EVENT MANAGEMENT

UNIT-1	**PRINCIPLES OF EVENT MANAGEMENT** • Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics • Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. • Feasibility, Keys to success, SWOT Analysis
UNIT-2	**EVENT PLANNING & TEAM MANAGEMENT** • Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools • Protocols, Dress codes, staging, staffing • Leadership, Traits and characteristics
UNIT-3	**EVENT MARKETING AND ADVERTISING** • Nature of Marketing, Process of marketing mix, Sponsorship • Image, Branding, Advertising Publicity and Public relations
UNIT-4	**EVENT LEADERSHIP & COMMUNICATION** • Leadership skills , Managing team , Group development, Managing meetings • Written communications, Verbal communications
UNIT-5	**EVENT SAFETY AND SECURITY** • Security, Occupational safety, Crowed management • Major risks and emergency planning, Incident reporting, emergency procedures