EVENT PLANNING AND MANAGEMENT

COURSE OUTCOME:

CO.1: Define the roles and responsibilities of an Event Manager,

CO.2: Classify the tasks of cost estimation and client management for the event

CO.3: Apply the practices for communicating effectively with guests and team members.

CO.4: Describe the activities that ensures the health, hygiene, and safety practices.

CO.5: Create an event with planning and management through organizing an event.

UNIT: I Introduction to Event Management with the Planning Activities

1. Describe the Hospitality Industry and its sub-sectors,
2. Discuss the job role and job opportunity for a Meeting, Conference and Event Planner in the Tourism and Hospitality Industry
3. Elaborate the standard procedures for organizing events, meetings and conference management.
4. Discuss the types of events, like theme based, traditional events etc.
5. Discuss the process of event management as well as its concept and designing procedure
6. Elaborate the procedure of preparing the event proposal.
7. Elaborate the vendor selection and management procedures.
8. Discuss various types of layout plan for the venue.
9. Discuss various types of tools and equipment, facilities required for various services for the event, meetings and conferences
10. Apply appropriate practices to identify client's requirement, attendee profile, meal types and scope of event, meeting or conference proposal including time, date, location, and budget
11. Discuss various types of venues depending on the events, meetings and conference with the procedure of selecting appropriate venue.
12. Elaborate the standard operating procedures and types of events, e.g. weddings, birthday parties, fashion shows etc.
13. Discuss various types of vendors required for various events, meeting and conference and the procedure to manage the vendors.
14. Explain various types of entertainment programs.

UNIT: II - Estimate the cost and Receive Client Approval

1. Elaborate the methods of cost estimation, event accounting and costing procedures for the event,
2. Explain the requirements for the event production and related logistics.
3. Discuss various negotiation techniques for cost effective services.
4. Describe marketing strategies and their implementation procedures for an event, meeting or conference
5. Explain the procedure to establish procedures to ensure the requirements are met and contingencies are developed as per standards for the event, meeting or conference
6. Explain contract management procedures.
7. State the importance of complying with relevant legislation and organizational standards while organizing the event, conference or meeting and all associated activities.
8. Discuss various types of problems that may occur during an event and procedure to identify and solve them.
9. Dramatize a situation on how to arrange for recreational or entertainment programs, food, snacks and catering services as well as organize media coverage for the meeting or conference.
10. Demonstrate how to set the décor and seating arrangements as per requirements and make special arrangements for the VIPs or invitees with special needs.

UNIT: III - Promote Effective Communication and Service Standard

1. Discuss the importance of effective communication
2. Discuss the importance of professionalism, etiquette and ethical behavior at the workplace.
3. Dramatize a situation on how to gather the necessary information about the event, meeting or conference and customer requirements.
4. Show how to organize sponsorships, advertisements and marketing collaterals required for the event, conference or meeting.
5. Explain the importance of maintaining hygiene and wearing designated uniform.
6. Explain the importance of guest satisfaction and guest feedback.
7. Outline the procedure and policy of handling complaints and feedback constructively.
8. Describe various ways to handle team members.

UNIT: IV – Monitor Health Hygiene and Safety

1. Discuss the concept and importance of personal and workplace hygiene
2. Discuss procedure to maintain personal hygiene
3. Explain the compliance norms to ensure cleanliness and sanitization of the workplace and related equipment.

4. Describe standard safety procedures to be followed while handling tools, material, and equipment.
5. Describe the methods to minimize accidental risks and potential hazards in the workplace.
6. Outline the purpose and usage of various Personal Protective Equipment (PPE)required at the workplace.
7. Outline the purpose and usage of various Personal Protective Equipment (PPE)required at the workplace
8. Explain the importance of preventive health check-up organized by the company List the components of the first-aid kit
9. Describe the methods to minimize accidental risks and potential hazards in the workplace
10. Explain different safety warning signs and labels at workplace
11. Discuss ways to dispose and segregate different types of waste at the workplace
12. Explain the procedure to report accident and other health related issues as per SOP

UNIT: V - On-the-Job Training.

1. Dramatize a situation on how to meet event, meeting and conference stakeholders to understand the event's purpose and goals.
2. Role-play on how to obtain information about the attendee profile to choose the types meals and snacks etc.
3. Employ appropriate practices to identify the operational and resource requirements for the event, meeting or conference.
4. Role play on how to brief the staff regarding their duties and relevant procedures and information about the event.
5. Prepare a duty roster and schedule to allocate the job responsibilities to the staff.
6. Prepare a sample budget for the event, meeting or conference.
7. Plan and conduct an event with a theme.

Reference Books:

1. The Practical Guide to Managing Event Venues by Berners, Publisher: Routledge.
2. Event Planning and Management, second edition, Ruth Dowson, David Bassett
3. Event Management, Sukhpreet Kaur, Excel Books Private Limited,
4. Event Management and Marketing: Theory, Practical Approaches and Planning, Anukrathi Sharma, Shruti Arora. Bharti Publications.
5. Basics of Event Management, Shri Chakradhar Publication PVT. Limited.