



DGMC

MEDIA EDUCATION 4.0

Post Graduate Program in

EVENT MANAGEMENT

As festivals, events and conferences around the world continue to grow, so do the demands placed upon companies and communities. This Program prepares students for the planning and execution of events, in addition to offering critical education in brand building, marketing & communication.

Program Objective

- ▮ To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.
- ▮ Programming events in such a way that operational information is transferred
- ▮ Forming the base of many routine activities in operations management
- ▮ Provide the trigger or entry point for many service operations processes and activities
- ▮ Describe the fundamentals of economics and IP in event industry.
- ▮ Describe promotional and legal aspects in event.
- ▮ Describe fundraising, promotions, licensing, and media relations in Event Management.

18 MONTHS PROGRAM

A path breaking course which will provide the best of hands-on training

11
Month

Industry based Teaching -
Learning pedagogy

01
Month

Live
Project

06
Month

2 Internships of
3 month each

3+ months of **International Internship in Singapore** to study under international mentors and work with an International Event Management company

Note: Cost to be borne by the students

BASELINE SUBJECTS

- Introduction to event management
- Brand management & marketing
- Event planning, ideation & costing
- Event creatives & collaterals
- Event technical elements
- Set design and venue construction
- Event operations & production
- Sponsorship
- Corporate and social events
- Celebrity and artist management
- Business development and client servicing
- Business entrepreneurship
- Event finance and taxation
- Permissions and regulations
- Digital event planning and execution
- Activations, rural & urban engagement events
- Experiential marketing

PROGRAM HIGHLIGHTS



Virtual Internships



Flip Classroom



Live Projects



Incubation Lab



Industry Mentoring



Phygital Teaching

Program Outcome

- To obtain a sense of responsibility for the multi-disciplinary nature of event management
- To gain confidence and enjoyment from involvement in the dynamic industry of event management.
- To identify best practice in the development and delivery of successful conferences and corporate gatherings.
- To identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
- To identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

Course Fee

₹ 2.5 LACS + GST

Knowledge Partners



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www.dgmc.org.in