

Objective:

The essential of the subject is to understand the market, Preparing for event, Promotion of events and to give an in depth knowledge in organising an event.

UNIT-I

Event management: Definition - meaning - understand event - types of event, reason and need for events, role of event Management Company. Introduction to planning - Meaning & Definition planning - Characteristics of Good planner - SWOT Analysis - Five w's

UNIT-II

Event Process -Meaning, Need, and Benefits of a process - steps for creating process, planning an event - Determining the purpose of an event - Types of events for a business, Goals of an event - Understanding event's audience.

UNIT-III

Event for amping up marketing and sales- events to start or enhance awareness - Events to increase productivity - crossover events - identifying the scope and size of the event - social versus business aspects - outlining the need - setting up of an event vision - assessment of information - designing objectives for events.

UNIT-IV

Event planning process - creation of concept - brain storming for concept, creativity, budgeting of event - the budget's purpose - budget line items and other costs to consider - angling for income - drafting a budget - activating a budget - keeping a budget on track - The master plan - creation of blue print, event calendar, creation of check list, event flow, time frames and deadlines.

CMC 30

UNIT-V

Staffing and vendors - logistic and staging - Sponsorship - breaking down the event, outsourcing strategies - working with vendors - negotiating - accountability and responsibility.

Reference books:

1. Cindy lemaire, Mardi foster and walker, Start and run and business, self-counsel press, 2004,
2. Cherly Kimball, Start your own event planning business 3/E: your step-by-step guide to success, Entrepreneur press publication , 2011
3. Event Planning Ethics and Etiquette-Publisher: john wiley & son, publication