



NAEMD ASIA'S BEST EVENT MANAGEMENT INSTITUTE

Where Passion
meets Profession

22 Years
of excellence & leadership
in event management education with NAEMD,
where knowledge and creativity come together!



ABOUT **JOSH EDUCATION FOUNDATION**

Established as a Management Education Institute, JOSH Education Foundation was conceptualized in the year 2000. Over a span of almost two decades, the institute has grown to be recognized as a leading name in the field of education. The group collaborates with colleges, institutions and universities offering specialised programmes with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at effectively developing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, led us towards growth and excellence.

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JOSH

Education Foundation

NAEMD

ASIA'S BEST EVENT MANAGEMENT INSTITUTE

JOSH Education Foundation's NAEMD is an institute dedicated to effectively develop highly professional individuals in the field of Event Management. With the focused aim of creating professionally, academically and ethically sound event managers and executives, NAEMD contributes to this burgeoning space in India. NAEMD recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions.



**NAEMD - Recognised Institute of
IGNTU - Central University**



Formal education in event management equips candidates with knowledge & skills that help in better conceptualisation and delivery of events. Identifying the need for experts in the industry, NAEMD instils its students with basic and advanced theories and techniques in the discipline of management, marketing, public relations, finance, tourism, law etc. related to the field of events.

VISION

Our vision is to transform the world through education by fostering the development of global citizens with strong moral values and integrity, who are dedicated to the betterment of their nation and the world. We aim to empower the youth of our nation with the necessary skills and knowledge to make a positive impact on society and contribute to a better world for all.

MISSION

Our mission is to introduce new age career programs, creating valuable opportunities, and providing a multi-disciplinary & practical approach towards education. We strive to empower the next generation of Leaders, Entrepreneurs and Innovators to make a positive impact on global socioeconomics.

VALUES

- Excellence in teaching and learning
- Innovation and creativity
- Diversity and inclusivity
- Global perspective
- Social responsibility
- Ethical conduct
- Professional development
- Collaboration



HIGH ETHICAL
AND MORAL
STANDARDS



MUTUAL
TRUST AND
TEAMWORK



PASSION FOR
EXCELLENCE



RESEARCH AND
INNOVATION AS
A WAY OF LIFE



RECOGNITION
OF EFFORTS AND
ACHIEVEMENTS



SERVICE & RESPECT
TOWARDS THE
COMMUNITY &
INDUSTRY



ACADEMIC PHILOSOPHY

All programmes have been conceptualized in accordance with the following eight core principles:



INNOVATIVE

We provide relevant and up-to-date curricula, one that is abreast with the developments of the Event Management Industry.

INTERESTING



We maintain our students curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.



INDEPENDENT

We aspire to nurture and empower our students into well-groomed, confident and successful Event Management Professionals.

INDUSTRY

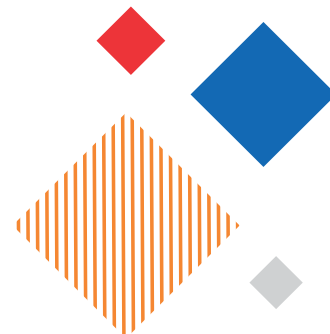


We lay a high degree of emphasis on building relations within the industry practical training, internships and workshops help in collaborating with the events and corporate world.



INTELLECTUAL

We pursue excellence by playing a proactive role in constantly stimulating our students' intellect.

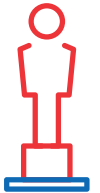


INSPIRED

We regularly provide challenging opportunities to motivate our students and broaden their horizons.

IDEAL

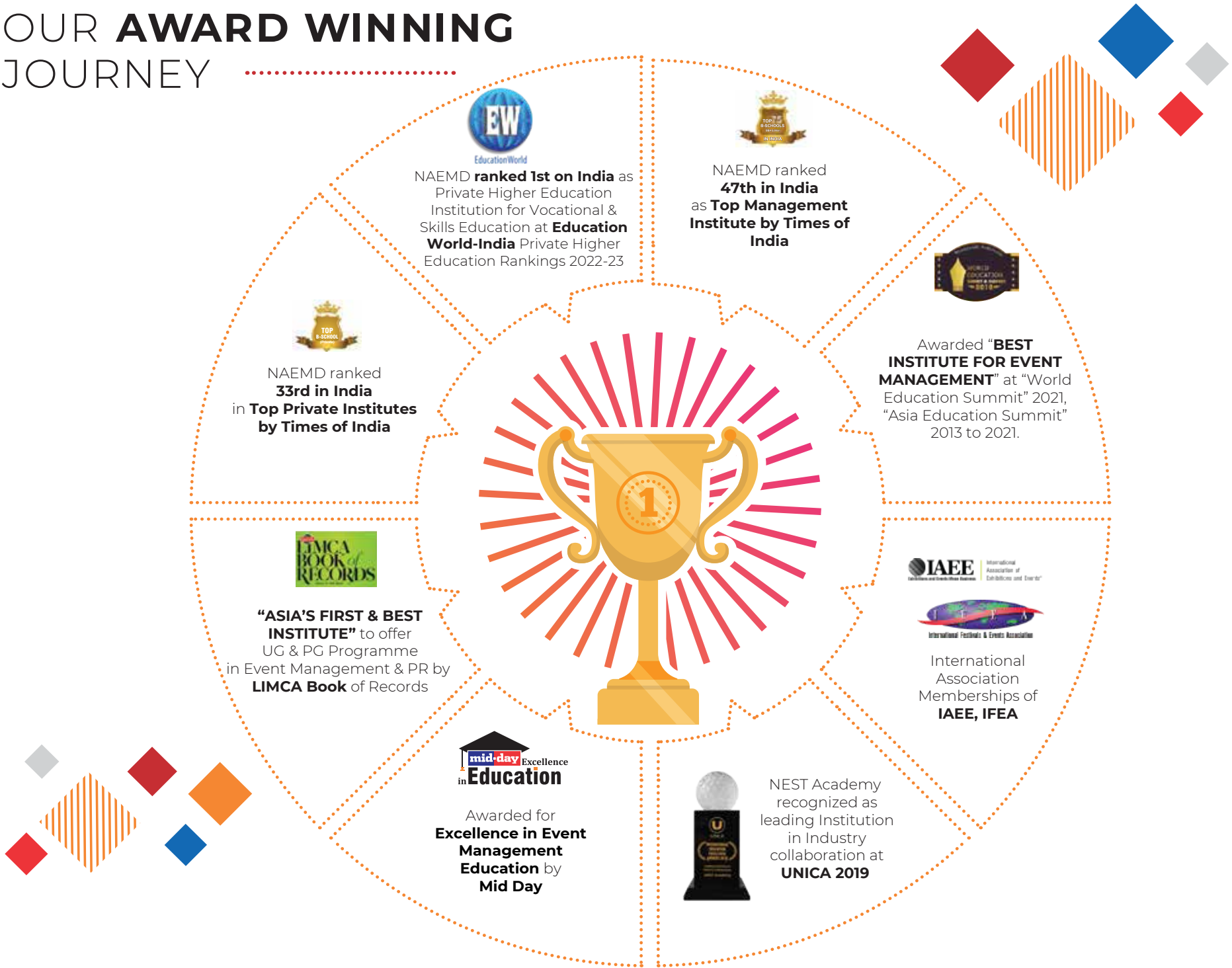
We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our programmes are robust and progress driven.

OUR **AWARD WINNING** JOURNEY



EVENT MANAGEMENT INDUSTRY

THE PLACE TO BE!

India is experiencing exponential growth in the events, media and entertainment industry. This makes it a suitable time to be part of the event management industry covering a spectrum of events from weddings, exhibitions, fairs, conferences, corporate seminars, activations & live events, music festivals, sports events and many more...



GROWTH TRAJECTORY

Industry stalwarts foresee a robust growth trajectory for the Event Management industry, considering the strong backing of high marketing spends from premium companies and the growth of personal events, MICE (Meeting, Incentives, Conferences and Exhibitions), activations and sports.

It is predicted that with **28-30%** growth, Indian events industry could reach \$10 billion in the next 10 years.



Rising number of **high net worth individuals and families** directly increases the expenditure towards personal events.



With more than 65% of the population being 35 years of age or younger, India is one of the youngest populations in the world. This shows an increasing market potential for adventure events, concerts, travel, etc.



Government spending to grow at 14%.



with about 850 million consumers from the non-urban areas, the industry is primed for exponential growth.



Activations will boost with the **increasing number of metro cities**.





NEW AGE MARKETING TOOL

The event management industry has always played a pivotal role in the Marketing and Communications space for companies, and has evolved over time with new opportunities and features. Due to the growth in technology, this industry has witnessed a number of innovations one of which is the Digital Event. It is a platform that allows the marketing team to think outside the box and attract customers.

EXPLORE YOUR CREATIVITY

The **three cornerstones** of the industry are



CREATIVITY



IDEATION



ABILITY

This means, not just developing the three attributes, but also utilizing all three of them in conjunction. If this description sounds like you, then you are in the right place!



EVENT MANAGEMENT EDUCATION

EVOLVING INDUSTRY



The revolutionary growth of events has created a surge in the need for professionals to manage growing individual & organizational needs for image & representation.

RISING DEMAND FOR PROFESSIONALS



With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.

DIVERSE CAREER OPTIONS



The industry offers opportunities to students of all personalities; leaders and role models may pursue the role of an event manager, or more hands-on students can pursue positions such as event planner/coordinator.

IDEAL FOR GO-GETTERS



Out-of-the-box thinking, adaptability, and a creative spark are the three characteristics of a competent event management executive, and these three characteristics will drive your profile in the right direction.



RITIK AMIT DOSHI

MASTERS 2021

MASTERS IN EVENT MANAGEMENT & PUBLIC RELATION

CAREER PROSPECTS

RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.

TARGET INDUSTRIES



A large number of our entrepreneurial students start their own companies. Our students are placed in the following Industries:

LUCRATIVE EARNING



The number of individuals and companies hosting and organizing events has gone up in recent years. Thus, the demand for well-qualified, professional event managers has drastically increased compared to the supply, creating constant lucrative opportunities.

VARIED DESIGNATIONS



The event management industry has numerous positions to be filled such as

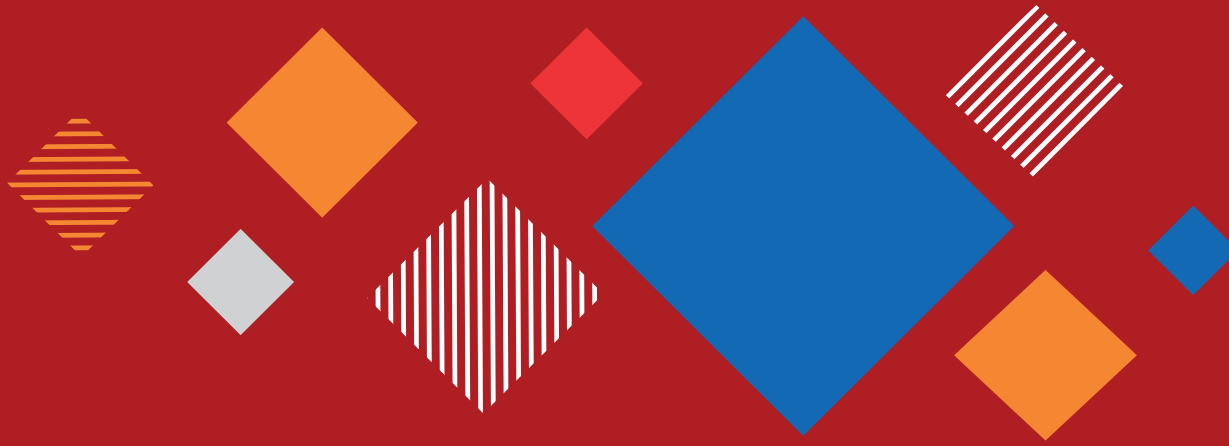
- Event Conceptualiser
- Event Production Head
- Event Marketing Manager
- Hospitality Manager
- Event Compliance & Permissions Manager
- Event Technologist
- & many more...



SOME OF THE STUDENT ENTREPRENEURS



& many more...



TRAINING **METHODOLOGY**

We are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. The teaching methodology comprises classroom sessions, masterclass, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the programme.



CLASSROOM SESSIONS



REGULAR LECTURES

To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Events & PR Industry.



ASSIGNMENTS & PROJECTS

Assignments and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Events Industry, under the able guidance of our dedicated faculty.



WORKSHOPS

To keep our students updated with the current affairs in the Events Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing events.





MASTERCLASS AND CASE STUDIES



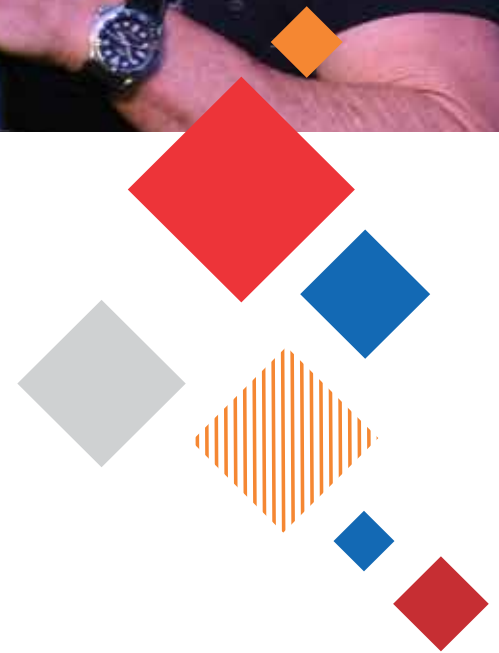
MASTERCLASS

Our Masterclass intend to keep students aware of the current world of events. Guest speakers from various areas of event management share their knowledge and help students form ideas and insights about the industry.



CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.



INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY

BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participate in a collaborative learning environment, thus making them tech-savvy.



PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.

YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.

EDUCATIONAL NEWSLETTERS

Our Educational Newsletters feature our institutes' highlights and students' achievements and also report the latest industry trends, growth and major events.

COMMUNICATION AND COLLABORATION

Being one of the first institutes to provide education on Google Apps, our students learn to use portals like Webmail Services, Shared Calendars, Google Meet and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

INDIAN IDOL



FILMFARE AWARDS CEREMONY



INSCAPE FESTIVAL



SUPERSONIC

PLACEMENTS AND INTERNSHIPS

NAEMD works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed an INDIAN IDOL multilevel placement process that sources opportunities at local, national and international Levels.

PRO KABADDI LEAGUE



THE KRAZY KIDS CARNIVAL



LOLLAPALOOZA



DADASAHEB PHALKE
INTERNATIONAL FLIM
FESTIVAL AWARDS



HUNARBAAZ



INDIAS
BEST DANCER



GUJARAT GAMES



INDIAN PRO MUSIC
LEAGUE



INDIAN FILM
PROJECT



IPL



DADASAHEB PHALKE
INTERNATIONAL FLIM
FESTIVAL AWARDS



KBC



SUPER DANCER 4



ITA AWARDS



PLAYGROUND



DID LIL MASTERS



**TATA LITERATURE
LIVE!**



SUNBURN



**PASSAGE TO
PROSPERITY**



**AR RAHMAN
CONCERT**



**UNITED NATIONS
YOUNG CHANGEMAKER
CONCLAVE**



RANN UTSAV



& MANY MORE!

**FEMINA
MISS INDIA**



INTERNSHIPS AND PLACEMENTS

360 Dgree
70 EMC
7ty7 Entertainment
A3 Events
Aamir Khan Films
ABEC
Absolute Events
Adobe
Advent Green
Apricot Media
Alpcord Network
AP Events
Aspiration
Ballerina Bells & Ballons
Big Boss
Bliss Inc
Book My Show
BOI Media
Brand Aid
Brand Next Media
Buds and Roses
Candid Marketing
CII
ClockWork
Coconut Media
Conexions
Dazzel
Decathlon
Divine Celebration
DNA Entertainment
DRC Entertainment
Esspresso Events
Eternity Events
Event Crafter
Event Mantra
Event Tadka
Extra Mile
Explore India
Expro Events
FICCI
Food Link
FremantleMedia

Funktions
Fusion Events
Ga41
Global Pharma
Go Bananas
Gourmet Tales Co.
Green Chillies
Hexagon Events
Interface Data Design
IT Voice
Kalra Tours
Karsun International
Kothari Jewellers
KYC Events
Lalooji & Sons
Let'sCampOut
Live Creation
Mapsor
MiDi
Miltsar
Mercury Integrated

Mosaic Events
N-Dimension
NESCO Events
Opus Media
On Cue Productions
Page3 Events
Party Creators
Percept D' Mark
Pico International
Planman Marcom
Prasang Events
Prowess Production
R One
Rachnotsav
Raison D'être

Rajasthan Patrika
Razzmatazz Events
RC Events
Red Events
Reliance JIO
Robust Events LLP
Saksham Events
Saregama India Ltd.
ShadiKings
Shiamak Davar
Showmakers
SFA - Sports for All
Shrishti Sanchar
Snug Entertainment
Spin Entertainment
Sterling Hospital
Tamarind Global
Team Rustic
The Refuge

Thrillaz Events
Time Box (sab)
Times of India
Times-Red Cell
True Events
Usually Unusual Entertainment
Vanishka Entertainment
Viacom 18
Viva Events
VR1 Foundation
Weddingz.in
Wizcraft
YRF Studios
Zion Unlimited
& many more



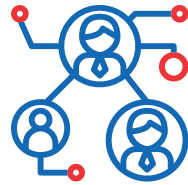
STUDENT DEVELOPMENT ACTIVITIES

For holistic development of the students, NAEMD offers a host of Student Development Activities.



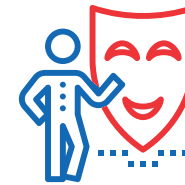
ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages in India. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



SOFT SKILLS TRAINING AND GROOMING

Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the Global Marketplace.



CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, Community Services etc.





STUDENT ACTIVITY CLUBS

We have student managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Masterclass and share their experiences.



IN-HOUSE EVENTS



MR. & MS. ACADEMIA

Mr. and Ms. Academia is a pageant that embodies the spirit of today's educated youth and their talent. This competition offers our students a platform to present their confident, intelligence



JOSH

As the name suggests, JOSH, our intercollegiate youth festival is all about the energy, enthusiasm and excitement of the students. Started in the year 2006, this festival endorses a different theme every year, that puts to test students' potential talent, skills and creativity.



YUVA PREMIER LEAGUE

It is a national-level intercollegiate sports competition that provides our students with hands-on practical experience in planning, organizing and executing a sports event.



STUDENT IDOL

The purpose of this competition is to encourage students to showcase their singing, dancing and other unique skills. We recognize, appreciate and celebrate their special talent.



INFRASTRUCTURE AND FACILITIES



CLASSROOMS

Our institutes offer state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED Projectors.



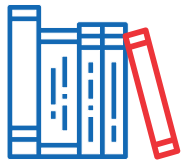
WI-FI CAMPUS

Our campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



SEMINAR HALL

Equipped with quality sound and picture devices we conduct screening sessions of various sports.



LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



ACCOMMODATION

We are tied-up with housing service providers offering good amenities, located in close proximity to the campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



ADVANTAGES OF RECOGNISED PROGRAMMES



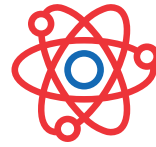
SYMBOLIZES HIGH QUALITY EDUCATION

Recognized programmes are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



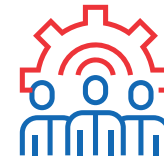
PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate programmes may help one to acquire a job. However, a recognized programme opens doors to higher positions and career advancement.



ENSURES 360-DEGREE LEARNING

A well-structured programme ensures the candidate's abilities in both theoretical as well as practical engagement, providing comprehensive education.



POWER OF PRACTICAL LEARNING

Recognized programmes provides immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



MATCHES INDUSTRY REQUIREMENTS

A recognized programme warrants an education that is of industry standards.



ADMISSION PROCEDURE*

The admission process helps us to select students whose ambitions and abilities align with the event management industry.

By following our step-by-step admission guide, we will find out more about student while they decide which event management programme fits their goals.

*For Course Offered by Respective College, Institution & University.

*For admission to any of the event management programmes candidates must comply with application guidelines.



1



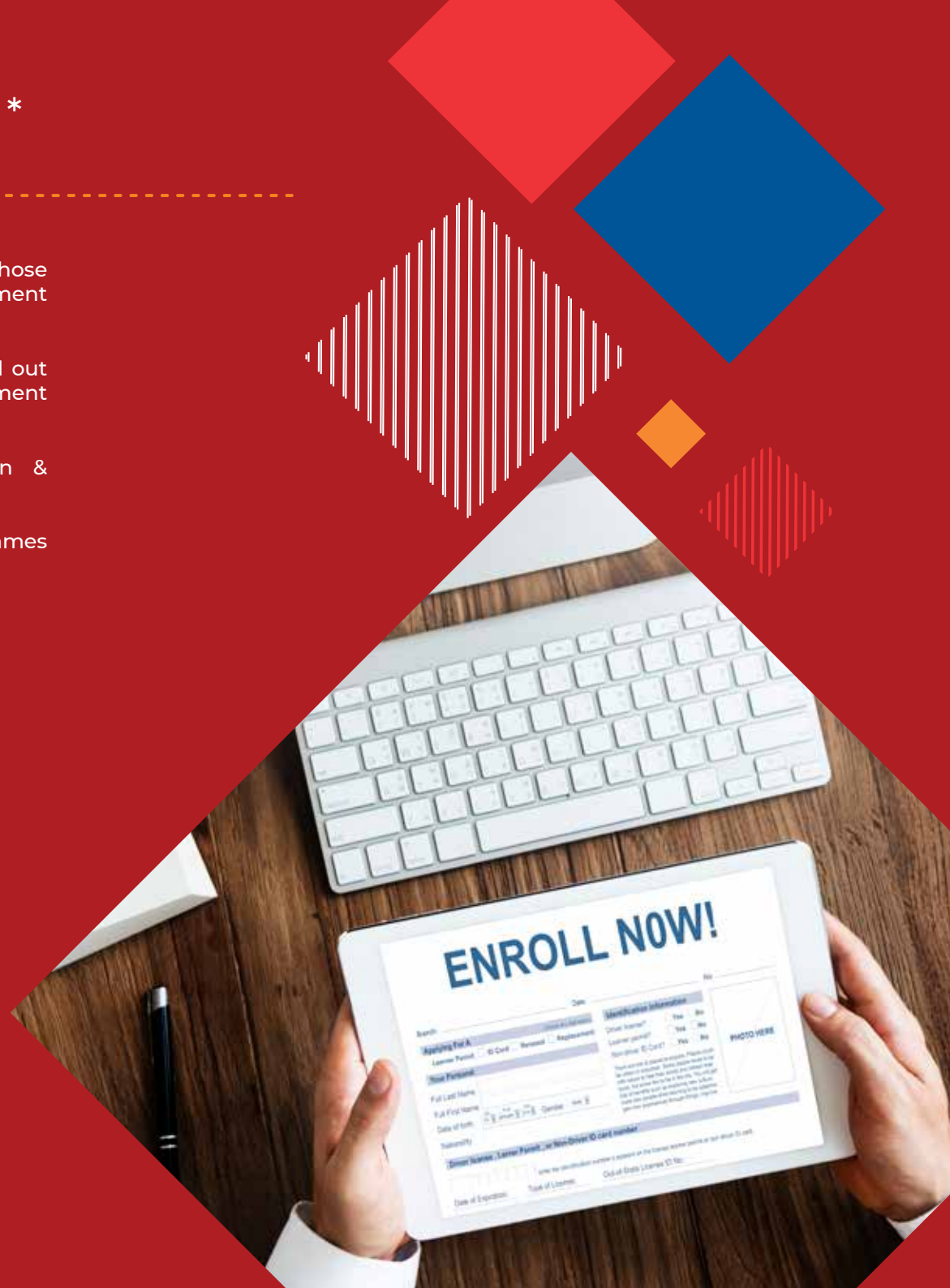
2



3



4



1 ELIGIBILITY



- **Under-Graduate Programmes**
Successfully appeared / cleared 10+2 examinations or equivalent from recognised Board
- **Post-Graduate Programmes**
Graduate in any stream from a recognised University.

2 APPLY



Submit duly filled Provisional Application Form along with the following Self Attested documents:

- 3 passport size photographs
- Photocopy of 10th marksheet and certificates
- Photocopy of 12th marksheet and certificates
- Photocopy of Graduation marksheet and Provisional Certificate / degree
(applicable only for PG Programmes Applicants)
- Candidates whose result is awaited, can submit their Exam Hall Ticket / Admit Card
- Experience Certificates (if any)
- Photo ID Proof & Address Proof (Aadhaar Card / Passport / Driving License).

Kindly note that students need to submit the Original copy of all of the above mentioned Academic documents at the time of admission.

3 ENTRANCE TEST & EVALUATION

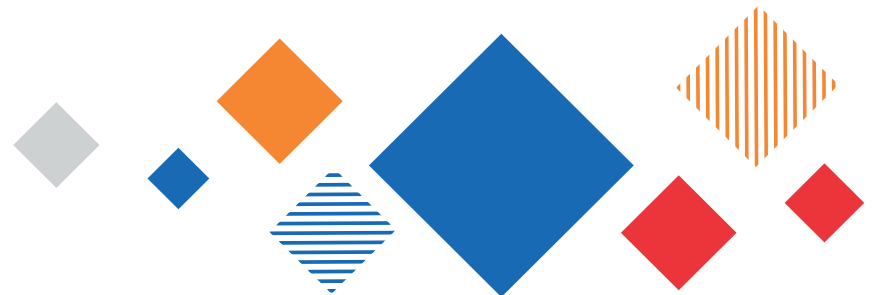


- Applicant needs to successfully complete the evaluation process including Online Test and Interview and / or Project Submission.
- Shortlisted Applicant shall be called for Personal Interview or Telephonic Interview (for outstation Applicant).
- The prime objective of evaluation process is to check the candidate's personality traits, academics, goals and self awareness level.
- Applicant will have to submit the Original certificate and documents as required.
- Selected Applicant shall be informed by phone / email regarding their selection and payment of fees.

4 PAYMENT



- UG Programme applicants have to make the payment of First Installment along with the Application Form.
- Selected PG Programme Applicants have to make the payment of First Installment within 7 days of the announcement of selection.



TIMES OF INDIA

Now recognized Diploma in Event Management! NAEMD is 1st Institute in Asia to offer Recognized Degree and Diploma courses in Event Management.

Event Management is sunrise industry, NAEMD offers exclusive course in event management.

Opportunities for NAEMDians at International level Mumbai Marathon and International Film Festival at Pune.

Gateway to Event Management Industry, Specialized course in Event management by NAEMD.

NAEMD has been recognized and awarded as Asia's First & Best Event Management Institute LIMCA BOOK OF RECORDS.

DNA

At NAEMD Students are professionally trained with classroom lectures, case study, guest speakers & most importantly practical training.

INDIAN EXPRESS

JOSH, a Success story of NAEMD students.

DAILY NEWS

Lot of things learned by NAEMD students at royal Wedding.



IN THE PRESS

DIVYA BHASKAR

Now It's not difficult for students to manage mega events. Thanks to course offered by NAEMD.

**RAJASTHAN PLUS
TIMES OF INDIA**

Wedding too is a Business, Event Management Course by NAEMD will help you to become Wedding Planner.

**EDUCATION TIMES,
TIMES OF INDIA**

NAEMD students fare at FilmFare.

An Exciting Plunge in Events by NAEMD.

NAEMD organized Workshop on International Event Management scenario gives inside knowledge to students about practices and opportunities available at international level.

Event Management course by NAEMD send students at much talk about weddings across India.

Event Management has recently become one of the top few careers a student would want to opt for.

Diploma, Post Graduate Diploma courses for Event Management can be pursued by under graduates & graduates on a part time basis for a period of one year. Institute that offers Event Management courses in India is NAEMD.

Until now however, there was no streamlined churning out this breed (Event Managers). But with the recent operating of NAEMD students can now be professionally trained in this exciting field.

MAHANAGAR TIMES

New dimension in career – Event Management.

DAINIK BHASKAR

Event Management – A high paying career option, NAEMD offers Diploma in Event Management.

**COKE
STUDIO**



WIFT



BE A PART OF THE
**EXCITING EVENTS
INDUSTRY!!**

**BOLLYWOOD
MUSIC PROJECT**



SULAFEST



**YOUTUBE
FANFEST**



THE LIL FLEA



MUSIC AWARDS



DESIGN
CONCLAVE



INDIA KIDS
FASHION WEEK



INDIAN FILM
PROJECT



MUMBAI SHREE



INSCAPE



AXIS CHAMPIONS
AWARD



WINDMILL
FESTIVAL



MAKE IN INDIA



PINKATHON



PALM EXPO



POWER ARENA
MARTIN GARRIX
CONCERT



MISS
DIVA



NSICON
CONFERENCE



WEDDING EVENT



TEN REASONS TO JOIN NAEMD

1

ASIA'S FIRST & BEST INSTITUTE
TO OFFER WELL RESEARCHED
EVENT MANAGEMENT
CURRICULUM

4

**WORLD'S TOP MOST
EVENT MANAGEMENT**
PROFESSIONALS
EMPOWERING
INSTITUTE

7

**GUEST LECTURES &
WEBINARS** BY THE
TOP EVENT
PROFESSIONALS

3

**HIGHLY QUALIFIED &
EXPERIENCED** FACULTY
FROM THE
INDUSTRY

6

**STATE-OF-THE-ART
INFRASTRUCTURE** WITH
HI-TECH FACILITIES

9

IN HOUSE EVENTS -
**JOSH, STUDENT IDOL,
MR. & MS.
ACADEMIA**

5

BEST NATIONAL
& INTERNATIONAL
**PRACTICAL
TRAINING**

8

**HIGHLY ENRICHING
INTERNSHIP** OPPORTUNITIES
OFFERED TO STUDENTS

2

COLLABORATION WITH
**BEST COLLEGES,
INSTITUTIONS &
UNIVERSITIES**

10

**PLACEMENT
ASSISTANCE** WITH
PROVEN TRACK
RECORD

FOR CAREER COUNSELLING **CONNECT** WITH US

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+91 7059 49 5555

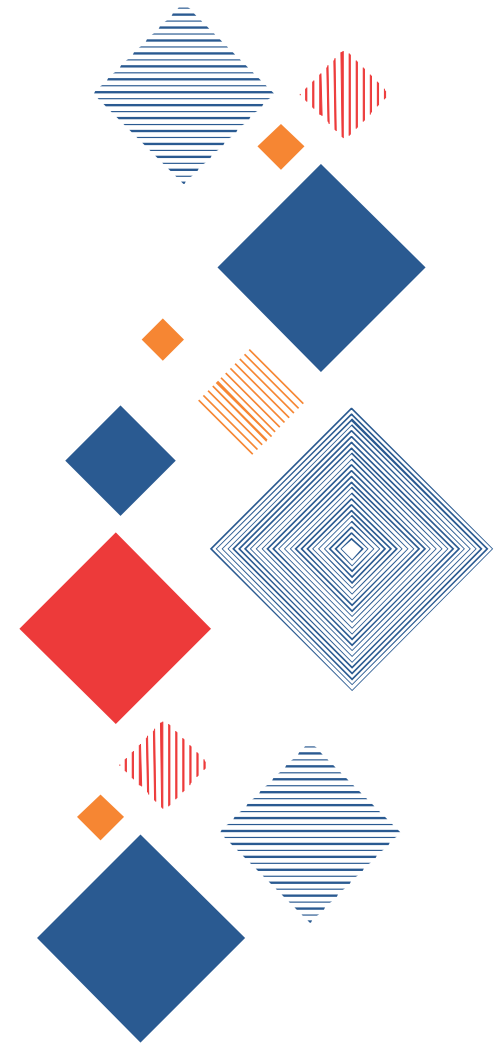
DELHI +91 9999 12 2383 delhi@naemd.edu.in
+91 9999 12 2387

JAIPUR +91 9660 70 0222 jaipur@naemd.edu.in
+91 9660 80 0222

MUMBAI

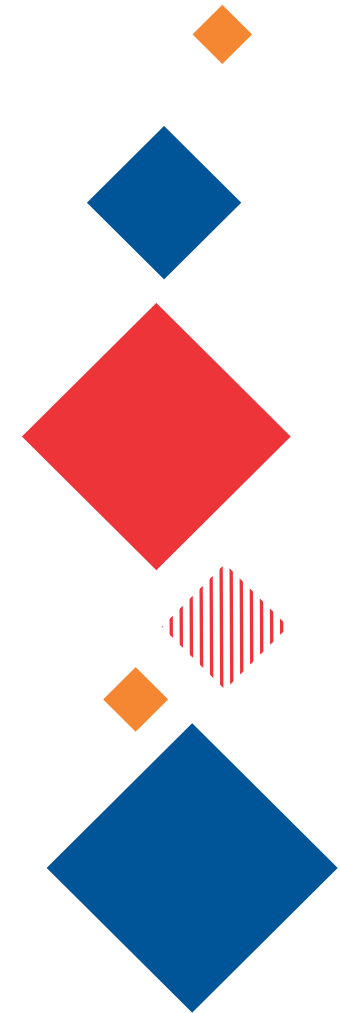
COREGAON +91 7059-31-5555 mumbai@naemd.edu.in

GHATKOPAR +91 705939 5555 ghatkopar.mumbai@naemd.edu.in



**“Allow your Passion to become your Purpose,
and it will one day become your Profession.”**

-Gabrielle Bernstein



THE TIMES OF INDIA careerOption

June 30, 2012

* INCLUSIVE OF AHMEDABAD TIMES (FOR AHMEDABAD & GANDHINAGAR CITIES ONLY)

**NOW
RECOGNISED
DEGREE &
DIPLOMA IN**

EVENT MANAGEMENT!

JOSH - The
Success story
of NAEMD
students

NAEMD COLLEGE OF MANAGEMENT STUDIES

Why University Recognised Courses?

A university recognized course is always preferable in education as it not only stamps the quality and credibility but also facilitates further enhancement in career opportunities. The course content of recognized programme is much more comprehensive covering all the aspects of management education keeping in mind the industry needs. While a one year diploma prepares you for event execution field, the two or three-year degree course help you in mastering the subject.

Masters Course MBA in Event Management & PR and Bachelors Course BBA in Event Management & PR. Along with Degree NAEMD is also offering One year part time Post Graduate Diploma and Diploma for Undergraduates in Event Management & PR. NAEMD offers degree and diploma courses as dual qualification mode, students can pursue courses with their regular studies.

The Research team of NAEMD, leading management education luminaries and industry professionals would create tailor made courses to cater the emerging needs of vibrant and dynamic event management industry. Event Management courses are formulated after conducting detailed research all with technical

management industry. It include modules on Event Management, Media Management, PR, Corp Communication, Sales motion, Advertising, Tourism Marketing with special aspect event management in degree courses, apart this special subject wedding management events, MICE and corporate events are also part of the curriculum in diploma and diploma course give students in knowledge and extra in industry.

private institutes diploma or vocational training to understand various aspects of event management.

But as the industry stabilised, think tanks of this industry devised an industry oriented university recognized post-graduate under graduate degree diploma courses in this

The industry always prefers a university recognized institute over the private institute when it comes to recruitment.



**Glamour, excitement, mood
Event Management offers**

Event Josh
Events in event management seem to be alluring more and more youth. Event management is a product of the new age. This is because glamour and flamboyance are attached to social and corporate events of all kinds. From workshops to birthdays and product launches to marriages, everyone is looking to stage the perfect and stylish event. Since the sector is now making demands for specific type of events, companies are now offering services in niche areas of event managements such as:

themes and update them on the available options in the market. While a fairly large number of people outsource

**The Afternoon
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**NAEMD's JOSH 2018 - Grand India Finale -
A Cultural Extravaganza**



THE TIMES OF INDIA

**NAEMD: Asia's Best Event
Management Institute**



Business Standard
When you're sure

**EVENT MANAGEMENT AN
EMERGING CAREER OPTION**

The Research team of NAEMD, leading management education luminaries and industry professionals to tailor make it to

A university recognized in education... ty but also facilitates... The course... comprehensive... cation keeping... diploma gives a... gree course hel... ways prefers a... an autonomous... date. The Rese...



Duration : 2 Years | Eligibility : Graduate (any stream)

Master's Degree (Event Management & Public Relations) offered by NAEMD Recognised Institute of IGNTU Central University prepares students for a successful career in event management by giving them a well-rounded and multi-disciplinary qualification relevant to today's event industry.

Designed with an optimal blend of theoretical and practical concepts our curriculum gives a thorough understanding of key concepts and theories in event management combined with practical skills in the major areas of Event Conception and Implementation, Risk Management, Client Service, Venue and Project Management, In the dynamic and competitive industry, a majority of the Event Management companies and related corporate houses prefer candidates with Master's degree with industry-relevant skills Practical experience will enable students to have a deeper understanding of the theoretical concepts they will learn in the classroom. Through internships and placements, we offer diverse opportunities to our students in various industries of Public Relations, Advertising and Marketing, Media and Entertainment, Travel and Tourism, Hospitality, and other related industries

PROGRAMME STRUCTURE

SEMESTER - I

- Principles of Management
- Marketing Management
- Business Communication
- Introduction to Event Management
- Event Planning & Venue Management
- Event Team & Crew Management
- Basics of Practical Event Management – I

SEMESTER - III

- Brand Management
- Public Relations
- Event Hospitality
- Event Resource Management
- Special Events – Wedding Planning & Live events
- Information Technology in Business Management
- Work Based Learning Route (Internship)

SEMESTER - II

- Advertising Management
- Human Resource Management
- Experiential Marketing & Technology
- Soft skills and Personality Development
- Event Production Process
- Event Marketing & Sponsorship
- Basics of Practical Event Management – II

SEMESTER - IV

- Media Management
- Tourism Marketing
- Safety & Risk Management
- Event Cost Accounting & Finance Management
- Legal Aspects of Event Management
- Special Events – MICE & Corporate Events
- Professional Industry Engagement -Final Project

POST GRADUATE DIPLOMA IN EVENT MANAGEMENT



NAEMD - Recognised Institute of
IGNTU - Central University



Duration: 1 Year | Eligibility: Graduate (Any Stream)

Post Graduate Diploma in Event Management & Public Relations (PGDEM) offered by NAEMD Recognised Institute of IGNTU Central University is a programme designed to suit the needs of students who have already completed their Graduation. PGDEM lays high emphasis on developing in students the ability to translate theory into practice. The well-defined and comprehensive curriculum shall ensure the overall development of the students and their continuous participation in a variety of events will make sure that they gain rich experience in the integrities of conceptualizing and organizing an event.

This course is considered to be one of the sought after qualifications in the Events & Entertainment Industry today and is accepted as a valid label by most of the popular Event Management companies.

PROGRAMME STRUCTURE

SEMESTER - I

- Introduction to Event Management
- Communication, PR & Presentation Skills for Events
- Event Planning, Sponsorship & Budgeting
- Event Marketing & Branding
- Event Team & Crew Management
- Special Events (Wedding Planning & Live Events)
- Presentation on Practical Training

SEMESTER - II

- Event Hospitality
- Event Production & Logistics
- Legal Aspects of Event Management
- Advance Aspects Of Event Management
- Event Coordination
- Special Events (M.I.C.E. & Corporate Events)
- Project Report on Practical Training

POST GRADUATE DIPLOMA IN ASPECTS MEDIA, MARKETING & EVENTS



NAEMD - Recognised Institute of IGNTU - Central University



Duration: 1 Year | Eligibility: Graduate (Any Stream)

Post Graduate Diploma in Aspects of Media, Marketing & Events [PGDAME] offered by NAEMD Recognised Institute of IGNTU Central University allows students to specialize and develop in-depth knowledge of the business and management aspects of the interdisciplinary sectors of Advertising, Marketing, PR, Media Management and Event management with the Optimum use of Technology and Social Media.

PROGRAMME STRUCTURE

SEMESTER - I

- Introduction to Event Management
- Communication, PR & Presentation Skills for Events
- Event Management Planning
- Event Hospitality
- Event Production - Process & Resource
- Legal Aspects of Event Management
- Presentation on Practical Training

SEMESTER - II

- Event Team & Crew Management
- Advertising and Sales Promotion
- Event Marketing & Sponsorship
- Event Cost Accounting & Finance Management
- Special Events – Wedding Planning & Live Events
- Media Management
- Project Report on Practical Training

BBA IN EVENT MANAGEMENT

Duration : 3 Years | Eligibility : 10+2 (Any Stream)



**NAEMD - Recognised Institute of
IGNTU - Central University**



Bachelor's Degree (Event Management & Public Relations) offered by NAEMD Recognised Institute of IGNTU Central University is a comprehensive degree programme focused on creating a strong knowledge base with the application of theory, principles, and practices of Event, Entertainment and Media industries. Industry knowledge coupled with practical exposure will enable graduates to be skilled professionals. Students will be given access to the best companies in the industry through Practical Training. Internships and Placements. They will acquire the skills and knowledge required to pursue a career in management and planning. Marketing of Corporate Events, Conventions and Meetings, Festivals, and Special Events Our students are placed in Event Management Companies, PR Agencies, Media Houses, Film and Television Production Houses, Tourism and hospitality companies, and many of our students have become entrepreneurs and started their own Event Management Companies.

PROGRAMME STRUCTURE

SEMESTER - I

- Principles of Management
- Marketing Management
- Business Communication & Soft Skills I
- Introduction to Event Management
- Event Planning & Venue Management
- Basics of Practical Event Management – I

SEMESTER - III

- Advertising
- Consumer Behavior
- Information Technology in Business Management - I
- Event Resource Management
- Special Events – Wedding Planning & Live events
- Professional Industry Engagement (Practical Training)

SEMESTER - V

- Media Management
- Public Relations
- Event Cost Accounting & Finance Management
- Legal Aspects of Event Management
- Soft Skills and Personality Development
- Work Based Learning Route (Internship)

SEMESTER - II

- Human Resource Management
- Organizational Behavior
- Business Communication and Soft Skill - II
- Event Crew and Team Management
- Event Production Process
- Basics of Practical Event Management – II

SEMESTER - IV

- Brand Management
- Business Environment
- Information Technology in Business Management - II
- Event Marketing & Sponsorship
- Special Events – MICE & Corporate Events
- Professional Industry Engagement (Practical Training - II)

SEMESTER - VI

- Experiential Marketing & Technology
- Event Hospitality
- Event Safety & Risk Management
- Skill based – Campus to Corporate
- Work Based Learning Route (Internship)
- Final Project

*The programmes may be subject to amendment in accordance with the National Education Policy 2020, any relevant regulations and guidelines, and/or any updates or modifications made by the respective regulatory bodies.

DIPLOMA IN ASPECTS MEDIA, MARKETING & EVENTS



NAEMD - Recognised Institute of
IGNTU - Central University



Duration: 1 Year | Eligibility: 10+2 (Any Stream)

Diploma in Aspects of Media, Marketing & Events (DAME) offered by NAEMD - Recognised Institute of IGNTU Central University is a uniquely blended programme that gives students specialized knowledge in Marketing, Advertising, Media, and Events industries. Through its contemporary curriculum, students will be acquainted with current trends and will be prepared to deal with challenges in the 21st century. One of the significant advantages of this programme is that it opens doors for a career in multiple industries depending on their interests and skills, students can embark on their professional journey in the field of their choice.

PROGRAMME STRUCTURE

SEMESTER - I

- Introduction to Event Management
- Communication, PR & Presentation Skills for Events
- Event Management Planning
- Event Hospitality, Law & Permissions
- Event Production - Process & Resource
- Presentation on Practical Training

SEMESTER - II

- Advertising and Sales Promotion
- Event Marketing & Sponsorship
- Event Cost Accounting & Finance Management
- Special Events – Wedding Planning & Live Events
- Media Management
- Project Report on Practical Training

DIPLOMA IN EVENT MANAGEMENT



NAEMD - Recognised Institute of
IGNTU - Central University



Duration: 1 Year | Eligibility: 10+2 (Any Stream)

Diploma in Event Management & Public Relations (DEM) offered by NAEMD Recognised Institute of IGNTU Central University is a perfect launchpad for students who are enthusiastic about starting their career in the Event Management industry.

With its theory-to-practice model, students will get foundation knowledge and the practical experiences necessary to gain access to a career in the competitive Event Management Industry. This programme can be pursued along with graduation and will allow students to enter the industry with an edge over others. Even those who have already entered this Industry, can pursue DEM and gain a completely refreshing and professional way of managing things.

PROGRAMME STRUCTURE

SEMESTER - I

- Introduction to Event Management
- Communication, PR & Presentation Skills for Events
- Event Planning, Sponsorship & Budgeting
- Event Marketing & Branding
- Event Team & Crew Management
- Presentation of Practical Training

SEMESTER - II

- Event Production & Logistics
- Event Hospitality, Law & Permissions
- Advance Aspects Of Event Management
- Event Coordination
- Wedding Planning & Special Events
- Project Report on Practical Training