

Event Management SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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**Product Details: Event Management SOLVED NOTES EBOOK
CHAPTERWISE**

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Edition Description: 2018-19

Pages : 250+

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PREVIEW OF CHAPTERS SYLLABUS

Event Management

Unit - I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

Unit - II

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

Unit - III

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

Unit - IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication– Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Unit - V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

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