

HM-402 EVENT MANAGEMENT

Theory: 4 Credits

Objectives: To make the students to gain the Basic Knowledge about different Hotel Events and the situations to handle.

Course Content:

Unit - 1 Introduction to Event Management -Categories and Definitions-Needs and Objectives of Event Management-Creativity and implications of Events- Organization Structure of Event Management -Functions of a Multifaceted Event Management

Unit - 2 Event Management Planning-Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function area-Factors affected in Event Management.

Unit - 3 Different Management in Event-Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods-Leadership management and its authority-Feed Back Management and its measuring tools

Unit - 4 Basic Qualities of Event management Person- Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

Unit - 5 Various Event Activities- Concept Exhibition - Space Planning – ITPO - Sports Planning- Tourism events and Leisure Events

Reference Books:

1. Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
2. Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition -2007
3. Julia Ruherford Silvers and Joe Goldblatt, Professional Event Coordination, Wiley, John & Sons, Edition -2006.