



AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success!

### OUR ACHIEVEMENTS



India's First
UGC Approved
Creative Arts
University



Trained
Over **25,000+**Students



Over 30 Years in Education



**500+**Faculty & Mentors



# CHAIRMAN'S

We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.





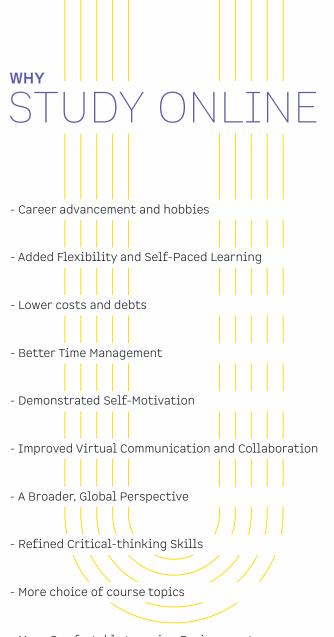
The events industry size was valued at \$1,135.4 billion in 2019 and is expected to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028.



As events play a vital role in professional development, these benefits are often intangible and should not be viewed as mere numbers. Take into account team building and performance improvement, community enrichment, charitable donations, celebrations, personal enjoyment and fulfilment, and a wide range of other benefits for individuals, communities and businesses that events impart.

Event planners are feeling more hopeful for the future, an industry membership survey reported in February 2022. Planners and allied suppliers are making more deliberate plans and have firmer expectations about upcoming in-person and hybrid events.

Digital meetings and Zoom cannot compete with the benefits of face time with people but those annoying buffering delays and sound issues may not be a thing of the past this year.



- More Comfortable Learning Environment
- Access outstanding teaching
- Study from anywhere in the world
- Make global connections



# Courses are **specially curated by Academicians and Industry Experts**

**Up-to-date content**with the latest trends and developments of the industry

Opportunity to **interact and network** with enthusiasts from all across the globe

Learn real world

application through
practitioners

Courses are for allwhether you are a student or a working professional Add a specialization

in your Resume on completion of the course

All our classes are backed by **Virtual Faculty Support**  Access to

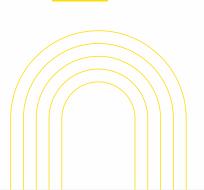
AAFT Alumni

Association

Focused approach for skill building and **practical exposure** through assignments and projects

one-to-one mentor
sessions
throughout the course

Dedicated Placement Support



# COURSE

Event Management is an important strategic marketing tool for today's companies. Promotional events help improve the image of a company, as well as build lasting relationships with customers. From product launches to press conferences, Event Management professionals plan and run events, handling a wide range of services related to the event, including creative, technical and logistic strategies. A diploma program in Event Management prepares students for the planning and execution of events, in addition to offering a critical education in brand building, marketing and communication. This multi-dimensional skill set is critical to the booming vast field of event management. The event is a channel to communicate messages. The implementation of events, both small and large scale, is one of the

marketing and communication strategies most developed by companies and agencies. They are an effective tool for their adaptability and innovation possibilities in the transmission of concepts, product launches and corporate actions. This diploma course in event management helps in developing the capacity for creativity and innovation in the industry and its sustainable management through comprehensive and specialist training, equipping learners to take on positions of responsibility. Throughout the program, the learner is practising the crucial aspects of event management and they get to organize various events too.

### COURSE HIGHLIGHTS



Recorded Video Lectures & eWorkbooks



Self-paced Learning



AAFT Alumni Status



Live Webinars and Doubt-clearing support



Digital Verified Certification



Career Mapping & Career Counseling



Soft Skills & Personality Development



**Review Sessions** 



LMS access for 6 months upon completion of the course



### WHAT YOU WILL

Scope and Nature of Event Management

Developing the Concept, Event Leadership and Team Management

Event Finance, Budgeting and Client Servicing

Staging the Event and Event Logistics

Security and Legal Issues in Event
Management

Advertising and Public Relations

Management of Clients, Celebrities, and Guests

Event Promotion and Marketing

Coverage of an Event

Technology & Designing for Events

Crisis Management, Post Event Analysis and Case Studies

Eventprenurship and Networking in the Event Industry

# TRANSFORM THE ORDINARY: Weave Ideas with AAFT and EFMA



Open the door to endless possibilities in the dynamic field of event management with our innovative Diploma program, co-crafted with the renowned Event and Entertainment Management Association (EEMA). This groundbreaking partnership seamlessly merges theoretical knowledge with practical industry insights, offering students a holistic learning experience.

Immerse yourself in innovative course content co-developed alongside EEMA and stay abreast of industry trends with access to expert insights and internship opportunities. With robust support for career placements, this program is tailored to catapult your career in the everevolving landscape of events and experiential marketing.

#### Event Management and Event Industry: An Overview

Introduction to Event Management
Introduction to Event Industry

#### Classification and Different Types of Events

Corporate events like conferences, seminars and workshops, product or service launch, board meetings, team building events and so on

Social events like weddings, festivals, exhibitions, sports events and so on

#### Researching and Developing the Concept

Event Planners

Research in Events

Various Components of an Event

Designing the Event

#### Event Leadership and Team Management,

Leadership Skills and Qualities in Event Management

Role of a Leader

Managing Various Teams

#### Consumer Behaviour

Understanding Consumers

Different Types of Consumers

Understanding Consumer Behaviour and Marketing

#### Sponsorship

The concept of Sponsorship in Events
Planning and Seeking Sponsors
Recent Trends in Sponsorship

#### **Event Finance and Budgeting**

Budgeting, Accounting and Negotiation in Events
Taking Financial Decisions in Events
Reducing Costs and Improving Profits

#### **Client Servicing**

The concept of clients in Events
The Art of Client Servicing
Significance of Client Servicing
Establishing Trust with Clients
Getting New Clients

#### Staging the Event

Purpose and Theme
Site and Venue Choice
Audience and Guests

#### **Event Logistics**

Planning Creatives like standees, posters, backdrops and banners

Technical Logistics like equipment for Audio-Visual Production, Sound and Light

Other Logistics like kits and merchandise, Transport, Contingencies, Kits, Merchandise and so on

#### Safety and Security

Crowd Management

Major Risks

Emergency Planning

#### Legal and Ethical Aspects of Event Management

Relevant laws and acts

Permissions and Restrictions

Ethics in Event Management

#### Advertising and Marketing in Events

Advertising Tools and Techniques in Events
Ps of Marketing in Events
Marketing Planning and Control

#### **Events and Public Relations**

Image and Brand Building through Events
Building Contacts and Networking

### Presentation, Client Communication and Communication Skills for Event Management

Presentation Skills
Public Speaking and Oral Communication Skills
Written Skills

#### Celebrity Management

Responsibility for Celebrity Reception and Hospitality
Communicating with the Celebrities
Providing them with the Amenities

#### **Guests Management**

Roles and Responsibilities involved in Guest Management,

Coordinating and Communicating with the Guests

#### Cross-Cultural Management

Managing Guests and Audience from Different Cultures

Managing Cultural Expectations

Understanding the Cultural Dimension of Event

Management

#### Events Promotion and Event Marketing

Role of Media in Marketing an Event

Publicity Inputs or Visible Aids for Promoting an Event

#### Social Media and Event Management

Role of Influencers, Bloggers and YouTubers
Engaging and Attracting More Audience
Choosing the Right Influencers
Popular Social Media Platforms for Events Promotion

#### Planning Media Coverage

Coverage by Print Media
Coverage by Broadcast Media
Coverage by Digital Media

#### **Event Technology**

Fundamentals of Web and Web Design

Starting your own website

DT & DI | QR Code | RFID

Projection Mapping | Apps for events

Metaverse - AR/VR/MR & XR

Virtual & Hybrid Event Technology

Drones | Holograms | Immersive Displays

Annamorphic Content

CGI | Cloud Computing, IOT and AI

#### Designing Sofwares and Applications in Events

Software like Adobe Illustrator, Adobe Photoshop, Procreate (for IoS systems) and Canva

#### **Events and Crisis Management**

Anticipating Crisis

Identifying Crisis Management Team

Getting Ready to Face the Crisis

Planning Crisis Communication & Post-Crisis Analysis

#### Post Event Analysis

Event Evaluation and Feedback

Areas and Methods of Evaluation & Feedback

Evaluating Success and Failures | Evaluation Checklist

#### **Event Management Case Studies**

Case Studies of Various Events
Success Stories | Examples of Failures and Fiasco

#### **Eventprenurship and Networking**

Starting your own Event Management Company
Funding and Cash Flow | Preparing a Plan and Roadmap
Vendorship | Getting Clients
Dynamics of Small Businesses

#### **Practical Projects**

Working on client briefs to produce workable event themes, concepts and experiences / / / / Working on event budgets on concepts developed Mock client presentations or role play | | Developing media coverage plans & advertising budgets Creating stage renders and colateral designs like posters, tent cards, standees, signages and so on.

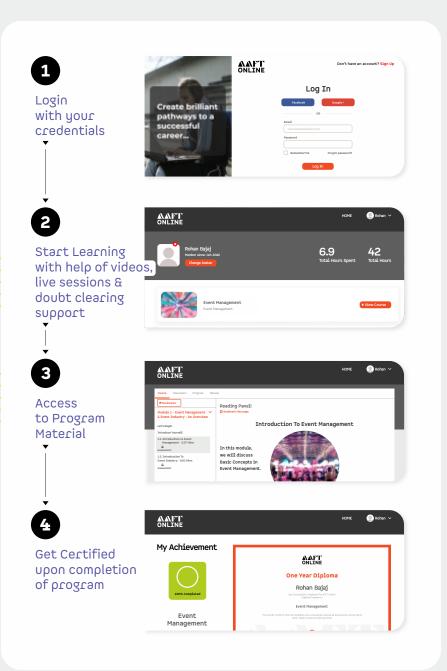


- Formulating route plan for Canter Activations Developing route plans for Canters and Mobile Van Activation including methods for identifying Key Hot Spots for any city
- Producing a Concept Note of a Dealership Opening Creating a small experience concept note for a client brief including use of innovative merchandise, activations and local celebrities
- Submitting Budget Note for an Activation Plan Developing a budget for an activation brief by a corporate client
- Producing a Concept Note for a corporate Event RFP & RFQ Developing an event theme, concept and event flow for a Product Launch integrating Event Technology to be used for the launch
- Submitting, Negotiating and closing the budget for a Product Launch Corporate Event Role Play with corporate panelists to negotiate and close the proposed budget for the event
- Submit a media coverage plan for a live concert
  Suggest a 360 degree media coverage plan including
  traditional & digital media for the said event experience
- Submit design renders for a destination wedding experience
   Create original design concepts and submit renders for
   the said event experience
   Volunteering in Events and Festivals at Marwah Studios
   Visiting offline events and submitting detailed reports
   and documentation of the events



### Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.



### THE INSTRUCTORS

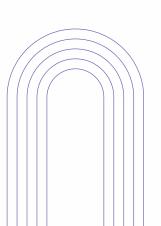


Kaveri Vij

Kaveri Vij is the founder, Chief Dreamer & Planner at Designer Events Inc. She has been planning luxury, intimate and boutique weddings since more than a decade now. Obsessed with making people feel special, she understands to create a wedding that feels right deep down your soul. Her varied influences flow through everything she creates as a boutique wedding planner. She has been redefining the art of wedding planning, little serendipities, human connection and a big smile are a substance for her soul



Akshay Chopra

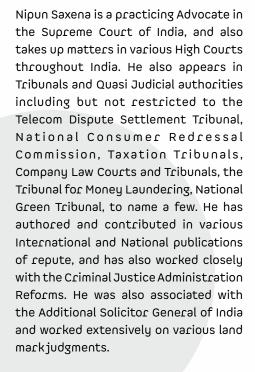


Akshay is the Master creator at Designer Events Inc. He loves to read, dream and bring ideas to life. His myriad of experiences and on point aesthetics of working with different surfaces, structures, fabrics and an eternal love for flowers will make sure any wedding he organises is nothing but a lasting memory. He doesn't believe in the larger than life things, instead he believes in interwoven affairs of textiles, a torrent of colour showing frenzy of activity and expressing his design expression through curated details.

### THE INSTRUCTORS



Nipun Saxena





Sonam Sharma

Sonamm Sharma is Creative Director at Whitelocks Advertising LLP, a leading advertising agency based in Mumbai, India. She is responsible for leading and managing the agency's creative team and overseeing the development of campaigns for a range of clients.

### THE INSTRUCTORS



Nanni Singh

Nanni Singh is a seasoned event management professional who is the Chief Executive Officer of Showcase Events. Singh has over 30 years of experience in the event management industry.

Under Singh's leadership, Showcase Events has established itself as one of the top event management companies in India, offering a wide range of event services.



Namrata Sharma

Namrata Sharma is a well-known news anchor and journalist who worked for NDTV, one of the leading news channels in India. She has been associated with NDTV for several years and has established herself as a credible and respected journalist in the country.

# THE INSTRUCTORS

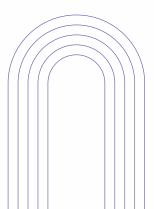


Neha Bajaj

Neha Bajaj, a passionate media and event marketing professional, boasts over 11 years of invaluable experience. Serving as an Entertainment and Event Consultant to ZOOM TV and TV9, she has left an indelible mark on esteemed media channels, including Tv Today Network, Aaj Tak, Latestly, Showbox, and others. Neha's expertise lies in orchestrating impactful events and navigating the dunamic world of media. Her journey reflects a commitment to excellence. contributing significantly to the success stories of top-tier media outlets. With an unwavering dedication to her craft, Neha continues to shape the landscape of media and event marketing.



Jasleen Kaur



Jasleen Kaur G, the visionary Founder of Indiawood Global, is a dynamic force in marketing and PR, having spearheaded triumphs for distinguished retail brands such as United Colors of Benetton, Hugo Boss, Mothercare, H by Hamleys, and Canon. Fueled by unwavering determination, she has crafted a thriving enterprise from the ground up. Jasleen's coveted brand management prowess attracts global recognition, as she expertly steers brands to realize their utmost potential. With an illustrious track record, she continues to be a driving force in shaping the success stories of renowned global brands.

### RECENT

### EXPERT

### **SUMANT** Jayakrishnan

Scenographer, Designer





A NID graduate, Sumant
Jayakrishnan is a contemporary
Indian set designer, lighting
designer and costume designer

### SHUBHRA Bharadwaj

Founder & Creative Director - Ferriswheel Entertainment





Founder & Creative Director, Ferriswheel Entertainment, she has been a successful curator of large format events in more than 70 countries. RECENT

EXPERT SESSIONS

### VIJAY Sabhlok

Founder & Director - Event Resource





An Event evangelist who has the skill to bend technology to his will, he has won many accolades like Palm Expo award in 2022 and WOW Award Asia.

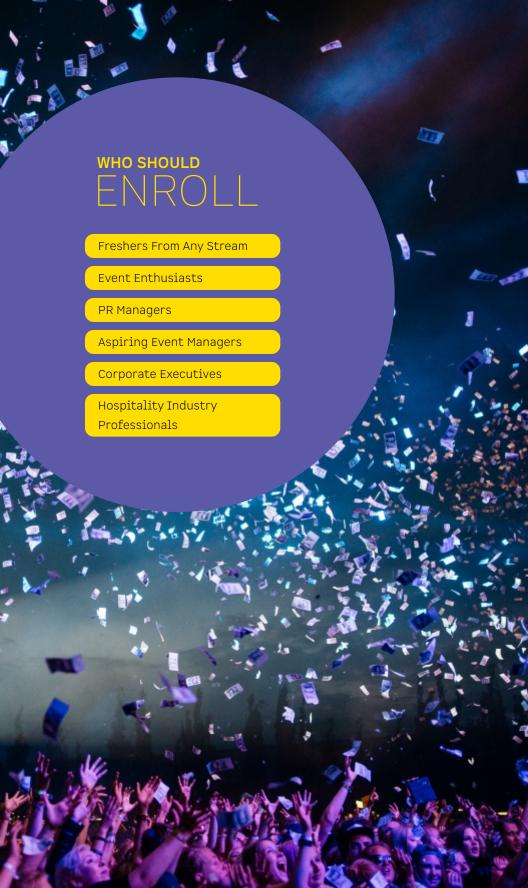
### **SAMIT**Garg

Co-Founder & Managing Director, E-factor Experiences Ltd.





Founder & Managing Director, E-Factor Experiences Ltd. - a globally renowned experiential event agency, has garnered 132 prestigious awards.



# CAREER OPPORTUNITIES

Event Planner

Event Manager

Exhibition Organiser

Stage/Set Designers

Wedding Planner

Logistics Manager

Conference Centre Manager

Experiential / BTL Executives

Show Calling Experts

Hospitality Managers

Charity Fundraiser

Marketing Executive

Museum/gallery exhibitions officer

Talent agent

Tourism officer



# PLACEMENTS



**Gauri Sharma**Event Sales Asso.
Hyaat Regency

HYAIT



Bhanu Kakkar

Event Management Exec.

Foreign Wedding Planner





Sourabh Negi
Event Executive
P2C Communication





**Divya Tiwari**Event Executive

Foreign Wedding Planner





Gagandeep Singh
Event Management
The Thinking Hat

thinkinghats

# PLACEMENTS



Sakshi Tandon

Event Management

The Thinking Hat





**Ishita Aggarwal**Event Intern
Exchange 4 Media





Vishal Singh Rajput

Event Executive

Team Core Events





Bhavya Mishra
Wedding Planner Exec.
AV Events





Shreyansh Kashyap

Event Intern

Exchange 4 Media



### TESTIMONIALS

My name is Komal. I am doing event management course from AAFT. AAFT has given me good knowledge so far. The assignments are bringing the creativity out of me. I am eagerly waiting for my internship to start which will be provided by AAFT. AAFT is a really good platform for event management.

Komal Reddy

1st Batch - September 2022

AAFT is providing an amazing learning platform. I find it very easy to juggle my work schedule and learn at the same time due to the flexible mode of teaching. The weekend classes are great, we get to learn a lot from the teachers. Regular assessments and assignments help me in keeping a check on my performance. I really look forward to a great career on the completion of this course.

Simcan Kauc

1st Batch - September 2022

AAFT is an incredible learning platform. The Professors are very helpful, they always want to help us with our problems. The recorded sessions in the LMS portal are very effective. Online weekend classes give me the flexibility I need. I work late and can get online early in the day when I'm fresh. The assignments are really helping us to do a self analysis and research topic.

Hea Obecoi

1st Batch - September 2022

### AAFT ONLINE IN THE MEDIA





https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/





https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digitalpush/73339/1

#### THE FINANCIAL EXPRESS



https://www.financialexpress.com/education-2/aaft-group-launches-its-start-up-venture-aaft-online/2591229/lite/

### AAFT ONLINE IN THE MEDIA





https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/

### techgraph!



https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/





https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html

### CERTIFICATE

OF COMPLETION

#### AAFT ONLINE

#### One Year Diploma

#### Deepti Singh

Has Successfully Completed The AAFT Online Diploma Program In

#### **Event Management**

This hereby confirms that the candidate has successfully cleared all assessments and projects and is ready to execute their learning.

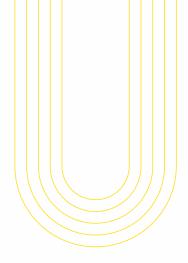
PROF. ALBEENA ABBAS Academics Director, AAFT Online



Dr. SANDEEP MARWAH

# ADMISSION

### DIPLOMA IN EVENT MANAGEMENT



#### **ELIGIBILITY**

Every Candidate with 12<sup>th</sup> grade from a recognised board is eligible for the program.

#### **SELECTION PROCESS**

STEP 1: Fill up the Application Form

STEP 2: Admissions Team would review your

application

STEP 3: Interview round with Director

Admissions

#### Financial Aid

Avail Education Loans at 0% interest rate from our corporate financial partners.













