

AAFT
ONLINE

DIPLOMA IN

EVENT MANAGEMENT

1 Year



ABOUT

AAFT ONLINE

An EdTech
venture
which aims to
**change
the way
creative arts**
is **learnt** and
**taught
globally**

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

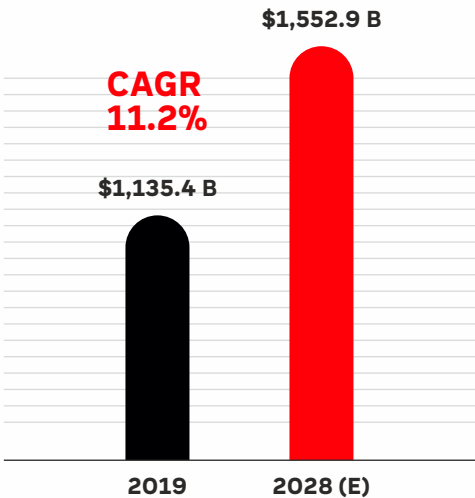
The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

EVENT MANAGEMENT

INDUSTRY OUTLOOK

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.

CHAIRMAN'S MESSAGE



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.

ACHIEVEMENTS



India's First
UGC approved
Creative Arts
University



Bestowed
upon
120 Awards in
Education



Over
30 Years in
Education



Trained
Over **20,000+**
Students

WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections

WHY US

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

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

Courses are for all-whether you are a student or a working professional

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

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

Dedicated Placement Support

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

Learn **real world application** through practitioners

Add a specialization in your Resume on completion of the course

Access to **AAFT Alumni Association**

one-to-one mentor sessions throughout the course

COURSE

OVERVIEW

EVENT MANAGEMENT

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.

WHAT YOU WILL LEARN

Scope and nature of event management

Developing the concept

Event leadership, human resources and consumer behaviour

Sponsorship, budgeting, and client servicing

Staging the event and event logistics

Legalities in event management

Advertising and public relations

Management of clients, celebrities, and guests

Event promotion and marketing

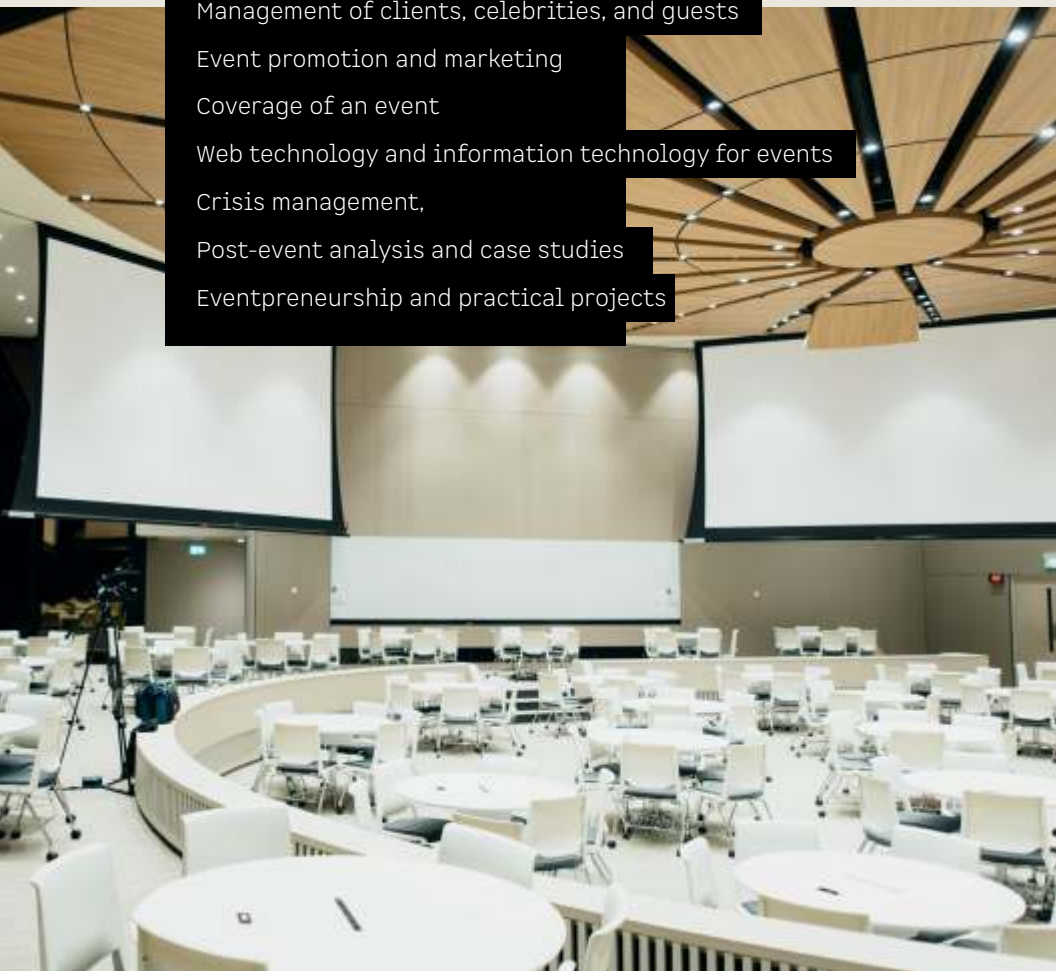
Coverage of an event

Web technology and information technology for events

Crisis management,

Post-event analysis and case studies

Eventpreneurship and practical projects



CURRICULUM OVERVIEW

SCOPE AND NATURE OF EVENT MANAGEMENT

Event Management and Event Industry: An Overview

Classification and Different Types of Events

DEVELOPING THE EVENT CONCEPT

Researching and Developing the Concept

EVENT LEADERSHIP, HUMAN RESOURCES AND CONSUMER BEHAVIOUR

Event Leadership and Team Management

Human Resource Management

Consumer Behaviour

SPONSORSHIP, BUDGETING, AND CLIENT SERVICING

Sponsorship

Event Finance and Budgeting

Client Servicing

Staging the Event

Event Logistics

LEGAL ASPECTS IN EVENT MANAGEMENT

Safety and Security

Legal and Ethical Aspects of Event Management

Advertising and Marketing in Events

Events and Public Relations

CURRICULUM

OVERVIEW

MANAGEMENT OF CLIENTS, CELEBRITIES, AND GUESTS

Presentation, Client Communication and
Communication Skills for Event Management

Celebrity Management

Guests Management

Cross-Cultural Management

Events Promotion and Event Marketing

Social Media and Event Management

COVERAGE OF AN EVENT

Planning Media Coverage

Fundamentals of Photography & Videography for Events

WEB TECHNOLOGY AND INFORMATION TECHNOLOGY FOR EVENTS

Web Technology for Event Management

IT in Event Management

CRISIS MANAGEMENT, POST EVENT ANALYSIS AND CASE STUDIES

Events and Crisis Management

Post Event Analysis

Event Management Case Studies

EVENTPRENEURSHIP AND PRACTICAL PROJECTS

Eventpreneurship

Practical Projects

KEY PROJECTS

Preparing event proposals

Preparing client presentations

Developing budget for various events

Creating a web page for an event management company

Preparing event brochures

Drafting event reports

Developing promotional plan for events

Developing crisis-management plans

Organizing online events

Organizing virtual press-conference

Organizing virtual music/dance festival

Conducting digital stand-up comedy/ open-mic event

Managing online award ceremony



THE ONLY WAY
TO DO GREAT WORK
IS TO LOVE
WHAT YOU DO.





WHO SHOULD ENROLL

Freshers From Any Stream

Event Enthusiasts

PR Managers

Aspiring Event Managers

Corporate Executives

Hospitality Industry Professionals

CAREER OPPORTUNITIES

Event Planner

Event Manager

Exhibition Organiser

Stage Decorator

Wedding Planner

Logistics Manager

Conference centre manager

Outdoor activities/education manager

Public house manager

Restaurant manager

Charity fundraiser

Marketing executive

Museum/gallery exhibitions officer

Talent agent

Tourism officer



CERTIFICATE OF COMPLETION



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
Chairman, AAFT Online

COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals
and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding with
Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments
and Assignments

Placement Assistance



ADMISSION

DETAILS

DIPLOMA IN EVENT MANAGEMENT

ELIGIBILITY

Every Candidate with 10+2 from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admission Team would review your application

STEP 3: Interview round with Director Admissions

FEE STRUCTURE

Rs 1,20,000 (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

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

OUR RECRUITERS



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& CRAFT**®



