

<b>Department / Programme:</b>	Continuing Education Programme
<b>Course Title:</b>	Diploma in Events Management
<b>Course Code:</b>	EM-01/Fall2023
<b>Duration of the Course:</b>	144 Contact Teaching (24weeks, 72 sessions)
<b>Days</b>	Tuesday, Thursday & Saturday
<b>Class time</b>	5.30pm to 7.30pm
<b>Fee</b>	PKR 80, 000/- (Registration & Tuition) PKR 10, 000/- (Event Seed Fund)
<b>Instructors:</b>	Burhaan Saiyed (Lead – Concept, Nuts & Bolts of Events) Rabia Khan@Dream Team Event Planner (Event planning & Execution, Family Events) Tughral Hilaly ( Event Design, Mega Events, PR & Brand Activation)

### Course Introduction

Like all Diploma courses at IVS, this course is designed to develop conceptual understanding and practical skills of the course participants (CPs) about how to plan, budget, execute and market an event. Through attending this diploma, CPs will learn about the Events Industry, different components and vendors, and most importantly, they will get a realization of the scope of planning and preparation that must be undertaken before the event day. CPs will be required to carry out TWO group events (small and medium scale) and ONE independent event planning for completing the Diploma course, and acquiring certification.

### Learning Objectives

The course aims to:

- Create an understanding of the events industry in Pakistan and globally, scope and ethical framework of business practices in the field
- Develop skills to create event plans taking account of key event aspects including project planning, that include each aspect of the event
- Prepare CPs to conceptualize an event, carry out market/consumer research to conceptualize an event and create a proposal for client engagement/sponsorships
- Develop skills, tools and ability for vendor relations and negotiations, project plans and timelines, staffing and production, décor and design, audio-visual requirements, and permits
- Orient CPs with the digital tools and design aspects used in events planning of various kinds -use of digital visualizations/software for cost effectiveness
- Create an understanding of public relationing, media management, media tools for brand activation and pre & post event visibility
- Provide opportunity for practice and gaining expertise in planning and executing small and large scale events
- Create an understanding of personal and professional attributes essential to effective events planning and management (such as attention to detail, being strategic, perseverance, etc.)

### Course Format and Assignments

The course will be implemented through a combination of direct input by instructors in the form of presentation and interactive lectures, activities and tasks to be completed in class by CPs, and assignments. It will be intertwined with workshops for planning the supervised/guided events, sessions in computer labs, guest lectures,

visit to vendors and on-the-ground events operations. CPs are expected to be fully engaged in all activities and be willing to invest time other than the contact teaching hours.

There will be 3 main assignments during the course of diploma:

Assignment 1: Thematic guided event (Sept/Oct 2023)

Assignment 2: Corporate event (December 2023)

Assignment 3: Sponsored ticketed event (End of Feb/March 2024)

Participants will be working on their individual portfolios throughout the diploma, and will be encouraged to carry out independent events as well.

### Course Content & Layout

Following is the weekwise distribution of content that will be covered in the course. Both the timeline and content will be modified by the instructors depending on the grasp and responsiveness of CPs, pace and learning progress of the cohort.

Course Component	
Part 1	<p>Introduction to industry, functions and fine differences between lables and terms</p> <p><b>Principles and Ethics of Events Management – concept, reality and difficult decisions</b></p> <p><b>Role of the event planner and manager</b></p> <p>Developing a sense of what event planning entails – delegation, coordination, crisis management, duty roster,</p> <p><b>Structuring and organizing the event Purpose - venue - timing - guest list - permissions - invitations - food- equipment - guest of honor - speakers - media - photographers - podium – exhibition- sound, and other aspects</b></p> <p>Conceptualizing an event – idea generation – uniqueness- researching the needs/niche, client/audience demands</p> <p>Costing and budgeting – profit margins and alternatives for cost effectiveness</p> <p>Seeking sponsors Different types of sponsorship - definition - objectives - target market – sponsor packages - strategic development</p>
Assignment 1: Thematic Guided Event	
Part 2	<p>Key Categories of Events: Understanding the Scope of Work and Market:</p> <ul style="list-style-type: none"> <li>- Corporate Events</li> <li>- Entertainment Events</li> <li>- Personal and Private Events</li> <li>- Not-for Profit/Charity/Public Events &amp; Campaigns</li> </ul> <p>Tourism and Hospitality Events</p> <p>Design and Aesthetics of Event:</p> <ul style="list-style-type: none"> <li>- Uniqueness through aesthetics in given budget</li> <li>-high cost, mid and low cost options – essnetials for creating a mark</li> </ul>

	- Use of digital tools and visualization
Assignment 2: Corporate Event	
Part 3	<p>Overview of PR – why it is needed, what to be gained out of it</p> <p>Types of initiatives – Business to Business, Business to Customer, Above the Line (ATL) events, Below the Line (BTL) events</p> <p>Marketing tools &amp; types of advertising:</p> <ul style="list-style-type: none"> <li>- merchandising - give aways - competitions - promotions - website and text messaging.</li> <li>- Social Media Influencers for Placement</li> <li>- Media engagement tools -media invitations - photo-calls - press releases - TV opportunities - radio interviews</li> </ul> <p>Promotional tools: flyers - posters - invitations - website - newsletters - ezone - blogs and others</p>
Assignment 3: Sponsored Ticketed Event	
Part 4	<p>Recapping &amp; Reiterating Important Aspects of Events</p> <ul style="list-style-type: none"> <li>• Going beyond Event Management: <ul style="list-style-type: none"> <li>Knowing the meat: Programme &amp; purpose</li> <li>Setting the goal &amp; indicators of success/impact</li> <li>Creating a pre-during- post media engagement strategy</li> </ul> </li> <li>• Approvals, permissions, NOCs: Channels, coordination, correspondence &amp; contingency planning</li> <li>• Finding sponsors: Tapping into CSRs &amp; Citizens</li> </ul> <p>Mechanism for Fund Collection/ Ticket or Table sale</p> <p>Preparation &amp; Review of Final Assignment Planning- Independent Event &amp; Portfolio</p> <p><b>Final Event Execution &amp; Portfolio Submission</b></p>

Weekwise Schedule will be provided to each batch separately. The instructor may opt for conducting classes at the events' site or take the class for a market survey. Participant should be mindful of extra time requirements, commute to different sites (other than IVS), late stay, and any other demands of the particular event being conducted as part of the practical skills development in the diploma.

### Assessment

The performance will be assessed on the basis of:

- Quality of input and completion of assigned tasks(40%)
- Professional conduct during the course (time management, meeting of deadlines, appearance and punctuality) (25%)
- Group work (10%)
- Final Event and Portfolio (25%)

The instructors will be reviewing your progress periodically to indicate to course participants about their performance and areas for further improvement.

At least 85% attendance in all lecture and interactive sessions is required (on and off campus). Minimum passing Grade is C or 50% marks. For complete Grading scale, Student Handbook should be referred to. Administrative requirements and conditions for Certificate and Transcript Issuance must also be read in the Student Handbook.

## Brief Profile of Instructors

**Burhaan Saiyed** is a seasoned education and non-profit marketer with a wide variety of experience gathered from working with organizations across two different continents. Burhan graduated from IBA Karachi in 2010 and relocated to New York to complete his MBA and gain his earliest professional experiences. Throughout his experiences working in retail for Sony Electronics (USA), marketing in Mattel (USA), and upon returning to Pakistan working with leading academic institutions and non-profits such as IBA Karachi, Habib University, Karachi Down Syndrome Program, Burhan conducted and managed events to raise funds, awareness and engage audiences across a wide variety of audiences.

Burhaan specializes in content marketing, communications, digital marketing and sales campaigns and is skilled in event management, fundraising, marketing communications, developing robust operational systems, and team building. Over the past 5 years, Burhan has actively been involved with startups teaching entrepreneurship at PAF KIET and PINE Global and establishing his own food and technology startups. He recently joined the Shahjehan S. Karim Incubation Center at IoBM as the Head of the Incubation Center to combine his years of experience and learning as well as engaging with younger generations to coach and mentor them to identify problems and create new businesses through their solutions.

**Rabia Khan** established her events management company called Dream Team Event Planner in 2019. Since then she has established her mark through her professionalism, exemplary coordination with vendors and clients, and dependability. Prior to establishing her own company, Rabia had a career in the marketing field, having worked with NIB Bank and KASB Investment Bank for over five years. Throughout her career, Rabia has demonstrated my ability to create and execute successful marketing campaigns that drive brand awareness, increase customer engagement, and generate revenue.

**Tughral Hilaly** is the Director of Activation Factory since 2015 – a company that has gained recognition for its unique Brand Activation and PR. He is also a partner of Tagnine, a brand activation and event management Company providing services all over Pakistan to Cement, FMCG and Consumer Healthcare Companies. He along with his team are behind all big scale entertainment events conducted in Pakistan such as Lux Style Awards, Eat Karachi, Hum Style Award, Food Festivals. Tughral has acquired an MBA from Institute of Business Administration in Karachi in 2013. Tughral's name is synonymous with expertise in BTL and Experiential Marketing.