

EVENT MANAGEMENT

UNIT I

Introduction To Meetings and Event Management - Categories & Definitions
– Need of Event Management –Objectives of Event Management – Creativity –
implications of Events

UNIT II

Event Planning - Arranging Chief Guest/Celebrities - Arranging Sponsors -
Back Stage Management - Brand Management - Budget Management -
Types Of Leadership For Events & Organizations

UNIT III

Designing (a) Backdrop b) Invitation Card c) Publicity Material d) Mementos-
Event Decoration – Guest and Celebrities Management - Making Press
Release – Marketing communication – Media Research & Management –
Participation according to the theme of the Event – Photography/ Video
coverage management –

UNIT IV

Program Scripting – Public Relation – electing a Location –Social and
Business Etiquette – Speaking Skills –Stage decoration – Team Spirit – Time
management

UNIT V

Concept of Exhibition – Space Planning – ITPO – Sporting Events – Tourism
Events- Leisure Events.

Reference:

1. Successful Event Management - Anton Shone & Bryn Parry, Publisher:
Cengage Learning Business Press; 2 Edition (April 22, 2004) Isbn-10:
1844800768
2. Management Of Event Operations (Events Management) - Julia Tum,
Philippa Norton, J. Nevan Wright, Publisher: Atlantic Publishing
Company (FL); Pap/Cdr Edition (January 8, 2007)
3. The Complete Guide To Successful Event Planning - Shannon Kilkenny,
Publisher: Wiley & Sons, India (May 1992)
4. Professional Event Coordination (The Wiley Event Management Series) -
Julia Rutherford Silvers And Joe Goldblatt, Publisher: Wiley, John &
Sons, Incorporated.