P.G Diploma In Event Management

Description

In PG Diploma in Event Management course, the students are taught about the fine intricacies involved in organizing events. The course is of two year.

The course trains students in the fine intricacies involved in conceptualizing and an event. Students are imparted, on an advanced level, event-related learning such as, food and technology, logistics venue selection and negotiation room layouts, seating plans, design and décor, resource- management budgeting, transportation, entertainment, set design and marketing, workflow management, branding- all of which play an important role in organizing successful events.

Course Content

Introduction to Event Management & Activation	Logistics, Operations & Production
Brand Management & Marketing	Legal Contracts
Communication & Presentation Skills	Finance & Taxation
BTL & Experiential Marketing	Licenses & Permissions
Event Planning, Ideation & Costing	Creativity & Concepts
Creatives & Collaterals	Advertising
Sponsorships	Business Development & Client Servicing
Event Technicalities	Insurance
Celebrity, Artist & Talent Management	Entrepreneurship

केन्द्रिय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE

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