

**Pre-requisite based Study Material**  
**for**  
**Event Management**  
**(BA(JMC)-305)**

by

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**2023**

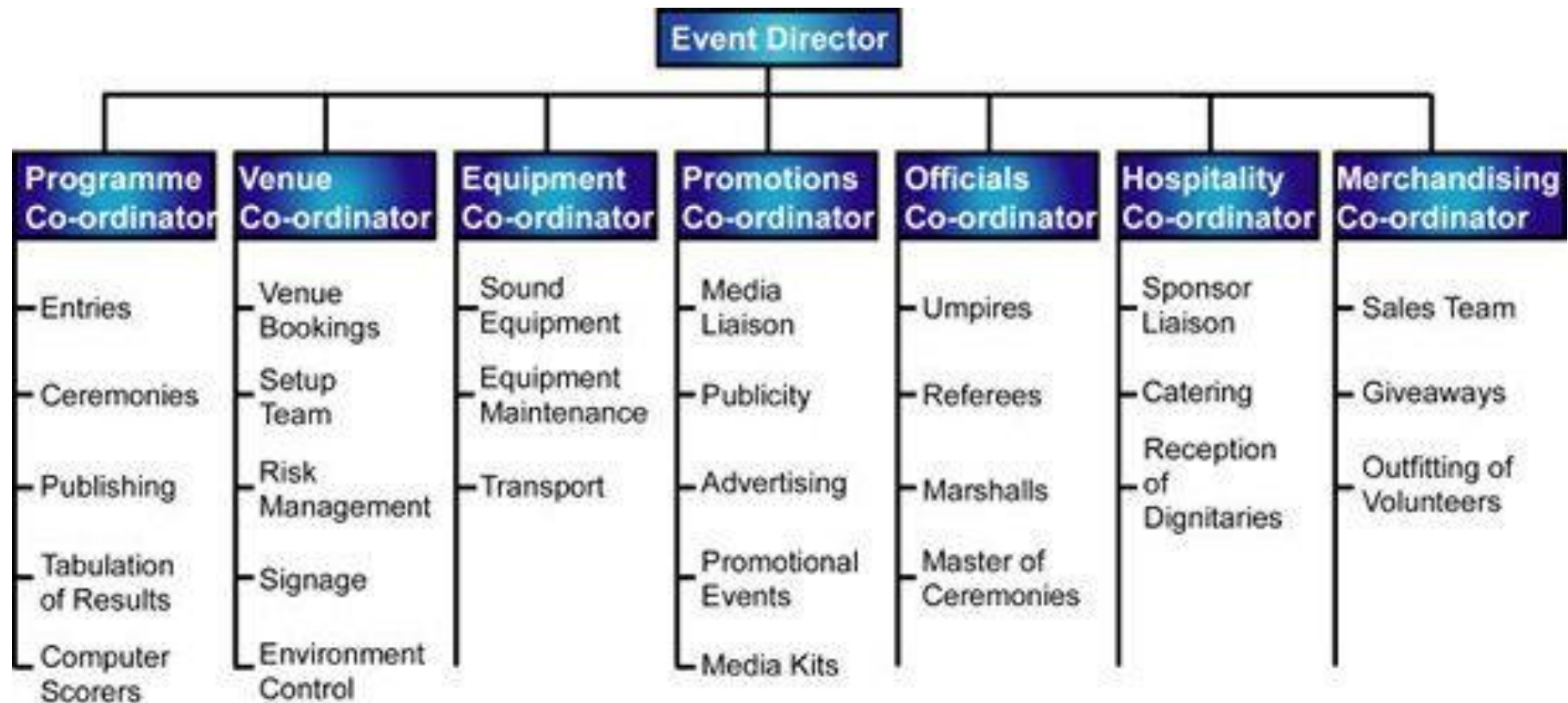
# Pre-requisite of Event Management

- **Event:** —To describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.
  - To learn the basic concept of **event management**.
  - Understanding the timeline for the event and pre planned the activities.
  - Estimate your event costs and create a budget. Budget will influence many event management decisions such as **your venue, the marketing and advertising methods, etc.**
  - The students has to learn the where event has to take place, and that involves logistics management, food and beverages as well as the décor.

# Pre-requisite of Event Management

- **Anticipating The Risk:** Student has to be trained about the conducting risk assessment that involves all principal parties is crucial to abstain yourself from trouble in the more extended run. Also, you have to plan unforeseen events like low turn around or unfavorable weather.
- **Emergency Services:** The students should gain knowledge of unexpected events can ruin your gathering, you have to notify emergency services like police, ambulance and fire brigade in advance to manage the risk successfully.

# Organizational Structure of Event Management



# Other Readings / Suggestions

- For basic understanding of Event Management, risk management, event budget, organizational structure of event company ,students are advised to go through following course book:
- [Event Management and Marketing: Theory, Practical Approaches and Planning by Dr. Anukrati Sharma and Dr. Shruti Arora](#)
- [A Book Of EVENT MANAGEMENT](#) by BHAVANA CHAUDHARI Dr. HOSHI BHIWANDIWALLA