

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI.

1	Name of Syllabus	C. C. in Advance Events Management (2020-2021)																																																													
2	Course Code	415206																																																													
3	Max.Nos of Student	25																																																													
4	Duration	1 year																																																													
5	Type	Part Time																																																													
6	Nos Of Days / Week	6 Days																																																													
7	Nos Of Hours /Days	4 Hrs																																																													
8	Space Required	1) Workshop/Studio = 300 sq feet 2) Class Room = 200 sq feet TOTAL = 500 sq feet																																																													
9	Entry Qualification	S.S.C																																																													
10	Objective Of Syllabus/ introduction	A main objective of Event Management course is to acquaint the students with the events, approaches and theories as an academic as well as professional field																																																													
11	Employment Opportunity	Can work independently or work event companies																																																													
12	Teacher's Qualification	Graduate with 2yrs experience in relevant field																																																													
13	Training System	Training System Per Week <table><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>6 hrs</td><td>18 hrs</td><td>24 hrs</td></tr></table>							Theory	Practical	Total	6 hrs	18 hrs	24 hrs																																																	
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Theory I - Special Event Topics

1. Forming your own event company
2. Sponsorship
3. Licenses & Permissions required for holding an event.

Theory II - Event Planning

What is an event?

What is management?

Event management

Event management as part of direct marketing

Event management as opposed to event organizing

Dynamics of an event

Planning

The role of strategy

Forming an event management team

Job responsibilities, delegation and accountability

Ideating

Presentation of idea and theme

Selection of an idea / theme / proposal

Preliminary cost estimates

Budgets & budgetary control

Time, people and place factors

Developing technical process management skills

Build interpersonal skills

Critical path towards actualization of an event

Post event logistics

Theory III – Basic of Events

Unit 1: Introduction to Event Management

Industry overview. Conceptual thinking & mindset of an Event Manager. Crisis Management in Events.

Event Do's & Don'ts. Organogram (Hierarchy) of an Event Management Agency.

Unit 2: Foundations of Marketing Communications

4 P's of Marketing and its application in event management. Types of media vehicles – ATL (Above-The-Line) and BTL (Below-The-Line). Events as a below-the-line media vehicle.

Unit 3: Mock Event (Live in-class Project)

Client brief for an upcoming event. Group-wise brainstorming session. Idea generation. Presentation to spell out event concept or theme, thematic décor and entertainment.

Unit 4: Elements of an Effective Event Brief

Writing an internal event brief based on the client / brand / product requirements. Analysing and differentiating between corporate events, special events and television events. Understanding the target audience profile and the target markets.

Unit 5: Product Revelation Sequence in Corporate Launch Events

What is a product revelation sequence? Its role and importance at a launch event. How to create that lasting and memorable 'WOW' factor in a product revelation sequence.

Practical I Wedding Management

Stage: Preparing the stage setup in terms of set, sound and light

Shadow Management: Preparing the require list of things needed along with props, costumes, songs, food and beverages for the bride and groom

Guest Management: Preparing the require list of things needed along with props, costumes, songs, food and beverages, mementos, flowers and gifts etc

Welcome Desk: Preparing guest list, advertising PR materials, flex, banners, standees etc

Sangeet Backstage: Preparing the setup, preparing cue sheet, show flow, floor plan etc.

Practical II Work on Live Events

Production: Preparing the stage decoration, lighting and sound equipment along with branding

Logistics/Transportation: to make necessary arrangement of vehicles for the guest

Food and Beverages: to make necessary arrangements of food and beverages at the location for the invitees

Hospitality: to make necessary arrangements for staying

Practical Paper III – Wedding Event Presentation Skills

1. **Keep It Short and Sweet.** I say two songs, max. Definitely no more than 10 minutes. One song to highlight the bride and groom's pre-relationship lives, and a second song for pictures of the two of them together.
2. **Keep Everything in Order.** *College! Nursery school! Prom! Girl Scouts! As a baby in the bathtub! High school graduation!* No, no, no! Organize photos in chronological order as best you can.
3. **Use the Same Number of Photos of the Bride and Groom.** Nothing's more awkward than a slide show that plays like a promotional reel for half of the couple. *Bride! Bride! Bride! (Fuzzy picture of the groom.) Bride! Bride! Bride! Bride! (The groom's dog.)* Find enough pictures so that each person is represented equally.
4. **Go Easy on the Friend Shots.** Of course the slide show is about the people who surround you as a couple, too. But *one* group shot of your sorority sisters is plenty, thanks.
5. **Use High-Quality Photos.** If you find yourself squinting to bring a picture into focus, don't use it. Nuff said.
6. **Play It a Few Times Before Your Big Day.** Remember the substitute teacher who could never get the VCR to work? Don't be that guy. Have your electronics in order well in advance. And do a couple dry runs, just in case.

Name of Tool Kits with estimate cost:

Sr. No	Particulars	Amount
1.	Mic (Corded or Cordless)	Rs 1,500
2.	Portable Speakers (Basic)	Rs 2,500
3.	TAB (Basic)	Rs 12,000
4.	Projector (Basic)	Rs 20,000

5.	WiFi Connectivity	Rs 1,000
6.	Costume/Dress Code	Rs 3,000
Total Estimated Cost		Rs 40,000

Following are the different types of Costume/Dress code to be arranged by student for on-field live event training:

- a) Casual Wear: T-Shirt (Black colour) with collar and half sleeves, T-Shirt (White colour) with collar and half sleeves, Jeans (Blue colour).
- b) Formal Wear: Formal Shirt (Black colour) with Trousers (Black colour).

List of titles of books connected with the subjects of CC in Events, CC in Advance Events, CC in Advertising, media and events

- Event Planning –
Event Planning by Prof. Nisar Merchant
- Accounting skills for event management –
Event Accounts by Dr. Hoshi Bhiwandiwalla,
Cost Accountancy by L. N. Chopde, D. H. Choudhari
- Event Coordination –
Event Coordination by Dr. Hoshi Bhiwandiwalla,
Coordination of Events by D G Conway
- Advertising and Sales Promotion –
Advertising & Sales Promotion by Prof. Shobhna Vora,
Advertising & Sales by Rajeev Batra,
Advertising by John Myers and David Aaker,
Advertising & Sales Promotion by K Suresh, Satish Batra
- Event Marketing –
Event Marketing by Prof. Nikhil Rao,
Marketing Management by Philip Kotler
- Modern Event Management Scenario –
MEMS by Prof. Harinder singh Bedi
- Special Events Topics –
- Special Event Topics by Dr. Hoshi Bhiwandiwalla,
Business Law by N. D. Kapoor
- Event Production & Coordination –
Event Production & Coordination by Prof. Daryl Suchitha,
Event Production by Doug Matthew
- Media –
Media by Prof. Rahul Madhyani
Media Management by Alan B. Albarran