

# EVENT MANAGEMENT



Your complete knowledge deck,  
covering the principles, practises and  
professional standards of event  
management.

# ABOUT THE COURSE

**13**

## MODULES

**This course contains 13 comprehensive modules designed to provide end-to-end knowledge of Event Management, covering the complete event lifecycle from concept development to execution and post-event evaluation.**

**60**

## 60 DAYS

**Hands-on course with practical and on-ground experience covering event planning, budgeting, vendor management, and on-site execution. Prepares students to confidently handle live events and work in the industry.**

# MODULE 1

# INTRODUCTION TO EVENT MANAGEMENT

- **What is Event Management**  
(Types: Corporate, Social, Medical, Cultural, Luxury, Government)
- **Event Life Cycle**
- **Role & Responsibilities of an Event Management**
- **Industry Overview & Trends (India-focused)**

# MODULE 2

# EVENT CONCEPT, DESIGN & CREATIVITY

- UNDERSTANDING CLIENT BRIEFS
- THEME DEVELOPMENT & STORYTELLING
- MOOD BOARDS, COLOUR PALETTES & EXPERIENCE DESIGN
- BRANDING ELEMENTS FOR EVENTS
- CASE STUDIES FROM REAL EVENTS

# MODULE 3

# BUDGETING & FINANCIAL MANAGEMENT

- Cost Breakdown & Estimation
- Pricing Strategies
- Profit Margins & Negotiation
- Vendor vs Client Budget Balancing
- Billing, Invoicing & Payment Cycles

# MODULE 4

# EVENT LOGISTICS & OPERATIONS

- Venue Selection & Site Visits
- Permissions & Approvals
- Production Timelines & Checklists
- Manpower Planning
- Load-in & Load-out processes

# **MODULE 5**

# **VENDOR MANAGEMENT**

- **Identifying & Onboarding Vendors**
- **Vendor Contracts & Agreements**
- **Negotiation Skills**
- **Quality Control**
- **Managing Multiple Vendors on-site**

# MODULE 6

# EVENT TECHNOLOGY & TOOLS

- **EVENT PLANNING SOFTWARE**
- **REGISTRATION & TICKETING PLATFORMS**
- **AV, LIGHTING & STAGE TECH BASICS**
- **SOCIAL MEDIA & DIGITAL PROMOTIONS**
- **AI & AUTOMATION IN EVENTS**

# MODULE 7

# RISK MANAGEMENT & CONTINGENCY PLANNING

- IDENTIFYING EVENT RISKS
- BACKUP PLANNING (WEATHER, POWER, ARTISTS, VENDORS)
- CROWD CONTROL & SAFETY
- MEDICAL & EMERGENCY PLANNING
- INSURANCE BASICS

# MODULE 8

# ON-SITE EVENT MANAGEMENT

- IDENTIFYING EVENT RISKS
- BACKUP PLANNING (WEATHER, POWER, ARTISTS, VENDORS)
- CROWD CONTROL & SAFETY
- MEDICAL & EMERGENCY PLANNING
- INSURANCE BASICS

# MODULE 9

# POST-EVENT ACTIVITIES

- **EVENT CLOSURE CHECKLIST**
- **VENDOR SETTLEMENTS**
- **CLIENT FEEDBACK & REPORTING**
- **POST-EVENT MARKETING & CONTENT**
- **MEASURING EVENT SUCCESS (ROI, REACH, ENGAGEMENT)**

# MODULE 10

# PROFESSIONAL DEVELOPMENT & CAREER OPPORTUNITIES

- CAREER PATHS IN EVENT INDUSTRY
- FREELANCING VS COMPANY VS ENTREPRENEURSHIP
- PERSONAL BRANDING AS AN EVENT PROFESSIONAL
- CLIENT ACQUISITION
- ETHICS & PROFESSIONAL CONDUCT

# MODULE 11

## CLIENT SERVICING & COMMUNICATION

- Handling Difficult Clients
- Professional Email & WhatsApp Communication
- Proposal Presentations
- Expectation Management

# MODULE 12

# LEGAL, CONTRACTS & COMPLIANCE

- **Event Contracts Basics**
- **Cancellation & Refund Policies**
- **Permissions, Licenses & NOCs**
- **Vendor & Artist Agreements**

# MODULE 13

## PRACTICAL TRAINING & LIVE EXPOSURE

- **Mock Event Planning**
- **Budget Creation Assignments**
- **Vendor Calling Practice**
- **Site Visit & Event Shadowing**
- **Internship / Live Event Assistance**

ParinithaTechnologies

SRIniya Ventures



**HERE'S YOUR ROADMAP TO SUCCESS –  
ARE YOU READY TO BECOME THE NEXT  
EVENT MANAGER EXTRAORDINAIRE?**

**THANK YOU**