

Discipline Specific Elective Course- 8.2(DSE-8.2): Event Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
Event Management: DSE-8.2	4	3	1	0	Pass in Class XII	NIL

Event Management

BCH: DSE- 8.2

Learning Objectives: The course aims to equip learners with the skills to plan and manage events.

Learning Outcomes:

After completion of the course, the learners will be able to:

1. Exhibit the capability to organize a formal event.
2. Analyse, interpret, and present the learning lessons of organizing the event and critical success factors.
3. Create, organize, and manage team.
4. Prepare and present the promotional material.
5. Plan and prepare sponsorship proposals.

Course Contents:

Unit 1: Introduction (9 hours)

Management: meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles and Responsibilities of Event Manager in different events; Special event topics.

Unit 2: Planning and Organizing for Events (11 hours)

Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.

Unit 3: Managing Team (11 hours)

Team Building and Managing Team: Concept, nature, approaches, activities, and practices. Characteristics of a high performing team. Skills required and Job Responsibilities of Leading Teams; Business communication.

Unit 4: Event Marketing, Advertising and Sponsorship (14 hours)

Nature and Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.

Event Partners, Event Associates, Event Sponsor; Importance of Sponsorship—for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership.

Exercises:

The learners are required to:

1. Prepare a check-list for organizing a formal learner led event in your Institution, draft and present the role and responsibilities of all the members in the organizing team with timelines. The learner led event should be organized as a group activity for the class.
2. Present SWOT analysis for any hypothetical event and identify critical success factors
3. Conduct a team building game to be performed with learners of the class.
4. Prepare and present some hypothetical promotional tools (flyers, posters, blogs, tweets, etc.).
5. Prepare a note on skills required and job responsibilities of Wedding Planner.
6. Prepare a hypothetical sponsorship proposal.

Suggested Readings:

- Conway, D. G. (2006). The Event Manager's Bible. Devon: How to books Ltd.
- Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
- Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.