



**Department of Journalism and Mass Communication**  
**Faculty of Professional Studies,**  
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## **Event Management (PSOE-003)**

### **Unit –I**

What are events?

Types of events and event management

Event as a communication and a marketing tool,

What is the marketing tool that we use in Event Management?

Growing importance of events like exhibitions, seminars conventions worldwide

### **Unit –II**

Organization–setting up an event organization structure,

The committee system, meeting management,

Programming and service management-programme planning portfolio, the programme, the elements of style,

Developing a programme life cycle, scheduling.

### **Unit -III**

Elements of event management

event infrastructure, organizers, sponsors, logistics.

Conceptualization and planning-the nature of planning, planning the setting , location and site, the operation plan, business plan, developing strategies.

### **Unit -IV**

Human Resource Management –need, assessment, policies and procedures, job descriptions, recruitment and motivation

Risk management-the budget and cost revenue management, cash flow management,

Market Research-consumer behavior survey, Market area survey, visitor's survey etc.

## **Unit-V**

The Communications Mix

Developing and Communicating a Positive Image.

Evaluation Concepts, Observation Techniques and Applications

Evaluation of Costs and Benefits

## **Reference Book**

1. C.N. Sontaki - Advertising and Sales Promotion
2. Bruce E Skinner, Vladimir Rukavina Event Sponsorship, Publisher Wiley 2002,ISBN 0471126012
3. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
4. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000