kanishkaa pub. 2nd edition, 81739182522007,

Paper IV**PRACTICAL I****FROM CONCEPT TO REALITY**

OBJECTIVE: To impart training in converting a Concept into Reality Event.

Course Content:

1. Understanding the client requirements
2. Creating and finalizing the checklist
3. Venue visit and finalization
4. Concepts options and finalization
5. Creative designing
6. Identifying and finalizing vendors
7. Budget finalization
8. Production of requirements
9. Identifying and training on day staffs

Sl No	Phases	Method	Evaluation	Marks
1	Understanding the client requirements	Discussion	Report	10
2	Creating and finalizing the checklist	Pen n Paper	Report	10
3	Venue visit and finalization	Physical	Report	10
4	Concepts options and finalization	Pen n Paper	Presentation	10
5	Creative designs	Pen n Paper	Presentation	10
6	Identifying and finalizing vendors	Physical	Report	10
7	Budget finalization	Pen n Paper	Report	10
8	Production of requirements	Physical	Report	10
9	Identifying and training on day staffs	Physical	Report	10
10	Following Timeline	Physical	Report	10

METHODOLOGY:

At the end of the course the students will be evaluated by their understanding and reporting of the essentials of “**FROM CONCEPT TO REALITY**”

REFERENCE BOOKS:

1. C.P. Harichandan, ‘Event Management’, Global Vision Publishing House – First edition, 2010, 818220304X
2. Prof. Hasmukh R. Padia, ‘Event Management (Planning, Creation and Development), Paradise Pub 1st edition

Paper V**PRACTICAL II****ORGANIZING THE EVENT****OBJECTIVE:** To impart training in Running an Event Successfully**Course Content:**

1. Understanding the nuances of the Event Day
2. Venue takeover and basic checks
3. Layout marking and erection of structures
4. Setting up of Audio and Video equipments
5. Doing the dry run
6. Seating arrangements
7. Guest lists, Registration and Welcome table
8. Briefing and allocation of tasks to floor managers
9. Back stage management
10. Artist and MC management
11. Creating Agenda and Cue sheet
12. Feedback from client
13. Post event feedback from team and vendors
14. Disbursement of payments

SI No	Phases	Method	Evaluation	Marks
1	Understanding the nuances of the Event Day	Pen n Paper	Report	10
2	Venue takeover and basic checks	Physical	Report	10
3	Layout marking and erection of structures	Physical	Presentation	10
	Setting up of Audio and Video equipments			10
4	Doing the dry run	Physical	Presentation	10
5	Seating arrangements	Physical	Presentation	10
	Guest lists, Registration and Welcome table	Pen N Paper		10
6	Briefing and allocation of tasks to floor managers	Physical	Presentation	10
7	Back stage management, Artist and MC management	Physical	Presentation	10
8	Creating Agenda and Cue sheet	Pen n Paper	Report	10
9	Post event feedback from client, team and vendors	Pen n Paper	Report	10
10	Disbursement of payments	Pen n Paper	Report	10

METHODOLOGY:

At the end of the course the students will be evaluated by their understanding and reporting of the essentials of “**ORGANIZING THE EVENT**”

REFERENCE BOOKS:

1. Speedy Publishing LLC, ‘Event Planner: Keep on Schedule with Planning Birthdays, Parties or Weddings’, Speedy Publishing LLC, 2014, 1633837661
2. Debs Armstrong (Author), Jason Allan Scott (Author), Simon Burton, ‘The Event Professional's Handbook Kindle eBook’, Harriman House ltd 1st edition– Kindle Book, 2016, BOILQHHPKS
3. Swarup K. Goyal, ‘Event Management’, Adhyaya publishers – 1st edition, 2013, 8184351801