

Teaching Lesson Plan

MDC/ (MNV)

INTRODUCTION TO EVENT MANAGEMENT (MNV)-A

Lecture hours: 45

OBJECTIVES: Understanding Event Planning Fundamentals: Students will be able to explain the key principles and processes involved in event planning, including event design, site selection, logistics, and budgeting.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Defining & Understanding the Events	15Hrs		
	Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager	15	PPT, Illustrations	Q & A, Assignments
Unit-II	Event Objective, Structure of Demand	10Hrs		
	Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events,	10	PPT, Illustrations	CIA
Unit-III	Initial Planning, Visualisation, Monitoring the Budget	10Hrs		
	Critical Path, Function sheets, Timings, Checklist, getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist	10	PPT, Illustrations	Q & A, Assignments
Unit-IV	Room Requirements	10Hrs		
	Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment	10	PPT, Illustrations	Q & A, Assignments

Reference Books:

1. "Event Management: A Professional and Developmental Approach" by Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, and Ian McDonnell
2. Comprehensive guide covering all aspects of event management.
3. "Events Management: Principles and Practice" by Razaq Raj, Paul Walters, and Tahir Rashid
4. Focuses on the core principles and practical applications in event management.
5. "Event Management for Dummies" by Laura Capell
6. A practical guide with straightforward advice on planning and managing events.

7. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen

Prepared by Department