

Event Management

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What is Event Management

Event Management is a course which deals with the planning, coordinating, and organizing of events for people and communities. It is a part of the mass communication course which is offered by many prestigious colleges in India. Event management course aims to imbibe knowledge on analyzing, marketing, planning and strategies in business administration to its students.

Event Management course has become quite popular in India, especially due to its large diversity in population along with many occasions, concerts and ceremonial services as well as celebrations and weddings which happen consistently almost every day. Event Management is a good career path for many with creativity and organized mindset. One can successfully run their event planning services or business without having to depend on companies to hire them.

Abroad, event managers are widely hired for concert planning and management, fashion shows, festivals, weddings and much more. An individual can pursue an event management course in undergraduate BBA/BA, as well as postgraduate MBA/MA, level of degree.

Eligibility Criteria (UG & PG) of Event Management

Eligibility Criteria for undergraduate and postgraduate study in event management course differs due to differences in the degrees.

For undergraduate degree

- For BBA/BA in event management, one must complete their 10+2 with at least 50%.
- Admissions are mostly merit-based, but some Institutions require a basic aptitude test or entrance exam for the selection process.
- Candidates from all streams are accepted.

For postgraduate degree

- An individual must score at least 55% to 60% for their bachelor's degree.
- Bachelor's degree in any subject or course is accepted although a bachelor's degree in mass communication or management studies is preferred.
- Admissions are carried out by either merit list or entrance tests like MAT, CAT, NMAT, and other related entrance tests.

The above eligibility criteria depend on the Institute/college as per their need and preference.

Entrance Exams for Event Management

Most of the colleges that provide event management courses do not require an entrance exam for admissions to the course since any subject's background, of course, can apply for this course of study. However, entrance exams are conducted for MBA in event management.

- CAT- Common Admission Test or CAT is an online entrance exam conducted to grant admissions into the IIMs and the other prestigious B schools in the country. It is conducted by various IIM Institutions annually.

- **MAT- Management Aptitude Test or MAT is a national level entrance test conducted four times every year, by the All India Management Association (AIMA) to grant admission to the MBA and PGDM courses.**
- **NMAT- NMAT is a national level entrance test to grant admission into the MBA courses in Institutions like NMIMS and other top B schools in the country.**
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Scope of Event Management in India and Abroad

Event Management Course offers a wide range of scope for its students in India as well as abroad due to its vast aspects of subjects in this course. The study of this course provides an opportunity to unleash an individual's creativity to a higher degree.

Most students engage in working as an event manager as a part-time job even while pursuing academic study since it doesn't require 24/7 engagement in work, and one can pursue a degree even while working as an event manager/organizer due to its flexibility in work.

As India is a festive country with lots of celebrations from time to time, it has a very large scope for individuals with this degree course. Event Management offers more scope in India than Abroad.

However, many event managers travel abroad from time to time as per their agencies schedule, and today the number of agencies that engage in global event management has increased providing more opportunities for individuals in this field of study.

Course Subjects

There is a wide range of topics and subjects in the event management course of study. It includes all the necessary subjects required to obtain a degree in the course. Some of the most popular subjects studied in this course include;

- **Management process**
- **Business communication**
- **Advertising management for services**
- **Event management planning**
- **Marketing and brand management**
- **Communication and personality development**
- **Event risk management**
- **Advertising, PR and event management**
- **Concept and Designing of event**
- **Qualitative techniques**
- **Human resource management**

Careers in Event Management

Event Management offers a wide range of career opportunities to its students due to the vast number of subjects covered within the course. An individual can open their event planning services, event organizing agency, work with their team, and plan events related to weddings, concerts, community fest or college fest along with parties. Wedding planner and gallery/museum organizer are considered to be highly paid along with good

opportunities to work with well-known companies and celebrities in the future if their work displays well.

Therefore, the scope of career in event management course offers a wide range of opportunities for individuals pursuing this course of study.

Upcoming trends

Event management is not something new to us, and the fact that it occupies almost 40% of service sectors today proves that the demand for this profession and subject has increased over time. A lot of upcoming trends and topics are expected in the coming years with development in the field of work in recent years and with digital marketing occupying the field of management in all aspects.

New topics on digital marketing in event management will be introduced in the coming years and in some places, this has been a part of a subject already. Use of graphic technology and technical skills in the course of management is widely appreciated and will be introduced in this field of study. Therefore, with every change and development encountered in the event management field of work, will there be introduced new subjects in the course study to pace up with the changes that take place.

Job Profiles Offered After Event Management

A wide range of job opportunities is available in the event management course.

| Job Profile | Job Description |
|-------------------------|--|
| Event Planner | An Event Planner is responsible for creating a detailed plan for events like wedding, conferences, parties, concerts and more. |
| Event Manager | An Event Manager is responsible for the planning and managing of events as per the need of the clients. |
| Logistics Manager | A Logistics Manager is responsible for the management of the transportation of equipment, guests and decorative arts for the events. |
| Project Manager | A Project Manager is responsible for managing projects efficiently, along with budgets that come along with the project. |
| Museum/Gallery Manager | A Museum/Gallery Manager plans and organises events or shows in art galleries and museums. |
| Client Service Provider | A Client Service Provider provides services and advertising agency to clients with communication skills and maintaining public relations |

Top Recruiters in Event Management Field

- Platinum Events
- Britt Worldwide
- Wizcraft
- JM Events
- 360 Event Management Solutions
- GRIPS proevents
- Entertainment industries

The above job profiles and recruiting agencies and companies may differ according to the individual's skills and knowledge related to the work.

Average Salary

| Job Profile | Average Annual Income |
|--------------------------|----------------------------------|
| Event planner | Rs 6 to 8 Lakhs p.a. (Approx.) |
| Client service provider | Rs. 3 to 5 Lakhs p.a. (Approx.) |
| Event manager | Rs. 5 to 8 Lakhs p.a. (Approx.) |
| Gallery/museum organiser | Rs. 6 to 9 Lakhs p.a. (Approx.) |
| Executive manager | Rs. 6 to 9 Lakhs p.a. (Approx.) |
| Wedding planner | Rs. 6 to 10 Lakhs p.a. (Approx.) |

The above-mentioned salaries differ from agency to agency and job roles as well as individuals experience and skills.

Required Skillset for Event Management

The course study of event management requires a lot of skill sets which are not even taught included in course subjects. It means that an individual needs to have to build skills apart from academic achievements or course-related subjects of study.

One of the most important skills needed in pursuing event management is communication skills because this field of work requires a lot of interaction with customers by using language proficiency skills and verbal communication skills which are all important parts of this course. Creativity, public relation, analytical thinking, problem-solving skills, organized, and much more are the required skills for this course of study for better future scopes and career.

Course Curriculum for Event Management

The study of event management focuses on different in-depth studies in managing events and activities efficiently by embedding the required skills. This course aims to provide services and expertise skill sets to manage people and business for better future scopes.

Communication skills are importantly taught in this course due to it being the essence of event management by interacting and discussing various ideas with people of different kinds while managing their events. Students gain an insight experience and skills in financial management, risk management, people management, and marketing strategies which are the core subject of this course.

Maintaining and developing good relationships with customers and bringing out the event on how they want it by applying knowledge and skills learnt during the course is the main factor in pursuing this course. In short Event Management is a lightening career stream having bright future for the students.