Event Management

Module No. 1: INTRODUCTION TO EVENT MANAGEMENT

1. Define the concept of event management in the context of the entertainment industry (Knowledge)
2. Classify the various types of events based on their nature and scope (Understanding)
3. Identify the essential tools and techniques used for event planning and management (Application)
4. Explain the key components of MICE events and their significance in the industry (Analysis)
5. Evaluate the operational services required for successful event execution, such as setting up, parking, ticketing, and logistics (Evaluation)

Module No. 2: EVENT PLANNING

1. Develop an event checklist to ensure thorough planning and execution (Application)
2. Demonstrate the principles of hosting events and the importance of reserving event halls (Application)
3. Analyze the procedures for obtaining permissions from government and local authorities (Analysis)
4. Evaluate the essential characteristics of successful event management (Evaluation)

Module No. 3: CORPORATE EVENT MANAGEMENT

1. Create a blueprint for organizing corporate events effectively (Application)
2. Manage facilities planning and organizing for corporate events, including staff assignments and inventory maintenance (Application)
3. Assess the importance of corporate hospitality and maintaining the well-being of patrons (Evaluation)
4. Analyze the role of entertainment in enhancing corporate events and the process of event reporting (Analysis)

Module No. 4: MARKETING OF EVENTS

1. Understand the significance of marketing in promoting events and building public relations (Understanding)
2. Develop strategies for brainstorming sessions and writing effective public relations materials (Application)
3. Evaluate the various tools of promotion, including media types and advertising aids (Evaluation)

Module No. 5: POST EVENT FUNCTIONS

1. Establish basic guidelines for budgeting post-event and conducting margin analysis (Application)
2. Perform cost-benefit analysis and forecasting techniques to assess event performance (Evaluation)
3. Conduct SWOC analysis to identify strengths, weaknesses, opportunities, and challenges for future events (Analysis)