

WE HELP YOU BECOME  
A TALENTED EVENT MANAGER  
AND ACHIEVE PEACE OF MIND,  
FINANCIAL FREEDOM AND  
A CAREER FOR LIFE.



# Event Management Made Easy



[www.iemedu.com](http://www.iemedu.com) | [career@iemedu.com](mailto:career@iemedu.com)

**If you are looking to make a career in Event Management and if the following questions keep you awake at night, be assured that you have come to the right place:**

- I want to become an Event Manager, where do I start from?
- There are so many colleges / institutes, how do I select a quality Event Management school?
- There are numerous options for courses in Event Management, how do I pick the right one for me?
- My communication is not good; will I still be able to make it big?
- How much expenditure will I have to incur and how can I afford the same?
- What exactly will I learn in Event Management and how will it help me in real life?
- What should I specialize in? (Wedding, Sports, Advertising, Media Events, Corporate Events, Social Events & Activities, Personal Events, etc.)
- How much time will I need to invest to complete the course?
- Do I need the knowledge of interior decoration to do this course?
- Is there scope in the Event Management field in India? How much will I make?
- How long does it take to become a Professional Event Manager?
- Can any common man (or woman) do this course?
- Is Event Management only about gathering people together of specific function?

**Aspiring Event Managers looking out for a **Highly Paid Job/Career** in the field of **Event Management!****

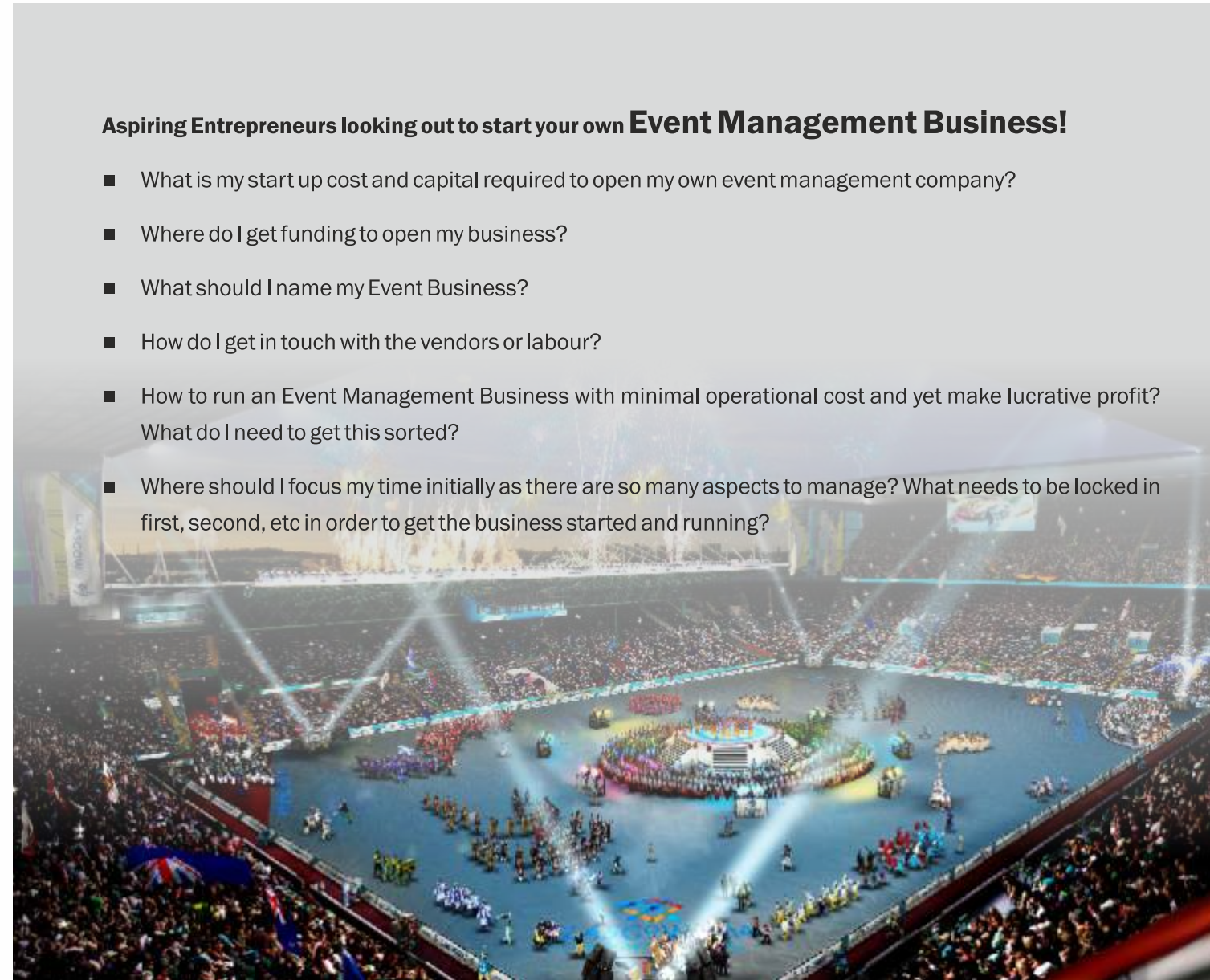
- Will I get a job? How soon?
- How much will be the starting salary?
- Will I be selected in the campus interviews held at the college and what is the placement track record and support given by the college?
- What is the growth possibility?
- What are the kinds of jobs and profiles available in the field of Event Management?





### **Aspiring Entrepreneurs looking out to start your own Event Management Business!**

- What is my start up cost and capital required to open my own event management company?
- Where do I get funding to open my business?
- What should I name my Event Business?
- How do I get in touch with the vendors or labour?
- How to run an Event Management Business with minimal operational cost and yet make lucrative profit?  
What do I need to get this sorted?
- Where should I focus my time initially as there are so many aspects to manage? What needs to be locked in first, second, etc in order to get the business started and running?



## Life at IEM

Let us have a quick look at what our alumni have to say about their experience at the institute...



**Niyati Tyagi**  
Event Management Professional, IEM

"If you're looking for a program that will prepare you for a successful career in the lucrative field of Event Management, then this is one course you just cannot afford to miss. It prepares you to face the initial challenges through hands-on experience and practical training. I sincerely thank the team at IEM for helping me establish my career as a successful wedding planner armed with the desired skills and managing abilities."

"The Event Management program provided ample opportunities for networking with the key professionals from the industry and this has been of immense help to me in gaining hands-on experience for various events. It gives you an edge over the competition that is essential for making your mark in a highly competitive market. I thank the faculty at IEM for the invaluable guidance that has helped me bag my dream job with a reputed event management firm."



**Shreyas Surana**  
Event Management Professional, IEM



**Samrth Joshi**  
Event Management Professional, IEM

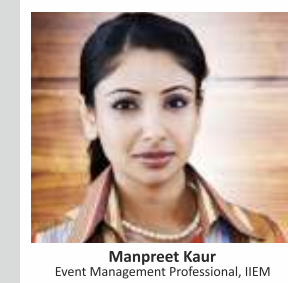
"Studying at IEM has been a great experience because of the highly skilled faculty members who are passionate about the success of their students. The curriculum is designed to challenge our capabilities and helps us adapt to the changing environment that is innate to the industry. What's more, eminent personalities from the event's industry conduct workshops to prepare us for absorption into the industry."



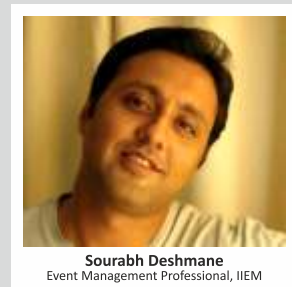
**Nadeem Shaikh**  
Event Management Professional, IIEM

“I sincerely thank the entire team at IIEM for coming up with a program that has given me the opportunity to be a part of big events and gain hands-on experience. The state-of-the-art program has helped me develop my skills and the internships were instrumental in fetching me the right job. I owe the success of my event management firm to the guidance offered by the faculty at the institute.”

“The best thing about this program is that it focuses on job-oriented skills and prepares you for the real challenges through internships with renowned event management firms. This means you get the opportunity to do some real planning for big events. I am sincerely grateful to Kirti Ma'm and Amit Sir for the amazing experience that I had during my days at IIEM and also for helping me give wings to my dreams!



**Manpreet Kaur**  
Event Management Professional, IIEM



**Sourabh Deshmane**  
Event Management Professional, IIEM

“This program is unique in more ways than one as it not just incorporates state-of-the-art classroom training but also provides ample opportunities for gaining practical knowledge through internships, with the latter helping students get involved in the actual planning of some really big events. I sincerely thank IIEM for a course that has helped me achieve their dreams of making it big in the event management industry.



We are a proud member of EEMA which is the unified voice of the industry to Government, statutory bodies, taxation authorities and private licensing bodies and seeks to protect its members' interests in all these areas.

It also seeks to lay down professional standards of management and interface between its members and clients, vendors and artists across the country.

It is also a repository of knowledge for its members in terms of providing a databank on venues, artists and vendors and advising its members on safety standards, employee codes of conduct and best practices of the industry.

It also seeks to constantly upgrade skills and knowledge levels of its members by organising training programmes, seminars and interface with international and local industry stalwarts.







We are a proud member of MCCIA. MCCIA has been playing a significant role in accelerating the industrial and economic development of Pune region for more than seven decades now. It is one of the most active chambers of Commerce in India and has been instrumental in promoting number of institutions in Pune. MCCIA has continuously driven to make Pune a global business destination and has been catalyst for economic development of the region.



We are also a proud member of TIE –

- TIE Bring together entrepreneurs, investors and industry
- Foster generation and discussion of entrepreneurial ideas to develop a sustainable entrepreneurial infrastructure within Pune.
- New frontiers for the entrepreneurial journey
- New enablers and support systems
- New markets for seeking success

At TiECon Pune chances are you'll come face to face with business' leaders, entrepreneurs & industry luminaries. It will be a great opportunity to hear & interact with industry experts.

## Scope Of Event Management As A Lucrative Career Choice

This sunrise industry, encompasses a spectrum of interesting career opportunities Before we move on to the scope of careers in event management, let us get our basics right about this field to help you get started.

The event management industry is currently experiencing a boom like never before with the demand for skilled and trained professionals growing by leaps and bounds. This is largely due to the economic growth in the country that has resulted in an increase in spending power of the common man. As a result of this, people are ready to invest in making weddings, launching commercial products, organising events and other family functions an affair to remember! Add to this the numerous corporate occasions that call for professionals skilled in managing events and doing it well, and you have a gold mine of opportunities waiting to be grabbed! If you are still on the lookout for more reasons to be a part of the event management industry, then here is a wonderful career opportunity in front of you to grab.



### **Some Interesting Facts...**

- The event management industry is one of the fastest growing industries today, along with the travel and hospitality sectors.
- It is estimated that it is experiencing an unprecedented growth of more than 25% per year.
- Today, event management is not just limited to planning and organization but much more. Execution of a project, which might be anything from parties to commercial product launches, is just one of the various aspects of event management.
- The event management industry is hardly a couple of decades old and has already experienced unprecedented growth.

### **Why this Unprecedented Growth?**

Market leaders say that this is largely due to the fact that the Indian consumer is more than happy to shell out a few extra bucks to make a personal/professional event special, including birthday parties, product launches and weddings. Earlier what was regarded as personal occasions are now treated as grand occasions where hundreds of guests / customers are invited and extreme care is taken towards food, décor, and even celebrity appearances. This is where event management companies come into the picture.

Do you have a knack for managing events with a creative mind? Well, if yes - then you can definitely find yourself a satisfying career in the event management industry.



## **Event Management Professionals Are The Need Of The Hour!**

This unprecedented growth in the event management sector has given rise to a huge demand for skilled professionals. In fact, a career in event management is so much recognized today that people no longer consider it to be any less than the conventional professions. In fact, people have of late begun to develop more than just a keen interest in this field and things are now very different from what they used to be even a few years ago.





## The Many Niches...

Today, the event management sector is not just limited to media and sporting events but covers diverse niches. Keeping up with this need, the eminent event management firms have come up with niche-specific services to cater to the demands of the clients. The different niches can be broadly classified as social events, sports events, corporate events, and family events.

### Social Events :

Social events consist of events that involve a large group of people and are generally organised by an organization. The following are the different niches that come under social events.

- Dance Balls
- Debates
- Reunions
- Men's events
- Observances
- Charity Events
- Women's events
- Book fairs
- Protests
- Festivals



### Sports Events:

Sports events consist of events that are related to different sports and can be conducted on any scale. If you can make a mark in this niche, you can get contracts for organising events at the national or state levels.

- Golf events
- Cricket matches
- Award functions
- Promotional events
- Soccer matches
- Mall Events
- Opening ceremonies
- Award Functions



### Corporate Events:

Corporate events are events that are organised by organisers for their employees to increase employee motivation and inculcate team spirit. The following are some examples of corporate events.

- Board Meetings
- VIP Events
- Trade Shows
- Executive Dinners
- Press Conferences
- Shareholder Meetings
- Networking Events
- Business Dinners
- Team Building Events
- Product Launches



### Personal Events:

This category consists of the most common events that are organised and attended by the members of a family. What once used to be a relatively small affair in India, managed efficiently by the members of the family, has now become grand events that demand the services of qualified event managers.

- Weddings
- Wedding Anniversaries
- Bachelor or Bachelorette Parties
- Milestone Birthdays
- Coming-of-age Celebrations
- Birthday Parties
- Picnics
- Theme Parties
- Kids' Parties
- Baby Showers



### Political Events :

They are generally organized to build a brand of a political party, create awareness between voters and glorify the image of a contestant for the elections. They include following events

- Political Processions
- Rally
- Political Broadcast
- Political Image building
- Demonstrations
- Political Functions
- Political Press Conference
- Pre Election Campaign



## The Hard Work That Goes Into It...

Contrary to popular belief, the work of an event manager is more than rubbing shoulders with the elite and the famous and involves a lot of hard work. In fact, the work of an event manager begins much before an actual event and ends only after the curtains come down. Everything from coming up with brilliant ideas and executing them to perfection comes under the responsibilities of the event manager and he should be perfect at his job. Then it comes without saying that managing a large scale event is not a single man's job and requires the collaborative efforts of a team that works in impeccable co-ordination to produce extraordinary results.

When you choose to work as an event manager, you can work in one of the following departments:



### **1. Business Development / Client Servicing:**

If you are interested in talking to clients, then this should be the field of your choice. It is also referred to as the marketing or sales profile and involves upselling to clients and also providing satisfactory customer service. In other words, their responsibility is to make the business grow and at the same time, keep the existing clients happy.



## **2. Event Planning/ Conceptualization:**

Once the business development team has done its job properly and fetched clients for the business, the job of the planning team begins and this is nothing but brainstorming to come up with ideas and concepts that will be appealing to the clients and cater to the requirements of the event as visualized by the client.

## **3. Creative Department:**

Once the planning and conceptualization team has come up with an idea, the job of the creative department is to bring the concept to reality by giving shape to promotional materials and other visual elements. To be a part of the creative team, you need not just be creative but also possess the technical skills required for the job.





#### **4. Production:**

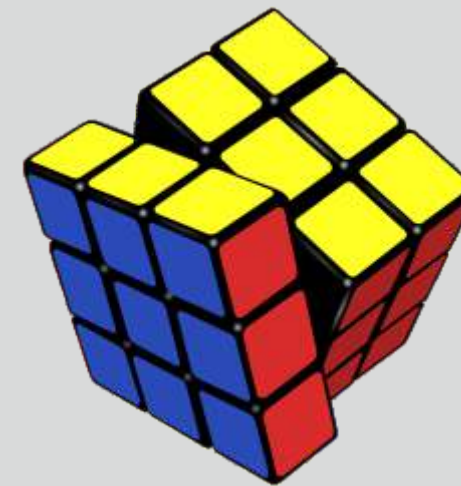
The final step in the process of event management is the production stage which is the responsibility of the event production or the operations team. The people who are a part of this team are involved in the logistics and these are the people who are responsible for ensuring that everything is in order on the day of the event and there are no glitches here and there. The key skills required are attention to detail and a sharp focus. If you are a talented event management professional, you can even work as a freelancer or set up your own event company.



## Let Your Skills Do The Talking :

If you dream of making a mark in the event management industry, then you should possess the following skills:

- Exceptional organizational capabilities
- Undiluted energy
- Ability to work in a team and getting work done from people
- Ability to adjust to long working hours
- Ability to handle immense pressure
- Quick decision making abilities
- Meticulous planning abilities
- Ability to multitask



## Talking About Money

Talking about the amount of money that you can earn in the event management industry, a fresher would earn anything from Rs 10000 to 15000 per month as stipend during the initial days. However, with the tremendous opportunities for growth in the event industry, you'll soon begin to earn anywhere close to 1.5 to 2 lakhs per month within a year or two! Industry insiders vouch for your creativity and your ability to prove your mettle as your tools to rise up the ladder to success sooner.

## Course Options:

### 1) 1 Year Professional Certification Course in Event Management ( full time )-

The Full Time Program is structured to cover every aspect of Event Management:

- In an interactive classroom format by some of the best practitioners from the industry
- Experiencing LIVE event interactions
- Actual work on an in-house EMDI event to ensure students are put through the rig ours of a complete event (from concept to execution)
- A two month industry mentored internship
- Assistance with placement

#### Course Contents

- |                                       |  |
|---------------------------------------|--|
| ■ Introduction to Event Management    | ■ Brand Management and Marketing           |
| ■ Communication & Presentation Skills | ■ Event Concept, Creative & Collaterals    |
| ■ Event Technical Elements            | ■ Set Design and Venue Construction        |
| ■ Event Operations and Production     | ■ Sponsorship                              |
| ■ Celebrity and Artist Management     | ■ Corporate Events and Incentives          |
| ■ Weddings & Personal Celebrations    | ■ Sports Event                             |
| ■ Exhibitions and Trade Fairs         | ■ Music Events and Concerts                |
| ■ Film-based Events                   | ■ Shopping Mall Events / Road Shows        |
| ■ Rural Market Events                 | ■ School Contact Programs                  |
| ■ Reality Shows                       | ■ Political Events                         |
| ■ International Events                | ■ Activation – Ideation, Planning, Costing |
| ■ Asset Creation and Management       | ■ Event Finance & Taxation                 |
| ■ Integrated Media & Amplification    | ■ Getting Industry Ready                   |

## 2) 1 Year Professional Certification Course in Event Management (part time )-

Diploma Courses are part time qualifications which expose students to:

- A lot of work experience at events
- Deliver focused sessions in the evenings and evaluations
- A blend within applicant' occupations and college study/occupation time criteria.

### Course Contents

- Introduction to Event Management
- Communication & Presentation Skills
- Event Technical Elements
- Event Operations and Production
- Celebrity and Artist Management
- Weddings & Personal Celebrations
- Exhibitions and Trade Fairs
- Business Dev. & Client Servicing
- Business Entrepreneurship
- Brand Management and Marketing
- Event Concept, Creative & Collaterals
- Set Design and Venue Construction
- Sponsorship
- Corporate Events and Incentives
- Sports Event
- Music Events and Concerts
- Event Finance & Taxation



Value For Money	Full Time	Part Time
Particulars	Amt In Rs.	Amt In Rs.
Course Fees	90000	45000
CPS - The Business Mastery - Home Study DVD	119988	119988
CPS - The Leadership Mastery - Home Study DVD	45000	45000
CPS - The Unlimited You - Home Study DVD	9999	9999
CPS - The Interview Mastery - Home Study DVD	9999	9999
CPS - The Art of Effective Communication - Home Study DVD	9999	9999
Admission Kit, Library Access, Web Portal, Course Material	20000	20000
YOU SHOULD HAVE PAID	304985	259985
<b>BUT YOU ACTUALLY PAY</b>	<b>90000</b>	<b>45000</b>
+ You Get Additional Bonus - Free Of Charge		
+ A Brand New "YOU"	Priceless	Priceless
+ Career For Life	Priceless	Priceless
+ Identity	Priceless	Priceless
+ Financial Freedom For Life	Priceless	Priceless
+ Peace Of Mind	Priceless	Priceless
+ Surprizes (Bonus)	:)	:)

**Join**  
**"Event**  
**Management",**  
**Program Today**  
**& Be**  
**Successful**  
**@ Just**  
**₹45,000/-**  
**&**  
**₹90,000/-**

**What More... You Can Pay In Easy Installments**

Payments	Time Of Payment	Lumpsum		EMI	
		Full Time	Part Time	Full Time	Part Time
1st Payment	At the Time Of Admission	10,000	10,000	10,000	10,000
2nd Payment	Before the Batch Starts	80,000	35,000	42,250	19,750
3rd Payment	Monthly post dated cheque to be given	NA	NA	21,125	9875
4th Payment	Monthly post dated cheque to be given	NA	NA	21,125	9875
<b>Total Payments</b>		<b>90,000</b>	<b>45,000</b>	<b>94,500</b>	<b>49,500</b>



#### **The application process for IEM programs**

1. Complete an application form. You can either download an application form from **<http://www.iimedu.com/application>** or contact us at the below mentioned address and we will send one out. Remember to fill in all sections of the application form and provide full contact details.
2. You are required to submit supporting documentation with your application form. You are required to produce:
  - Three (3) passport size photographs.
  - ID Proof – Passport/Pan card/Driving License ( Any one ).
  - Latest educational mark lists (Certified/Attested copy of Applicant).
  - International Students need to additionally supply.
    1. A color copy of the full photo page of your passport. Please make sure that the entire page is displayed.
    2. Proof of English proficiency if required.
      - Three (3) passport size photographs
3. Send in your application form along with supporting documentation and a payment of Rs. 10,000/- (Ten Thousand only)

#### **Entry requirements:**

Determination to be the mascot of success with the creativity that dwells in you.

## Risk-Free Satisfaction and Money Back Guarantee



If for any reason or no reason at all you are not completely satisfied with any of our training program, just let us know within 7 days of the batch start and you'll receive a full 100% refund of your Hard Earned Money that you invested in purchasing our training programs.

That's a full one week to put us to the test, use the information, put it to work, and make your dreams come true—all the risk is on us!

No hidden conditions here and No Questions Asked. If you're not happy then neither are we. My colleagues and I will happily return all your investment and we'll still be good friends. It's as simple as this.

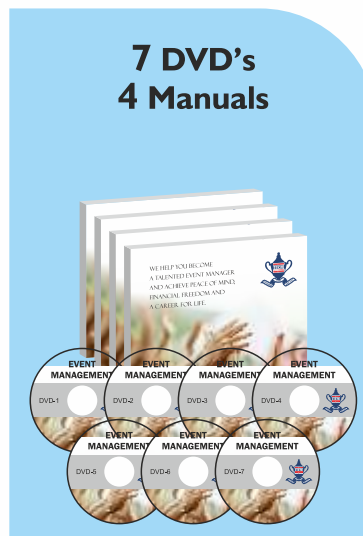
So enroll for a Program today before life gets in the way. You don't need to do give it a lot of thought as you are 100 % covered with totally RISK FREE MONEY BACK GURANTEE OFFER – No Questions asked !!

**Risk-Free Guarantee**

# TAKEAWAYS



Job Offer Letter on Day 1



Handouts/Workbooks



Certificate



... and a confident YOU!



## Registered Office :

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