

SESSION 1 – Events Are Won Before They Begin

Pedagogy: *Execution is short. Preparation decides everything.*

Core Idea

- Mahabharata & modern wars as mega-events
- Why planning > execution

In-Class Activity

- War-as-Event mapping exercise (Strategy, Ops, Risk, Experience)

Homework

- Write a 500-word note:

“Mahabharata as the world’s largest event – lessons for event managers”

SESSION 2 – Event Types & Industry Landscape

Pedagogy: *If you don’t know the game, you can’t choose your position.*

Core Idea

- Corporate, social, entertainment, sports events
- Agency vs client vs freelance careers

In-Class Activity

- Career mapping workshop

Homework

- Pick one event type and research: scale, budgets, roles, risks

SESSION 3 – Event Objectives & Experience Design

Pedagogy: *Events exist to achieve objectives, not decoration.*

Core Idea

- Client objectives
- Audience personas
- Experience flow

In-Class Activity

- Redesign a boring conference

Homework

- Create an experience journey for a college fest

SESSION 4 – Planning, Timelines & Checklists

Pedagogy: *Great events run on boring documents.*

Core Idea

- Run-of-show
- Pre-during-post planning

In-Class Activity

- Build a complete event timeline

Homework

- Create a 2-day event checklist

SESSION 5 – Budgeting & Commercial Thinking

Pedagogy: *If numbers don't work, the event doesn't exist.*

Core Idea

- Budget heads
- Margins & contingencies

In-Class Activity

- ₹20-lakh event budgeting exercise

Homework

- Rework budget after a 15% cost cut

SESSION 6 – Vendors, Venues & Negotiation

Pedagogy: *Your success depends on people you don't control.*

Core Idea

- Vendor ecosystem
- Venue contracts
- Negotiation basics

In-Class Activity

- Vendor negotiation role-play

Homework

- Prepare a venue comparison sheet

SESSION 7 – Production, Technology & Show Flow

Pedagogy: *Lights don't impress if they fail.*

Core Idea

- Stage, AV, power, rehearsals
- Show calling

In-Class Activity

- Design a stage & show flow

Homework

- Create a technical checklist

SESSION 8 – Talent & Celebrity Management

Pedagogy: *Talent management is ego management.*

Core Idea

- Artist contracts & riders
- Security & logistics

In-Class Activity

- Celebrity crisis role-play

Homework

- Draft an artist handling checklist

SESSION 9 – Marketing, Sponsorship & Pitching

Pedagogy: *An event unsold is an event unseen.*

Core Idea

- Event marketing channels
- Sponsorship decks

In-Class Activity

- 3-minute pitch challenge

Homework

- Create a sponsorship proposal

SESSION 10 – Operations, Risk & Crisis Management

Pedagogy: *What you don't plan for will hurt you.*

Core Idea

- SOPs
- Risk mapping
- Safety & compliance

In-Class Activity

- Live crisis simulation

Homework

- Prepare a risk mitigation plan

SESSION 11 – Careers, Freelancing & Industry Survival

Pedagogy: *Getting in is hard. Staying in is harder.*

Core Idea

- Career paths
- Freelancing reality
- Burnout & ethics

In-Class Activity

- CV & portfolio review

Homework

- Create an event-industry CV

SESSION 12 – Final Event Project & Evaluation

Pedagogy: *Ideas don't matter. Execution thinking does.*

Core Idea

- Full event plan presentation

In-Class Activity

- Jury evaluation + feedback

Final Submission

- Complete event dossier:
 - Concept
 - Budget
 - Timeline
 - Risk plan
 - Vendor list

Component	Weightage
Class Participation	10%
Homework (Best 5)	20%
Mid-Term Exam	20%
Final Event Project	30%
Viva / Presentation-Session-12	20