

Module Title: Event Management

Module Code: B2213

Level: BAICA – 6th Semester...Lesson Plan

S. No.	Units	Topics / Activities
1	Introduction and Industry Impact	<ul style="list-style-type: none">• Meaning and Scope of Events• Economic Impact on the Hospitality Industry• Types of Meetings, Conventions, and Trade Shows• Current Trends in the Meetings Industry
2	Target Markets and Clients	<ul style="list-style-type: none">• Identifying Event Clients and Meeting Planners• Selling to Association, Corporate, and Non-profit Markets• Role of Conventions and Visitor Bureaus
3	Event Feasibility and Marketing Plan	<ul style="list-style-type: none">• Preparing an Event Feasibility Proposal• Marketing Mix and Developing a Marketing Plan• Event Concept, Design, and Plan Implementation
4	Promotion and Public Relations	<ul style="list-style-type: none">• AIDA Principle in Event Advertising• Advertising Design Elements and Strategy• Public Relations, Publicity, and Sales Promotion
5	Negotiations and Legal Framework	<ul style="list-style-type: none">• Meeting Negotiation Process and Objectives• Elements of Contracts and Letters of Agreement• Legal, Health, Safety, and Risk Assessment Considerations
6	Operational Planning (Preparation)	<ul style="list-style-type: none">• Event Specifications Guide (ESG)• Function Preparation and Convention Service Staff• Group Work: Stakeholder and Staffing Management
7	Logistics and Room Setups	<ul style="list-style-type: none">• Meeting Room Layouts and Setup Styles• Setup, Breakdown, and Function Room Charges• Audio-visual (AV) Requirements and Pricing Factors
8	Food and Beverage Management	<ul style="list-style-type: none">• Planning and Managing Food Functions• Banquet Event Orders (Function Sheets)• Trends and Profitability in Banquet Food and Beverage