

## COURSE SYLLABUS

Module	Module Content
1	Introduction To Event Management, Communication, PR, Presentation Skills For Events, Event Management Planning/ Production/Blueprint Making – Process, Personality Development And Image Building
	Group Discussion

Module	Module Content
2	Computer Applications And Graphic Design Use In Event Management, Event Hospitality And Venue Management, Vendor Management, Small Scale Event Planning And Management
	Group Discussion

Module	Module Content
3	Set Designs & Production Resource Management, Event Law, Licensing & Permissions, Budgeting & Cost Management, Anchoring And Hosting
	Group Discussion

Module	Module Content
4	Corporate Events & Conferences, Destination Event Planning, Special Events – Wedding And Sports Event Planning, Festival Event Planning
	Group Discussion

Module	Module Content
5	Live Shows And Live Event, Exhibition Management, Celebrity, Artist & Talent Management, Special Effects In Events – Sound, Confetti, Smoke, Lasers, Etc
	Group Discussion

Module	Module Content
6	Event Team, Crew And Security Management, Media Management And Advertising – Print, TV, Radio, Blogs, Social Media, Etc., Marketing & Sponsorship, Event Risk Management
	Group Discussion

Module	Module Content
7	<b>Practical Module:</b> An event will be planned, designed, systematized and accomplished by learners entirely on their own. All the minute aspects which were learned by them will be applied for better understanding.