
2022-2023

Versatile Corporate Solutions



Event Planning and Management

Program Content

- Principles of Event Management.
- Event Planning -Overview
- Type of Events
- Train Your Team - Group Roles and Responsibilities
- Budget
- Third Party Vendors & Booking Timelines
- Sponsorship and Engaging Sponsors
- Marketing - Branding
- Advertising in Print - Media - Digital
- Support Services - Registration Procedure - Audio Visual Services - Hospitality Services - Contracted Services
- Safety and Security in Conducting Event Management
- The Lead - Event Day - Program Flow Mapping - Crowd management
- Contingency Planning
- Post Event - Acknowledgement

Method of Instruction:

- Lecture and Discussions
- Small Group Collaboration
- Group Event Presentations
- Projects and Analysis

Program Director
(Dr.S.RM. Sokkalingam)



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(

Promoted by the founder - Versatile Business School)

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