

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046.

**POST GRADUATE DIPLOMA IN EVENT MANAGEMENT & PR**

(For CPOP Students Admitted During The Academic Year 2013-2014 &amp; Onwards)

**SCHEME OF EXAMINATIONS – CBSC Pattern**

Course Title	Ins.hrs / week	Examinations				Credits
		Dur.H	CIA	Marks	Total	
<b>SEMESTER – I</b>						
1.1. Communication, PR & Presentation Skills For Events	5	3	25	75	100	4
1.2. Event Planning, Sponsorship & Budgeting	5	3	25	75	100	4
1.3. Event Marketing & Branding	5	3	25	75	100	4
1.4. Event Team Management	5	3	25	75	100	4
1.5. Special Events - Wedding Planning & Live Events	5	3	25	75	100	4
<b>SEMESTER - II</b>						
2.1. Event Production & Logistics	5	3	25	75	100	4
2.2. Event Catering, Law & Permissions	5	3	25	75	100	4
2.3. Advance Aspects Of Event Management	5	3	25	75	100	4
2.4. Event Coordination	5	3	25	75	100	4
2.5. Special Events (M.I.C.E. & Corporate Events)	5	3	25	75	100	4
2.6. Event Trainings Report, Presentation & Viva-Voce	-	-	20	80	100	4
<b>TOTAL</b>	-	-	-	-	<b>1100</b>	<b>44</b>

**Eligibility for admission:** Candidate for admission to the Post Graduate Diploma Course shall have qualified Bachelor's Degree of University.

**Duration of the course:** The course shall extend over a period of One Year comprising of Two semester.

**Medium of instruction and examinations:** The medium of instruction and examinations shall be in English.

**Other requirements:** LIVE Event trainings as when suggested by Institute is to be completed within the duration of the course followed by submission of the report.

## **1.1 COMMUNICATION, PR & PRESENTATION SKILLS FOR EVENTS**

### **UNIT – I**

Introduction To Communication -Meaning, Importance & Objectives, Principles Of Communication, Forms Of Communication, Communication Process, Barriers Of Effective Communication, Techniques Of Effective Communication. Nonverbal Communication - Body Language, Gestures, Postures, Facial Expressions, Dress Codes. The Cross Cultural Dimensions Of Business Communication. Listening & Speaking, Techniques Of Electing Response, Probing Questions, Observation. Business And Social Etiquettes.

### **UNIT – II**

Group Communication - Importance, Meetings - Group Discussions. Video Conferencing. Reports - Types Of Business Reports - Format, Choice Of Vocabulary, Coherence And Cohesion, Paragraph Writing, Organization Reports By Individual, Report By Committee. The Communication Process - The Communication Process, Communication Fundamentals.

### **UNIT – III**

Presentation As An Effective Communication Tool - Know your subject matter, Know your audience, Develop a theme, Prepare your script: The opening, The Body, The summary, The closing, Select the proper visual aids, Prepare a story board, Produce the visuals, Rehearse-rehearse-rehearse, Presentation Day, Follow up: Kiss, Slide Use tips, Mathematics on slides, Rehearsing, Answering Questions, Some deadly sins of visual presentation: The Illegible Image, The useless image, The overly complex image, Ransom note design, Calico or crazy quilt graphics, Mixed visual Metaphors, Networking-communication.

### **UNIT – IV**

Use Of Celebrities & Use Of Media In Communication - The use of celebrities, Endorsements, Testimonials, Placements, Dramatizations, Representatives, Identification, Various media in communication Television, Radio, Radio and TV Similarities, Radio Differs from TV, Classifications of Magazines, News paper classifications, News paper characteristics, Unique News paper Features, Internet communications objectives.

### **UNIT – V**

Writing Press Releases And Reports - The Approach, Speaking Up For Your Special Event Whom To Contact, Sample Letter For Contacting Local Organizations, Invitations And Programs, Your Invitation Should Fit The Occasion, Designing Elements, Addressing Invitations, Every Invitation Or Program Must Include, After The Invitations Are Mailed. Media Relations - In Dealing With The Print Or Broadcast Media Person, New Press Advisory, Follow Up, Skeleton Of A Press Releases, Sample Skeleton Of Press Release, Headline For The Press Release.

### **REFERENCES :**

1. Lesiler&Flat lay, Basic Business communication. Tata McGraw Hill.
2. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
3. Effective Presentation Skills : A Practical Guide for Better Speaking by Steve Mandel

## **1.2 EVENT PLANNING, SPONSORSHIP & BUDGETING**

### **UNIT – I**

Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship.

### **UNIT – II**

Planning Logistics, Selecting Dates & Time, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration & Ticket Sales area, Internet access & Wi-Fi, Technical Support

### **UNIT – III**

Event Sponsorship – Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

### **UNIT – IV**

Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Making of a Cost Statement and Profit Calculations, Managing Cash Flows, Understanding Contribution, Calculating Break Even Points and Target Income, Cost-Volume-Profit Analysis, Sensitivity Analysis, B.E.P. Analysis As Applied To Event Management And Tactical Decisions.

### **UNIT – V**

Allocating Costs to an Event, Basis of Allocation, Allocating cost of Support Departments, Cost Control, Direct & Indirect Variances, Event Based Costing, Preparing the Budget, Developing System to Track Expenses, List of Expense Categories, Bifurcating Actual Expenses, Monitoring Expenses,

### **REFERENCES :**

1. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
2. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
3. Event Marketing and Event Promotion Ideas - Eugene Loj
4. Advanced Accountancy - R.L.Gupta and Radhaswamy
5. Cost Accounting and Management Essentials Youby Vibrant Publishers, Kalpesh Ashar
6. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson

## 1.3 EVENT MARKETING & BRANDING

### UNIT – I

Understanding Marketing of Events, Events as Marketing Strategies, Intercommunications Context of the Modern Marketing, Events as a Marketing Tool, Events within the Marketing Mix , Advantages of Events to the Brand Marketer, Matching Event Traits with the personality of your company, Ways to Improve Event Marketing Experiences, Scope of Event Marketing Activities

### UNIT – II

The Evolution of Event Marketing, Consumer Socialization in the Twentieth Century, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing,

### UNIT – III

The Six P's of Event Marketing, Perspective of the Event Sponsor, Event Sponsorship Practicalities, Sponsorship in a Communication Context, Synergy between Sponsor & Event, Identifying Potential Sponsors, In-Kind Sponsorship, Cause-Related Event Marketing

### UNIT – IV

Focus on E-Event Marketing, Technological Convergence, Web Page Requirements, Web Page Involvement, Web Page Accessibility, Contextualizing Online Marketing, Web Analytics, Innovation in Social Networks, Online Tactics, Online Advertising, The Breadth and Scope of Experiential Marketing

### UNIT - V

Aspects of Festival & Entertainment Events Marketing, Considerations for Marketing First-Time Events, Stunts, Street Promotions, and Guerrilla Marketing, The Celebrity Factor, Appraising Event Performance, Corporate Event Marketing, Social Event Marketing, Future Trends in Event Marketing

### REFERENCES :

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
3. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
4. Harsh Varma, Brand Management, Excell Books, New Delhi.
5. Event Marketing second edition by C.A. Preston
6. Experiential Marketing by Schmitt, Bernd H.

## **1.4 EVENT TEAM MANAGEMENT**

### **UNIT – I**

Organisation Manager & the Team during the Event, Simplified Event Structure, Organisational Effectiveness, Volunteer Staffing, Framework for an event organization's performance

### **UNIT – II**

Volunteer Management, Factors influencing the number and type of staff, Itemize your needs, Create job Descriptions, Paid Staff, Typical Event Organisation Communication tool,

### **UNIT – III**

Finding Staff, Job Description Form, Staffing an Event, Running the Event on the Day, Organisation and Briefing of Staff on the day, Creating a Resume and Writing the Cover Letter, Effective Interviewing, Interview Etiquette, After the Interview, Designations

### **UNIT – IV**

Workforce Employment Issues, Personnel Management, Circular Model of Human Resource Management, Orientation Sessions, Instructions, Manuals & Handbooks, Training Programs, Scheduling & Assignments, Motivation, Recognition & Retention

### **UNIT – V**

Monitoring and Evaluating Performances, Checkpoints and Coaching, Evaluation Criteria, Performance Reviews, Data mining Through Evaluations, Conflict Resolution Strategies, Deciplinary Measures & Termination Procedures

### **REFERENCES :**

1. The Secrets of Successful Team Management - Michael A. West (Author)
2. Successful Team Management [Paperback] - Nicky Hayes (Author)
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca.
4. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
5. Professional Event Coordination
6. The Complete Guide to Careers in Special Events by Gene & Special Events by Joe Goldblatt& Professional Event Coordination

## **1.5 SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS**

### **UNIT – I**

About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting.

### **UNIT – II**

Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Wedding work flow, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's,

### **UNIT – III**

Cost of Travelling, different modes of travelling, catering services checklist for wedding, wedding checklist, creating paperwork according to wedding, Crew requirement for wedding, crew work distribution, briefing of crew members, setting goals for crew heads, execution of the wedding flow, final inspection of according to process.

### **UNIT – IV**

About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner.

### **UNIT – V**

Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

### **REFERENCES :**

1. Wedding Planning For Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluch
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)

## 2.1 EVENT PRODUCTION & LOGISTICS

### UNIT - I

Creativity – Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Drafting a Production Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations

### UNIT - II

How to Act Professionally, Writing a winning Proposal - Content, Packaging, Technology, Delivery, Business Ethics, Importance of a Team, Organizing Production Team, Working in a Team, Resolving Conflicts, Understanding Contracts, Resolving Disputes

### UNIT – III

Event Risk Management, Compliances, Insurances, Site layout, Venue Management, Capacity & Standard Set ups, Logistical Issues, Production Schedules, Supervising Event Execution, Staff Coordination, Communication equipments, Pre-Show, The Show and Post-Show , Follow up – Team & Clients

### UNIT – IV

Types of Entertainment, Purpose for Entertainment, Content in Entertainment, Analyzing Performance – Music, Dance, Theater and other athletic performances, Working with the performers – Mindset, Amenities, Communications, The Special Case: Celebrities,

### UNIT – V

Setup Considerations for Décor – Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipments Risk and Safety

### REFERENCES :

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Event Production - The Process
5. Event Production - The Resource
6. Freelancers Guide to Corporate Design

## **2.2 EVENT CATERING, LAW & PERMISSIONS**

### **UNIT - I**

Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer, The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipments, Implementation, Controlling & Risk Management, Beverage Management,

### **UNIT - II**

The World of Hospitality -The Travel and Tourism Industry in Perspective Catering As An Event Management Tool, A Temporal Art, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles & When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events.

### **UNIT - III**

Introduction To Law & Contract Act - The Indian Contract Act, Acceptance, Consideration, Essentials of a Valid contract, Free Consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake. Tax Tips In Events - Important terms, assessment year, previous year, assessee, residence in India, important point with reference to income from business, salaries, income tax slabs.

### **UNIT - IV**

Shops And Establishment Act - Important terms, apprentice, child, commercial establishment, Establishment, registration of establishments. Service Tax For Event Management Services And Related Services - Basic concepts, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service.

### **UNIT - V**

Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax, some don't, general, the be Acts of all these laws can be obtained from. Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up.

### **REFERENCES:**

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles ISBN13: 9780582312715
4. Professional Catering by Stephen B. Shiring

## **2.3 ADVANCE ASPECTS OF EVENT MANAGEMENT**

### **UNIT – I**

Role of an Event Manager, Delegation - Benefits and Risk, Health and Safety Policy Document and Rules, What is Risk and Hazards, How to do Risk Assessment, Importance of Risk Assessment, Crowd Management, Individual versus Mob, Recording Accidents, Estimating Audience size, Overestimating and Underestimating Attendees, Significance of Advertising, Forms of Advertising, Selling Advertising Space, Selecting and Defining Event Attractions,

### **UNIT – II**

Brain storming the Event Requirements, Revisit and rework, Accommodation and Services, Event Manager's Office, Cash Office, Public address System, Managing Electricity, Water, Stalls, Telephone, etc, Event Site Size, Negotiations, Car Parking site, Sign Posting, Hidden dangers, Staff Safety Factors, Supervisors, Traffic Management, Emergency Access route, Exit routes, Vehicle passes and permits,

### **UNIT – III**

Radio Communications & Discipline, Training, Emergency messages, Defining Staff Roles & Responsibilities, Volunteer management, First Aid requirements, Casualties, Security arrangements, Insurance, Handling emergencies like fire, lost children, property, etc, Handling cash, Accounts, Video diary evidences, Event Summary, Final Checklist,

### **UNIT – IV**

Closely related professional fields - Parks & Recreation Management, Tourism Management & Tourism Studies, Hospitality Management & Hospitality Studies, Education & Interpretation, Communications, Media and Performance Studies, Arts & Cultural Management, Sports Management & Sports Study, Venue, Club and Assembly Management

### **UNIT - V**

Starting your own Event Planning Business, Conducting Market Research, Industry Research, finding your niche, Estimating Start-up cost, Business plan, Company name, location, structure, licences and permissions, Financing, Fundamentals of Hiring Employees, Marketing your Business, Keeping Business Healthy

### **REFERENCES:**

1. The Event Manager's Bible - The complete Guide to planning and organising a voluntary or public event by D G Conway.
2. The Event Manager's Bible - The complete Guide to planning and organising a voluntary or public event by D G Conway.
3. Event Studies - Theory, research and policy for planned events by Donald Getz
4. Start up - Start your own Event Planning Business by Entrepreneur Press and Anny Jean Peters

## **2.4 EVENT COORDINATION**

### **UNIT - I**

What Are Events, A Comprehensive New Definition, Objectives Of Events Types Of Events, Leisure Events, Cultural Events, Organizational Events, Personal Events, Event Characteristics, Uniqueness, Intangibility, Rituals, Personal Interactions ,Time Scale, Weird And Wonderful, The Wow Factor.

### **UNIT - II**

Why Events, What Does This Lead To, What Are The Ways That Are Possible, Communication, Impactful Memorable And Must Lead To Sale, When Do We Need Events, Types Of Events, Event Linked To Product Launch, Company Market Entry, Brand Extension, Dealer Conference, Anniversary Celebrations, Entertainment, Religion Community Event.

### **UNIT - III**

Structure of events , purpose of the event, magnitude - size of the event, the creative parameters, target audience, media, pre-event, police permissions, security, event designin, 5 c's of events conceptualisation of the creative idea, costing involves calculation of the cost of production and safety margins , canvassing for sponsors, customers and networking components, customisation of the event according to brand personality, budgets, carrying-out involves execution of the event according to the final concept

### **UNIT - IV**

Event As A Marketing Tool, Innovative, Brand Image Of The Product Or Service, Media-Owned Or Media-Designed, Communication Through Live Events, Diverse Marketing Needs Addressed By Events, Brand Building, Creating Awareness Of New Brands Products, Highlight The Added Features Of ProductService, Rejuvenating, Communicating The Repositioning, The Brand Personality.

### **UNIT - V**

Elements Of Events, Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Event Process, Clients, Target Audience, Concept, Set Objectives For The Event, Is It The Right Event, Budgets, Event Organisers, Targeting Clients, Marketing Intelligence And Information Systems

### **REFERENCES :**

- 1) Event Management: A Professional and Developmental Approach by DimitriTassiopoulos
- 2) Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
- 3) Event Studies - Theory, research and policy for planned events by Donald Getz

## **2.5 SPECIAL EVENTS – MICE & CORPORATE EVENTS**

### **UNIT – I**

Understanding MICE - Meetings, Incentives, Conferences, Exhibitions, Overview of MICE Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers,

### **UNIT – II**

Exhibition Management –Exhibitions Industry, Requirement of Exhibitions, Job Responsibilities of exhibition organizer, Exhibition Arrangements, Exhibition Budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blue Print, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.

### **UNIT – III**

Conference Management – About conference management Industry, Planning conference, Job Responsibilities of Conference Management Company, Congruence arrangements, Budgeting, Live Show Flow, Creating Blue Print, Designing conference Plan, Understanding technical requirements.

### **UNIT – IV**

What Is a Press Conference?, What Is Being Announced? Who Will You Invite? Where and When Should It Be? How Long Should It Be? What Do You Do When It's Over? Putting an Incentive to Work for Your Business, The Importance of Calls to Action, Turning Coupons into Sales, Direct-MailPieces, Handouts and Flyers, Trade-Show Incentives, Other Special Offers

### **UNIT – V**

Introduction to Corporate Event, Attendants of a Corporate Event, Location, Design, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blue Print, Designing Plan, Understanding entertainment requirements, A Brief History of Corporate Events, The Future of Corporate Events

### **REFERENCES:**

1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris
2. Event Management: A Professional and Developmental Approach by DimitriTassiopoulos
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011 - ISBN13: 9780132719919