

Associate Event Management (Part II) [EMA2]

CLASS XII SEMESTER III

THEORY

FULL MARKS –20

(MCQ Type Question)

UNIT	Topic	No of periods assigned	Marks
1	Organization: Explain components of an event Management Organisation with local example	15	06
2	Steps in Implementation of Concepts: Prepare a contract for an event	15	08
3	Crisis Management Plan : Prepare for crisis management	15	06

DETAIL SYLLABUS

UNIT	Topic	Sub Topic	No of periods assigned
1	Organization: Explain components of an event Management Organisation with local example	Importance of organisation in event planning	4
		Components of organisation	4
		Organisation techniques	4
		Tips for better organisation ,Delegation	3
2	Steps in Implementation of Concepts: Prepare a contract for an event	Conducting market research	3
		Establishing viability	3
		Capacities	3
		Costs and facilities	2
		Plans – Timescales	2
		Contracts	2
3	Crisis Management Plan : Prepare for crisis management	Crisis planning – Prevention	5
		Preparation – Provision	5
		Action phase – Handling negative publicity	5

Outcomes for Event Management –Associate

SI No.	Outcomes to be assessed	Assessment criteria for the outcome
1	Organization: Explain components of an event Management Organisation with local example	The student should be able to : 1.1 Explain the importance of organization in event planning with relevant local examples. 1.2 Identify and describe the key components of organizing an event. 1.3 Apply effective organizational techniques for managing event tasks. 1.4 Demonstrate the ability to delegate tasks efficiently within an event management team.
2	Steps in Implementation of Concepts: Prepare a contract for an event	The student should be able to : 2.1 Conduct thorough market research to inform event planning decisions. 2.2 Establish the viability of an event based on capacities, costs, and facilities. 2.3 Develop detailed plans and set appropriate timescales for event implementation. 2.4 Prepare a comprehensive contract that covers all essential event terms and conditions.
3	Crisis Management Plan : Prepare for crisis management	The student should be able to : 3.1 Develop a comprehensive crisis management plan, including prevention strategies. 3.2 Prepare for potential crises by establishing clear protocols and provisions. 3.3 Execute effective actions during a crisis to mitigate impact. 3.4 Handle negative publicity professionally and maintain the event's reputation.

SEMESTER IV**CLASS XII****THEORY****FULL MARKS – 30****SHORT ANSWER TYPE QUESTIONS (SAQ) AND LONG ANSWER TYPE QUESTIONS (LAQ)**

UNIT	Topic	No of periods assigned	SAQ Marks	LAQ Marks	Total
4	Marketing and Promotional Tools: Illustrate various Marketing and Promotional Tools	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)	10
5	Staffing and compliance issues : Explain Staffing and related compliance issues	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)	10
6	Evaluation: Evaluate an actual Event Management case	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)	10
	TOTAL	63	12	18	30

DETAIL SYLLABUS

UNIT	Topic	Sub Topic	No of periods assigned
4	Marketing and Promotional Tools: Illustrate various Marketing and Promotional Tools	Types of advertising – Merchandising – Competitions – Promotions –Free Gifts	5
		Website and text messaging – Flyers – Posters – Invitations – Newsletters – Magazines	6
		Blogs –Tweets (elementary ideas only) Media tools – Media invitations – Photo-calls – Press releases	5
		TV opportunities – Radio interviews (elementary ideas only) Sponsorship – Meaning and different types of sponsorship	5
5	Staffing and compliance issues : Explain Staffing and related compliance issues	Staff recruitment	5
		Training	5
		Health and safety issues	6
		Insurance Licences and permissions: Procedure.	5
6	Evaluation: Evaluate an actual Event Management case	Budget	7
		Cost of event	7
		Return on investment.	7

Outcomes for Event Management –Associate

Sl No.	Outcomes to be assessed	Assessment criteria for the outcome
4	Marketing and Promotional Tools: Illustrate various Marketing and Promotional Tools	The student should be able to 4.1 identify and explain various types of advertising and promotional tools, including merchandising and free gifts. 4.2 utilize digital marketing tools such as websites, text messaging, blogs, and social media platforms for promotions. 4.3 understand and apply media tools like press releases, media invitations, and TV/radio opportunities for event promotion. 4.4 explain the concept of sponsorship and differentiate between various types of sponsorships in event marketing.
5	Staffing and compliance issues : Explain Staffing and related compliance issues	The student should be able to 5.1 explain the process of staff recruitment for events and identify key roles. 5.2 outline effective training strategies for event staff. 5.3 understand and address health and safety issues related to event management. 5.4 explain the procedures for obtaining insurance, licenses, and permissions for events.
6	Evaluation: Evaluate an actual Event Management case	The student should be able to 6.1 assess the overall budget management of an event. 6.2 evaluate the costs incurred during the event. 6.3 analyze the return on investment (ROI) of the event. 6.4 provide recommendations based on the event's financial performance and outcomes.

PROJECT / PRACTICAL**NO OF PERIODS ASSIGNED – 144****DETAIL SYLLABUS****Practical – 40 marks****Project – 10 marks**

Practical		
Sl. No.	CONTENT	HOURS
1	Plan a mock event using a local festival as an example; create an organizational plan, and list tasks and roles. Make a list of event management companies, interview one, and compile a list of associated decorators, caterers, and transporters.	24
2	Prepare a written master plan for a music festival. Include the following information: title of the event, purpose and goals of the event, description of the target population, plans for marketing and advertising, detailed description of the nature of the event, organizational and staffing arrangements, financial arrangements (expenses and sources of revenue) and a schedule of major tasks and activities to be followed in planning and conducting the event.	29
3	Create a mock advertisement, focusing on headline, visuals, body text, and call to action. Write a press release for a recent event or product, including headline, lead, body, and contact info. Discuss strategies for targeting and timing in ads and press releases.	27
4	Plan a book fair and identify the necessary licenses and permissions. Review essential permits such as the event permit, venue rental agreement, public liability insurance, and any required permits for selling books compile a list of these permits, explaining how to obtain each one.	24
5	Attend a local festival and analyze it. Summarize the event's location, purpose, and key features. Describe the audience, staffing, promotion, financials, and environment. Write a brief report on your findings.	27
Project		
7	Create a crisis management plan for a hypothetical event. Identify potential crises and their impacts in your locality, develop prevention strategies, and outline preparation steps including staff roles and communication systems. Prepare response procedures and checklists for each crisis and plan recovery steps. Summarize your plan in a presentation and make a report on it.	5
8	Create a mock advertisement and press release for a product or event. Design the ad with a headline, visuals, and call-to-action. Submit your advertisement, press release, and presentation	5
9	Find and list event management companies in your city. Interview one company to learn about their decorators, caterers, and transporters. Prepare a brief report with the company's details and a list of their associated service providers. Submit your report.	3