

Syllabus for Event Management Assistant

Course Name	Event Management Assistant
Sector	MEDIA & ENTERTAINMENT
Course Code	STC-MAE/2025/2706
Level	3
Occupation	Event and Hospitality
Job Description	An Event Management Assistant helps plan and organize events. They help to coordinate with vendors, clients and service providers and manage on-site logistics. The role also includes preparing schedules, task lists and supporting promotional activities. Their main goal is to ensure smooth and successful event execution.
Course Duration	Total Duration 300 Hrs (T- 60, P- 150, OJT-60 and ES-30)
Trainees' Entry Qualification	Grade 10 OR Grade 8 pass and pursuing continuous schooling OR 8th grade pass with 2 yrs relevant experience.
Trainers Qualification	Graduate with 3 years' experience in relevant field. OR Post Graduate diploma in Event Management with 1 year experience in relevant field.

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Optional	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs) [Multiple of 30]
1	Introduction to Event Management (EM)	Describe event management (EM) including its types, importance and scope.	Compulsory	20	40		60
2	Event Planning and Proposal Writing	Create event proposals by planning objectives, themes, budgets and client communication.	Compulsory	10	50		60
3	Logistics and Operations	Demonstrate logistics and operational planning for events.	Compulsory	10	20		30

4	Event Execution and Evaluation	Execute and evaluate events by managing on-site activities, coordinating teams.	Compulsory	20	40		60
5	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	Compulsory	--	--	60	60
6	Employability Skill	As per guided curriculum	Compulsory	30	--		30
TOTAL:				90	150	60	300

SYLLABUS:**Module 1: Introduction to Event Management (EM)**

Outcome: Describe event management (EM) including its types, importance and scope.

Theory Content:

- Explain event management along with its importance and scope in today's world.
- Explain the different types of events: personal, corporate, cultural, political, and sports events.
- Identify and distinguish between personal, corporate, cultural, political, and sports events.
- Explain the role and responsibilities of an Event Manager and his/her team.
- Describe planning and coordination strategies appropriate to different types of events.

Practical Content:

- Create Event Planning Worksheet: Draft a basic plan that includes the theme, venue, target audience, budget and timeline.
- Case Study: Analyze real-life events to identify challenges and management strategies.
- Present a proposal for a small-scale event.
- Venue & Seating Plan: Design a venue layout based on event needs and crowd flow.
- Present an event's budget.
- Team Task Allocation: Role-plays for specific roles in event management.
- Presentation: Group presentation on different event types and their features.
- Reflection Journal: Record and reflect on practical learning experiences.

Tools & Equipment needed: Laptops or Desktop Computers, Projector & Screen / Smart TV, Whiteboard & Markers / Flip Charts, Stationery Supplies, Event Planning Templates (Printed or Digital), Sample Budget Sheets or Accounting Software (Excel/Google Sheets), Chart Paper & Drawing Materials, Printed Case Studies / Event Reports, Name Tags / Role Cards, Audio-Visual Equipment, Internet Access, Reflection Journals / Notebooks, Timer or Stopwatch.

Module 2: Event Planning and Proposal Writing

Outcome: Create event proposals by planning objectives, themes, budgets and client communication.

Theory Content:

- Define clear objectives for an event.
- Describe suitable themes that align with client needs and target audience.
- Explain the format of an event proposal and the basics of communicating with clients.
- Describe how to plan a budget and allocate resources for an event.

Practical Content:

- Plan an Event Theme Development Workshop.
- Write Event Objectives.
- Draft event proposal based on given requirements and objectives.
- Perform client communication role-play to develop professional interaction and negotiation skills.
- Write professional emails and letters for client communication.
- Create budget planning worksheet for an event.
- Map resource allocation based on event requirements and team roles.
- Analyze a case study on budget overruns.
- Demonstrate Delivery of team presentation on event pitch.

Tools & Equipment needed: Laptops or Desktop Computers, Internet Access, Projector & Screen / Smart board, Microsoft Office / Google Suite Tools, Stationery Items, Printed Worksheets/Templates, Role Play Setup (Client Communication), Whiteboard & Markers / Flip Charts, Sample Case Study Documents, Timer or Stopwatch, Evaluation Sheets.

Module 3: Logistics and Operations

Outcome: Demonstrate logistics and operational planning for events.

Theory Content:

- Describe venue selection criteria.
- Explain layout design based on event type and audience needs.
- Explain the process of vendor management and coordination in event planning.
- Describe the technical setup requirements for sound, lighting and decor in an event.

Practical Content:

- Conduct venue visit.
- Design virtual event layout.
- Prepare requirement sheet.
- Perform vendor communication role-play to develop negotiation and coordination skills.
- Prepare a technical setup planning sheet.
- Develop mock event execution plan.
- Deliver team presentation on marketing and execution plan.

Tools & Equipment needed: Laptops or Desktop Computers, Internet Access, Projector & Screen / Smart board, Design Software or Apps (Basic Level), Microsoft Office / Google Workspace Tools, Social Media, Simulation Tools (Optional), Chart Papers & Sketching Supplies, Sample Vendor Profiles / Contact Templates, Role Play Setup (Vendor & Sponsor Communication), Speakers / Sound System / Lighting (Optional or Demonstration Kit), Venue Visit Materials, Whiteboard / Flip Charts & Markers, Evaluation Rubrics / Instructor Checklist.

Module 4: Event Execution and Evaluation

Outcome: Execute and evaluate events by managing on-site activities, coordinating teams.

Theory Content:

- Explain the importance of licenses, insurance and permissions required for organizing events.
- Describe crowd and risk management principles for safe and effective event execution.
- Explain ethics in event management, on-site operations and team roles.
- Explain the process and importance of post-event evaluation.
- Analyze case studies of successful events.
- Analyze case studies for problems that arose during the execution of events.

Practical Content:

- Conduct Crowd Management Simulation.
- Role play in ethical dilemma scenario.
- Perform on-site task allocation exercise.
- Prepare a mock event command plan.
- Design Post-Event Feedback Form.
- Write Post-Event Report.

Tools & Equipment needed:

Laptops or Desktop Computers, Internet Access, Microsoft Office / Google Workspace, Projector & Screen / Smart board, Printed Templates / Worksheets, Role Cards or Name Tags, Whiteboard & Markers / Flip Charts, Drawing Materials / Chart Paper, Sample Case Study Documents (Printed or Digital), Evaluation Rubrics / Instructor Checklists, Timer or Stopwatch.

Module 5: OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor).

Module 6: Employability Skills (30 Hrs.)

Detail of Employability Skills Syllabus: 30 hours

Key Learning Outcomes:

Introduction to Employability Skills Duration: 1 Hour

After completing this programme, participants will be able to:

1. Discuss the importance of Employability Skills in meeting the job requirements

Constitutional values - Citizenship Duration: 1 Hour

2. Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.

3. Show how to practice different environmentally sustainable practices

Becoming a Professional in the 21st Century Duration: 1 Hours

4. Discuss 21st century skills.
5. Display positive attitude, self-motivation, problem solving, time management skills and continuous learning mindset in different situations.

Basic English Skills Duration: 2 Hours

6. Use appropriate basic English sentences/phrases while speaking

Communication Skills Duration: 4 Hour

7. Demonstrate how to communicate in a well-mannered way with others.
8. Demonstrate working with others in a team

Diversity & Inclusion Duration: 1 Hour

9. Show how to conduct oneself appropriately with all genders and PwD
10. Discuss the significance of reporting sexual harassment issues in time

Financial and Legal Literacy Duration: 4 Hours

11. Discuss the significance of using financial products and services safely and securely.
12. Explain the importance of managing expenses, income, and savings.
13. Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws

Essential Digital Skills Duration: 3 Hours

14. Show how to operate digital devices and use the associated applications and features, safely and securely
15. Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely

Entrepreneurship Duration: 7 Hours

16. Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges

Customer Service Duration: 4 Hours

17. Differentiate between types of customers
18. Explain the significance of identifying customer needs and addressing them
19. Discuss the significance of maintaining hygiene and dressing appropriately

Getting ready for apprenticeship & Jobs Duration: 2 Hours

20. Create a biodata
21. Use various sources to search and apply for jobs
22. Discuss the significance of dressing up neatly and maintaining hygiene for an interview
23. Discuss how to search and register for apprenticeship opportunities

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Describe event management (EM) including its types, importance and scope.	After completion of this module students will be able to: • Explain event management and its importance. • Identify and compare different types of events. • Describe the role of an event manager. • Create a basic event plan with theme, venue, budget, and timeline. • Draft and present a mock event proposal and layout.
2	Create event proposals by planning objectives, themes, budgets and client communication.	After completion of this module students will be able to: • Define clear event objectives. • Select suitable event themes. • Draft a structured event proposal. • Demonstrate client communication skills through role-play. • Write professional emails and letters. • Map resource allocation effectively. • Deliver a clear and engaging event pitch presentation. • Analyze a case study on budget overruns.
3	Demonstrate logistics and operational planning for events.	After completion of this module students will be able to: • Identify suitable venue based on event needs. • Design a basic layout considering audience and event type. • List vendors and their requirements. • Show effective communication and coordination with vendors. • Plan technical setup for sound, lighting and décor. • Present a clear event marketing and execution plan in a team.
4	Execute and evaluate events by managing on-site activities, coordinating teams.	After completion of this module students will be able to: • Describe the required licenses, permissions, and insurance for events. • Explain basic crowd control and risk management steps. • Perform ethical dilemma role-play. • Create a plan for managing event tasks and safety on-site. • Design feedback form and write a post-event report.

Module No.	Outcome	Assessment Criteria
		Use simulations to manage event situations.
	OJT	The assessor will check the report prepared for this component of Practical training of the course and assess whether competency has been developed in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in the actual workplace under any supervisor / contractor).
	Employability Skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Specification	Qty
1	Event Planning Software or Tools	Trello, Asana, Microsoft Project – for task and timeline management)	2 Set
2	Audio-Visual Equipment	Microphones, speakers, projectors, mixers for sound/light setup	2 Set
3	Stationery & Office Supplies	Files, folders, pens, notepads, clipboards, whiteboards for planning sessions	As required
4	Laptops or Tablets	For digital planning, presentations, and coordination	2
5	Walkie-Talkies or Wireless Communication Devices	For real-time team coordination during events	10
6	Decor Items & Props	Basic decoration materials like fabric, banners, lights for mock event setups	1 Set
7	Name Tags, ID Cards & Lanyards	For simulating delegate or staff management	10 Set
8	Table and Chair with Covers	For learning about venue aesthetics and seating arrangements	10
9	Event Registration Kits	Includes registers, QR code scanners, badges, etc.	5
10	First Aid Kit	Mandatory for health and safety training during events	2
11	Camera or DSLR	For photography/videography sessions or documentation	1
12	Portable Stage and Backdrop Setup	Used for practical demonstration of stage design and setup	1
13	Lighting Equipment	Spotlights, ambient lights, uplighting – to train on venue ambiance	2 Set
14	Extension Cords & Power Backup Equipment	Important for managing power supply during events	2 Set
15	Sample Contracts & Budgeting Templates	Printed/digital for training in vendor management and budgeting	As required

Marks Distribution

Outcome	Outcome Code	Type	Total Th marks	Total Pr marks	Total OJT marks
Describe event management (EM) including its types, importance and scope.	MAE/2706/OC1	Compulsory	40	160	0
Create event proposals by planning objectives, themes, budgets and client communication.	MAE/2706/OC2	Compulsory	30	190	0
Demonstrate logistics and operational planning for events.	MAE/2706/OC3	Compulsory	30	140	0
Execute and evaluate events by managing on-site activities, coordinating teams.	MAE/2706/OC4	Compulsory	50	160	0
Work in real job situation with emphasis on basic safety and hazards	MAE/2706/OC5	Compulsory	0	0	150
Employability Skill-30 Hrs	DGT/VSQ/N0101	Compulsory	50	0	0
Full Marks: 1000 Theory: 200including ES Practical: 800 including OJT					