

Event Management is an emerging field nowadays, when every company and individual are hiring different firms for the events that happen.

Event management is the application of project management to the creation and development of festivals, events, and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

A student can be from any stream to pursue event management course.

### Course Details

A candidate opting for a diploma course in event management is required to pass the Higher Secondary or 10 + 2 course in any discipline. However, for a post graduate diploma in event management, a bachelor's degree in any stream is a must. Students may also pursue their post graduate degree from a reputed institute abroad.

The aspirant for event management course should have a genuine passion for conducting events. He/she should have very good organizing ability and be flexible to work for long hours. Graduates with excellent public relations and networking skills can opt for this field. However to become an event manager in a reputed firm or company, one must have an MBA degree along with good public relations. Having a degree in public relations along with your Masters in marketing will be added advantages for this profession.

### Fees:

The average course fee for Bachelors in Event Management will be around 25,000-35,000 annually. However, it also depends on the college you choose.

### Career Prospects:

One can work as an event manager in companies like Wizcraft, television channels like Zee TV, coordinate fashion shows for companies like Lakme and organize award ceremonies for magazines like Filmfare. One can also work as a public relation executive in various media and advertisement houses and tourism sector. One can work as an event manager and coordinator in companies like Ogilvy and Mather, Percept' D mark, CNBC TV, DNA Network and Encompass abroad.

Films and serial production houses, hotel industry, tourism, the corporate sector, BPOs (Business Processing Outsourcing), newspaper houses and the fashion industry are some of the sectors where an event manager is required.

Note: In India, you will find very few institutes offering Event Management at the Undergraduate level.

List of Top event management colleges in India:

The following institutes offer graduate and post graduate diploma courses in event management.

- Amity Institute of Event Management, New Delhi;
- Event Management Development Institute, Mumbai;
- Indian Institute of Event Management at Mumbai, Bangalore, and Pune;
- International Centre for Event Marketing, New Delhi;
- International Institute of Event Management, Mumbai;
- National Institute of Event Management, Mumbai;
- St. Joseph's college of Business Administration, Bangalore;
- MICA, Ahmedabad;
- RS Institute of Event Management, Bangalore;
- Rai University, New Delhi