

Associate – Event Management (EMA2)

Core Qualification File Syllabus

Details Syllabus (T – Theory, P-Practical)

Sl. No.	CONTENT	HOURS
1.	Introduction : Explain Event Management as a career opportunity	22
	Theory	
	Understanding event management – Role of the Event Manager – Project management – Strength and weaknesses of the event management profession – Risk management, Crisis management – Planning your career	12
	Practical	
	List down various types of events that take place in your town/city.	10
2.	Types of Events: Identify different category of Events	24
	Theory	
	Meetings – Conferences – Launch events – Fashion shows – Weddings – Anniversaries – Concerts – Religious events – Exhibitions – Sports events – Fundraisers – Political events – Film premiers – Photo calls	12
	Practical	
	Prepare a list of events from 5-6 local/national newspapers and categorize them.	12
3.	Work with clients to prepare a report for an event	28
	Theory	
	Planning and preparing for the meeting – Getting to know your client – What does your client need? – Event proposal – Following up – Contracts and terms and conditions	12
	Practical	
	Arrange an Interview with a fair organizer and prepare a report.	16
4.	Steps for planning an event: Prepare plan for an event like destination wedding	32
	Theory	
	Target goals and audience – Planning the event: date and time – Budget – Venue – Food and beverage – Transportation – Speakers – Decorations	12
	Practical	
	Plan a destination wedding with all required details.	20
5.	Invitations, Greetings, Dress Code and Seating arrangements: Deliver invitations maintaining protocols	30
	Theory	
	Invitations and replies – Greetings etiquette and handshake protocol – Dress code – Table-seating arrangements – Table settings	12
	Practical	
	Prepare a list of various ways of invitation (formal, telephonic etc.)	18
6.	The Event: Maintain event protocols	32
	Theory	
	Last-minute preparations – During the event – Business cards and networking – Evaluating the event – After the event: Keeping up with your clients, partners, and guests	12
	Practical	20

	Prepare a checklist of an event.	
7.	Organization: Explain components of an event Management Organisation with local example	28
	Theory	12
	Importance of organisation in event planning – Components of organisation – Organisation techniques – Tips for better organisation – Delegation	
	Practical	16
	Prepare a list event management companies in your city and interview any one of them. Prepare a list mentioning various decorators, caterers and transporters they are associated with.	
8.	Steps in Implementation of Concepts: Prepare a contract for an event	36
	Theory	12
	Conducting market research – Establishing viability – Capacities – Costs and facilities – Plans – Timescales – Contracts	
	Practical	24
	Prepare a written master plan for a special event. The plan should be comprehensive and detailed including at a minimum the following information: title of the event, purpose and goals of the event, description of the target population, plans for marketing and advertising, detailed description of the nature of the event, organizational and staffing arrangements, financial arrangements (expenses and sources of revenue) and a schedule of major tasks and activities to be followed in planning and conducting the event.	
9.	Crisis Management Plan : Prepare for crisis management	12
	Theory	12
	Crisis planning – Prevention – Preparation – Provision – Action phase – Handling negative publicity	
10.	Marketing and Promotional Tools: Illustrate various Marketing and Promotional Tools	24
	Theory	12
	Types of advertising – Merchandising – Competitions – Promotions – Free Gifts – Website and text messaging – Flyers – Posters – Invitations – Newsletters – Magazines – Blogs – Tweets (elementary ideas only) Media tools – Media invitations – Photo-calls – Press releases – TV opportunities – Radio interviews (elementary ideas only) Sponsorship – Meaning and different types of sponsorship	
	Practical	12
	Prepare a presentation of how advertisements and press releases are done.	
11.	Staffing and compliance issues : Explain Staffing and related compliance issues	26
	Theory	12
	Staff recruitment and training – Health and safety issues – Insurance – Licences and permissions: Procedure.	
	Practical	14
	List down various licenses and permissions required prior to an event.	
12.	Evaluation: Evaluate an actual Event Management case	42
	Theory	12
	Budget – Cost of event – Return on investment.	
	Practical	30

	Attend and observe a special event and conduct a critical analysis of what is observed. It should involve an in depth investigation of a major special event and a written report of the results of that investigation. The case study report should include a brief overview and description of the event being studied, purpose of the event, description of the target audience, organizational and staffing arrangements, promotion and advertising, financial arrangements (expenses and sources of income), description of event's environment (location, areas, facilities, etc.).	
	TOTAL Hours = 336(T-144, P-192)	

OUTCOMES

Outcomes to be assessed	Assessment criteria for the outcome
<ul style="list-style-type: none"> ▪ Explain Event Management as a career opportunity. 	<ul style="list-style-type: none"> ● Able to explain event management ● Able to explain role of event manager ● Able to explain project management ● Able to explain strength and weakness of event management profession ● Able to explain risk management and crisis management ● Able to plan the career ● Able to list down various events that have happened in the town/city
<ul style="list-style-type: none"> ▪ Identify different category of Events 	<ul style="list-style-type: none"> ● Able to illustrate different types of events like meeting, conferences, lunch events, fashion shows, weddings, concerts, sports events, fundraisers, political events etc. ● Able to categorize various events
<ul style="list-style-type: none"> ▪ Work with clients to prepare a report for an event. 	<ul style="list-style-type: none"> ● Able to plan and prepare for meetings with clients ● Able to explain needs of client, event proposal ● Able to explain contracts, terms and conditions ● Able to interview organizers and prepare report
<ul style="list-style-type: none"> ▪ Prepare plan for an event like destination wedding 	<ul style="list-style-type: none"> ● Able to illustrate target goals and audience ● Able to plan event: date and time, budget, venue, food and beverage, transportation, speakers, decorations etc. ● Able to prepare a plan of a destination wedding
<ul style="list-style-type: none"> ▪ Deliver invitations maintaining protocols. 	<ul style="list-style-type: none"> ● Able to make invitations and replies, greetings etiquette and handshake protocol. ● Understands dress code, table- seating arrangements etc. ● Able to explain various ways of invitation
<ul style="list-style-type: none"> ▪ Maintain event protocols 	<ul style="list-style-type: none"> ● Able to identify last minute preparations of an event. ● Able to explain business cards and networking ● Able to evaluate an event ● Able to explain post event protocols ● Able to prepare a checklist of an event
<ul style="list-style-type: none"> ▪ Explain components of an event Management Organisation with local example. 	<ul style="list-style-type: none"> ● Able to illustrate importance of organization in an event planning ● Able to illustrate components of organization ● Able to illustrate organization techniques ● Able to illustrate tips for better organization

	<ul style="list-style-type: none"> ● Able to illustrate delegation ● Able to name various event management companies in the locality and various transporters, caterers and decorators.
<ul style="list-style-type: none"> ■ Prepare a contract for an event. 	<ul style="list-style-type: none"> ● Able to conduct market research ● Able to establish visibility, capacities, cost of facilities ● Able to plan time scales and contracts ● Able to prepare a complete master plan for an event.
<ul style="list-style-type: none"> ■ Prepare for crisis management. 	<ul style="list-style-type: none"> ● Able to make crisis planning, prevention, preparation, provision and action plan. ● Able to handle negative publicity
<ul style="list-style-type: none"> ■ Illustrate various Marketing and Promotional Tools 	<ul style="list-style-type: none"> ● Able to illustrate type of advertising, merchandising, competitions, promotions, free gifts, website and text messaging, flyers, posts, invitations, newsletters, magazines, blogs, tweets. ● Able to illustrate media tools, media invitations, photo-calls, press releases, TV opportunities, radio interviews. ● Able to illustrate sponsorship, meaning and different types of sponsorship
<ul style="list-style-type: none"> ■ Explain Staffing and related compliance issues 	<ul style="list-style-type: none"> ● Able to explain staff recruiting and training ● Able to explain health and safety issues and insurance ● Able to explain and list down Licences and permissions required
<ul style="list-style-type: none"> ■ Evaluate an actual Event Management case 	<ul style="list-style-type: none"> ● Able to illustrate on budget, cost of event and return on investment ● Able to investigate a major special event and write a report of the results of the investigation which should include: <ul style="list-style-type: none"> ❖ brief overview and description of the event ❖ purpose of the event ❖ description of the target audience ❖ organizational and staffing arrangements ❖ promotion and advertising ❖ financial implications (expenses and sources of income) ❖ description of event's environment (location, areas, facilities, etc.)