

AFT
ONLINEThe background of the entire page is a blurred photograph of an elegant event space. In the foreground, a table is set with white linens, glassware, silverware, and floral centerpieces. In the background, a large, ornate chandelier hangs from the ceiling. The overall atmosphere is sophisticated and formal.

EVENT MANAGEMENT

1 Year Diploma

ABOUT

AAFT ONLINE

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 MESSAGE

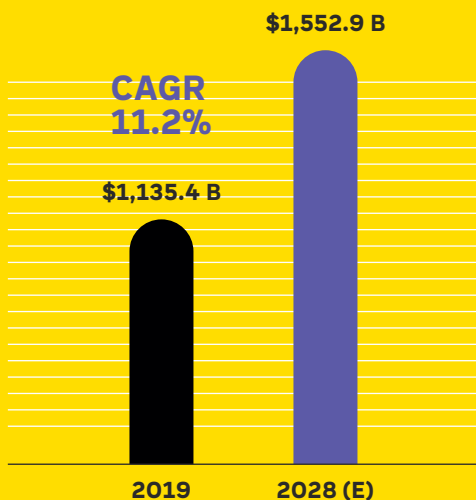
We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. 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.



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.



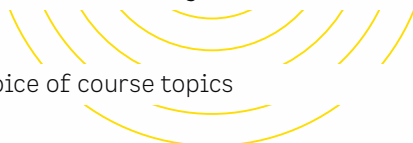
As events play a vital role in professional development, these benefits are often intangible and should not be viewed as mere numbers. Take into account team building and performance improvement, community enrichment, charitable donations, celebrations, personal enjoyment and fulfilment, and a wide range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



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
- 





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

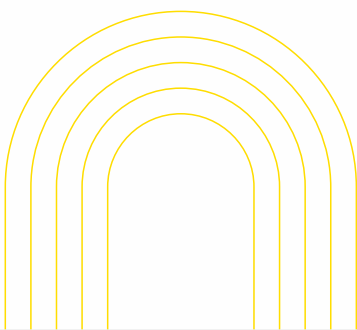
Up-to-date content with the latest trends and developments of the industry

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 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



Resume Building &
Review Sessions



Course validity
for 12 months post
purchase



WHAT YOU WILL LEARN

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

Web Technology, Information Technology
And Designing For Events

Crisis Management, Post Event Analysis
And Case Studies

Eventpreneurship And Practical Projects



CURRICULUM

OVERVIEW

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

Non-Corporate 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 Strategies



CURRICULUM

OVERVIEW

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

CURRICULUM

OVERVIEW

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



CURRICULUM

OVERVIEW

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

Target Audience in Event Promotion

Role of Media in Marketing an Event

Publicity Inputs or Visible Aids for Promoting an Event

CURRICULUM

OVERVIEW

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

Fundamentals of Photography & Videography for Events

Concepts of Professional Photography

Camera Basics

Video Techniques used in Events

Web Technology and IT for Events

Basic Fundamentals of Web and Web Design

Starting your own Website

Adding QR Code to Track Tickets

Designing Software and Applications in Events

Computer Applications and Software Common in the Event Industry

Creating & Editing Documents on Designing Applications

Software like Adobe InDesign, Photoshop, CorelDRAW, Adobe Illustrator and Canva

CURRICULUM OVERVIEW

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

Eventpreneurship

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

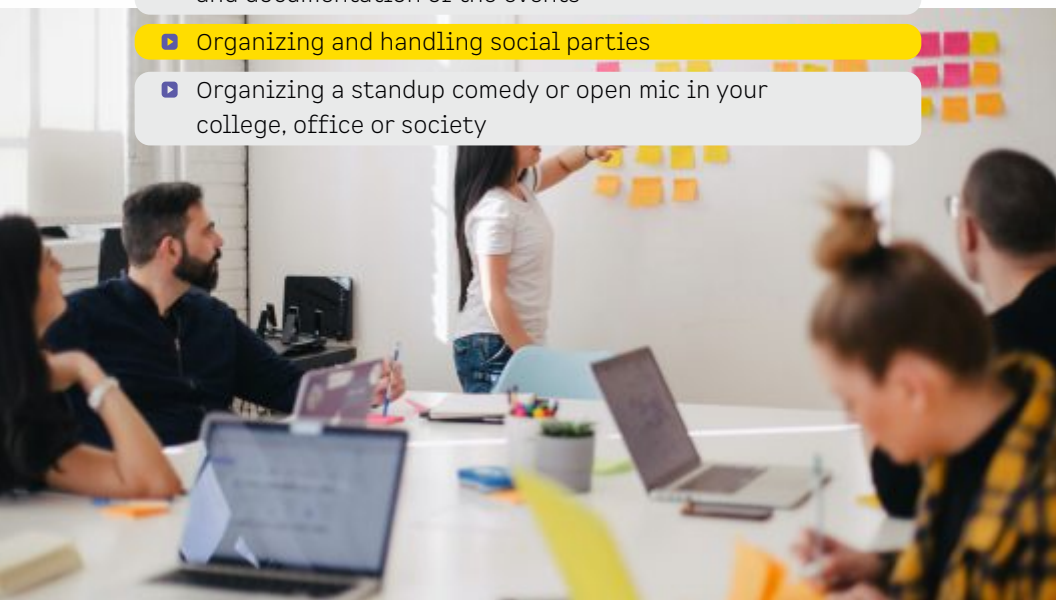
Practical Projects

- Producing Event Management Plans, Proposals, Budget and so on
- Organizing and Managing Small Scale Events
- Creating Websites



KEY PROJECTS

- ▶ Preparing event proposals for clients
- ▶ Developing budget for small-scale and big-scale events
- ▶ Creating a web page from scratch for your own event management company
- ▶ Designing event brochures using software like software like Adobe InDesign and Canva
- ▶ Producing a promotional plan for events using multimedia tools
- ▶ Developing crisis-management strategies and dealing with fiasco
- ▶ Organizing virtual press-conference
- ▶ Organizing virtual art festivals
- ▶ Conducting digital stand-up comedy/ open-mic event
- ▶ Holding an online award ceremony
- ▶ Drafting and structuring post-event reports
- ▶ Organizing an offline event in Film City, Noida
- ▶ Volunteering in events and festivals at AAFT Online
- ▶ Visiting offline events and submitting detailed reports and documentation of the events
- ▶ Organizing and handling social parties
- ▶ Organizing a standup comedy or open mic in your college, office or society



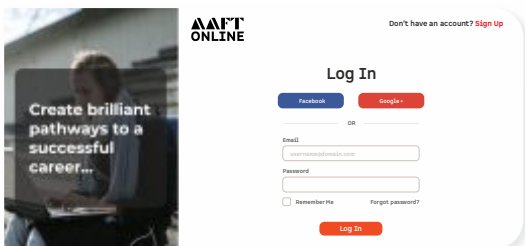
HOW YOU WILL LEARN

Seamless & Easy Platform

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

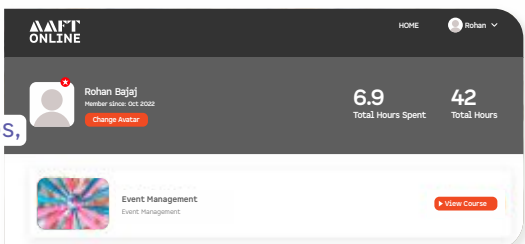
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Login with your credentials



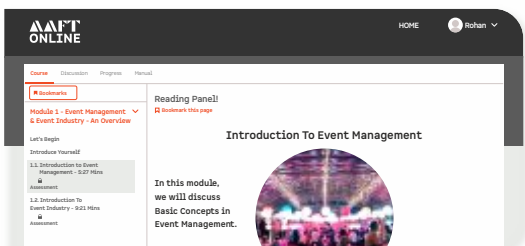
2

Start Learning with help of videos, live sessions & doubt clearing support



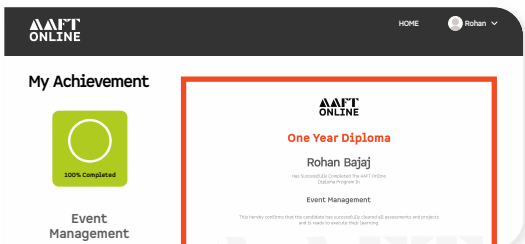
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Access to Program Material



4

Get Certified upon completion of program

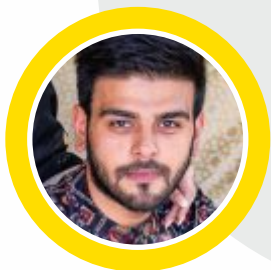


THE INSTRUCTORS



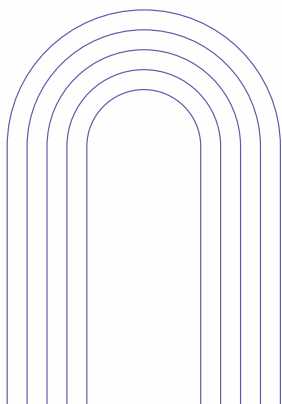
Kaveri Vij

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

Nipun Saxena is a practicing Advocate in the Supreme Court of India, and also takes up matters in various High Courts throughout India. He also appears in Tribunals and Quasi Judicial authorities including but not restricted to the Telecom Dispute Settlement Tribunal, National Consumer Redressal Commission, Taxation Tribunals, Company Law Courts and Tribunals, the Tribunal for Money Laundering, National Green Tribunal, to name a few. He has authored and contributed in various International and National publications of repute, and has also worked closely with the Criminal Justice Administration Reforms. He was also associated with the Additional Solicitor General of India and worked extensively on various land mark judgments.



Prateek Gupta

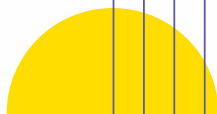
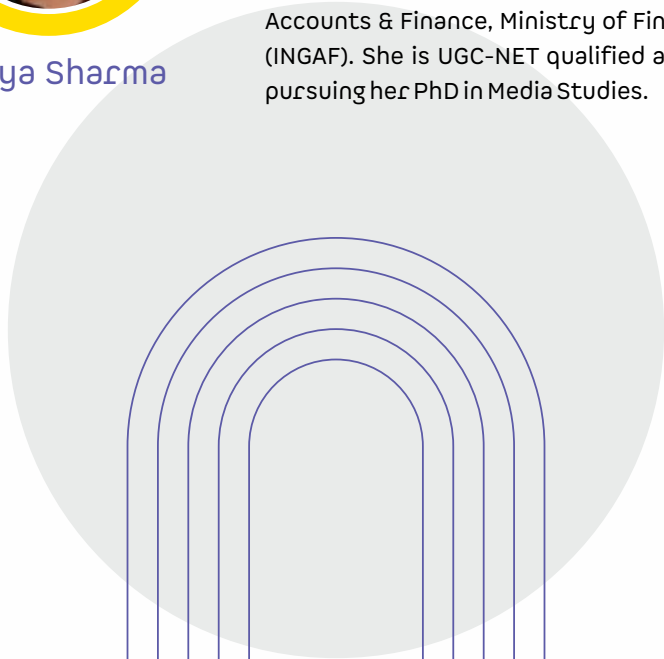
Prateek Gupta, has a degree in Event Management and holds substantial amount of experience in handling prestigious events like International Health Sports & Fitness Festival, IHFF Delhi & Mumbai, NPC Chandigarh, MTB Shimla and had looked after the marketing, operations & other core areas of various other events too. Worked with some of the best International Industry experts marketing projects from start to finish and increased sales.

THE INSTRUCTORS



Somya Sharma

An academican by profession, Somya has a vast experience in academics and the corporate sector. She has worked with institutions like Manav Rachna International Institute of Research & Studies and the Institute of Govt. Accounts & Finance, Ministry of Finance (INGAF). She is UGC-NET qualified and is pursuing her PhD in Media Studies.



RECENT

EXPERT SESSIONS

MEHER Sarid

Wedding Stylist, Event Manager



8&11T
ONLINE

www.audiblelive.com

Orientation



**15
JUN** | Timing:
3.00 PM
ONWARDS

Wedding Stylist
MEHER SARID

Meher Sarid is a wedding planning company based out in the city of Delhi. They are a team of professional wedding planners who create, curate and deliver a truly rich, vibrant, and magical moment for our client's special day. They handle every wedding detail, set design, planning, catering setup, entertainment, and more.

A veteran Wedding Stylist, she is India's first wedding planner, and has been **recognized by the Government of India** for being the changing face of the Wedding Industry.

SUMANT Jayakrishnan

Scenographer, Designer



8&11T
ONLINE

www.audiblelive.com

Orientation



**23
SEP** | Timing:
3.00 PM
ONWARDS

Scenographer, Designer
Sumant Jayakrishnan

Sumant Jayakrishnan is a contemporary Indian set designer, lighting designer and costume designer. He also designs exhibits for the National Museum in New Delhi.

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

RECENT

EXPERT SESSIONS

RHEA
Malvai

Wedding Stylist, Event Manager



A design and communications professional with 11 years of experience in public relations, promotions, event management, wedding planning, jewellery design and event production.

A large crowd of people is visible at the bottom of the frame, their hands raised in excitement. Above them, a massive amount of colorful confetti is falling from the top, creating a dense, celebratory atmosphere. The scene is illuminated with vibrant blue and purple stage lights, typical of a concert or festival setting. A large, semi-transparent purple circle is overlaid on the left side of the image, containing the text and a list of categories.

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

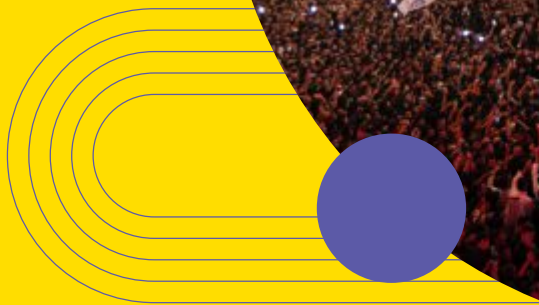
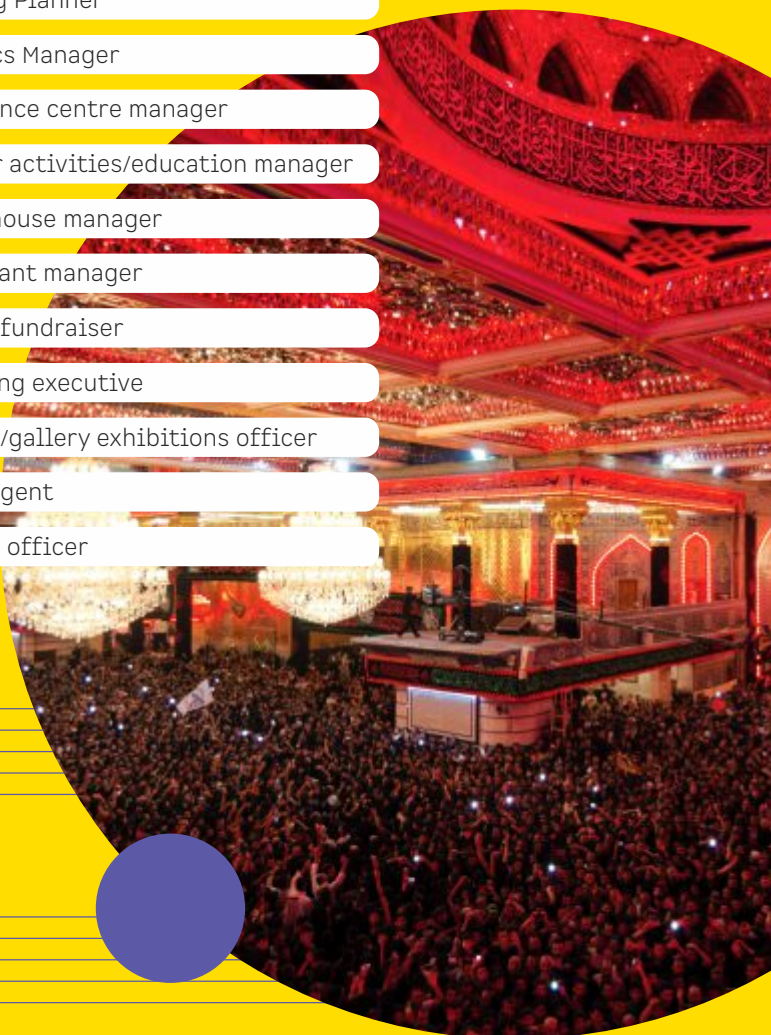
Charity fundraiser

Marketing executive

Museum/gallery exhibitions officer

Talent agent

Tourism officer



RECENT PLACEMENTS



Gauri Sharma

Event Sales Asso.

Hyaat Regency

HYATT



Bhanu Kakkar

Event Management Exec.

Foreign Wedding Planner

F



Sourabh Negi

Event Executive

P2C Communication

p2c
Students



Divya Tiwari

Event Executive

Foreign Wedding Planner

F



Gagandeep Singh

Event Management

The Thinking Hat

thinkinghats
professional education

RECENT PLACEMENTS



Sakshi Tandon

Event Management

The Thinking Hat

thinkinghats



Ishita Aggarwal

Event Intern

Exchange 4 Media

e4m



Vishal Singh Rajput

Event Executive

Team Core Events

T



Bhavya Mishra

Wedding Planner Exec.

AV Events

AV EVENTS
Celebrating 10th Anniversary



Shreyansh Kashyap

Event Intern

Exchange 4 Media

e4m

STUDENT 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.

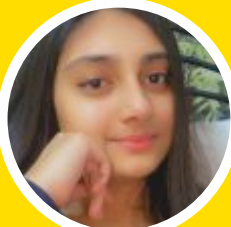
Komal Reddy

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.

Simran Kaur

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 Oberoi

1st Batch - September 2022

AFT ONLINE IN THE MEDIA



THE TIMES OF INDIA



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

INDIA
Forbes



<https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digital-push/73339/1>

THE FINANCIAL EXPRESS



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

AFT ONLINE IN THE MEDIA

Higher[®] Education Digest



<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/>

CEO Insights



<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
Chairman, AAFT Online

ADMISSION

DETAILS

DIPLOMA IN EVENT MANAGEMENT

ELIGIBILITY

Every Candidate with 12th 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.

