

Teaching Lesson Plan

MDC/ (MNV)

EVENT PLANNING, SPONSORSHIP & BUDGETING (MNV)-C

Lecture hours: 45

OBJECTIVES: Develop Event Planning Skills: Students will be able to plan various types of events, including corporate meetings, weddings, and cultural events, by understanding the key components of event planning such as venue selection, logistics management, and timeline creation.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High-level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship.	9Hrs	PPT, Illustrations	Q & A, Assignments
Unit-II	Planning logistics, selecting dates & times, selecting a destination, choosing a site, creating a detailed list of the requirements of a potential site, site inspection, outdoor site, choosing talent - speaker, lecturer, instructor, entertainer, signing a contract, room design, registration & ticket sales area, internet access & Wi-Fi, technical support.	9Hrs	PPT, Illustrations	Q & A, Assignments
Unit-III	Event sponsorship – understand sponsorship, understand – event organizer, event partners, event associates, event sponsor, the importance of sponsorship – for the event organizer, for a sponsor, type of sponsorship, making sponsorship database, making sponsorship proposal, closing a sponsorship, research of sponsorship, converting sponsorship into partnership	9Hrs	PPT, Illustrations	Q & A, Assignments
Unit-IV	Fixed cost, variable cost, additional expenses, indirect costs, making of a cost statement and profit calculations, managing cash flows, understanding contribution, calculating break-even points and target income, cost-volume-profit analysis, sensitivity analysis, B.E.P. analysis as applied to event management and tactical decisions	9Hrs	PPT, Illustrations	Q & A, Assignments
Unit-V	Allocating costs to an event, the basis of allocation, allocating cost of support departments, cost control, direct & indirect variances, and event-based costing, preparing the budget, developing system to track expenses, list of expense Categories, bifurcating actual expenses, monitoring expenses. Retention.	9Hrs	PPT, Illustrations	Q & A, Assignments

Prepared by Department

