



Industry Collaborator

CAREER PROGRAMMES

# EVENT MANAGEMENT

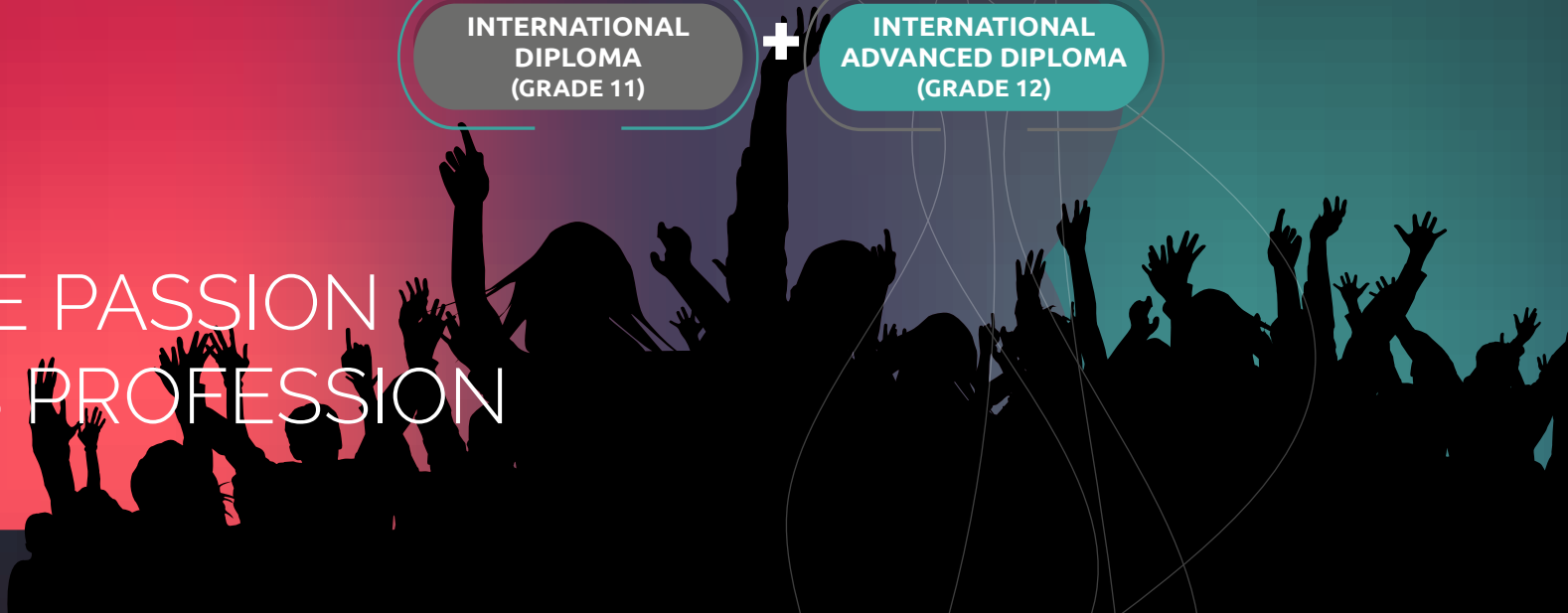


INTERNATIONAL  
DIPLOMA  
(GRADE 11)



INTERNATIONAL  
ADVANCED DIPLOMA  
(GRADE 12)

WHERE PASSION  
MEETS PROFESSION



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[www.wacpinternational.org](http://www.wacpinternational.org)



## About WACP



World Academy of Career Programmes (WACP) is an educational research organization which offers K12 based career related courses in multiple academic streams related to new age careers. Our association with prominent schools and higher educational institutions & universities provide students with a structured pathway to specialized qualifications in these streams.

WACP commands a robust network within the industry and thereby offers unmatched practical training, internships and placements. We are passionate about offering the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, lead us towards growth and excellence.



## About NAEMD Industry Collaborator

NAEMD is an institute dedicated to developing highly trained professionals in the field of event management. With the focused aim of creating professionally, academically and ethically sound managers and executives, Future Varsity contributes to this burgeoning space in the world.

NAEMD recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions. Formal education in event management equips candidates with knowledge & skills that help in running a business and dealing with entrepreneurship challenges. Identifying the need for experts in the industry, NAEMD instils in its students with basic and advanced theories and techniques in the discipline of goal setting, strategic planning, marketing, public relations, finance, leadership, decision making, analytics, law etc. related to the event industry.

# EVENT MANAGEMENT INDUSTRY

## The place to be!!

The World 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 from weddings, education fairs, conferences, corporate seminars, expositions, music festivals to many more.

## EVENT MANAGEMENT EDUCATION

### EVOLVING INDUSTRY



The revolutionary growth of events has created a surge in the need of 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, leadership skills and domain specialisations. Students may pursue lucrative positions such as event manager, event planner, marketing manager, event operations among a host of many other options.



### IDEAL FOR GO-GETTERS

Out-of-the-box thinking, adaptability, and a creative spark are the three things that makes a good event management executive, and if these three qualities fit your profile, you're on the right path!



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WACP offers a combination of two qualifications in Event Management - International Diploma and International Advanced Diploma of 11 months each.

Together, the two courses offer a thorough overview of the events business and are meant to help learners gain the skills and information they need to be actively involved in the conception, planning, and execution of large-scale, personalised, and corporate events. The courses give provide students the chance to acquire the knowledge and abilities necessary to work in the events sector.

Students who desire to pursue career studies in event management, the International Diploma in Event Management (IDEM) and International Advanced Diploma in Event Management (IADEM) are appropriate to build the foundations. The programme seeks to improve their knowledge of the subject and gain incremental knowledge and specialisation between the two certifications. In order to comprehend the intricate nature of the events business, these programmes offer opportunities to students to work on case studies, industry projects and internships.



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DIPLOMA  
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## COURSE STRUCTURE

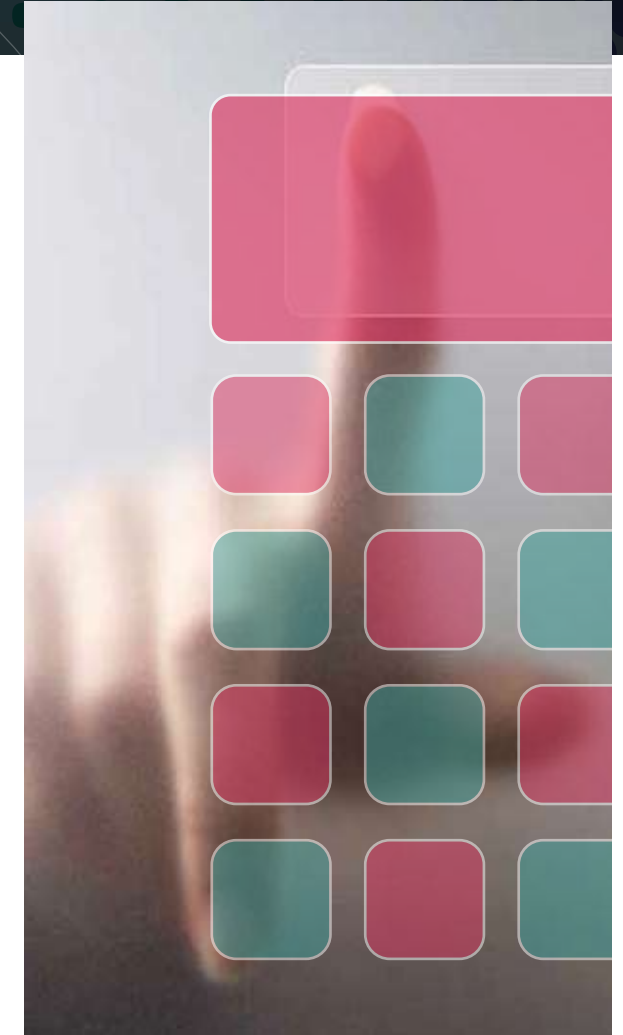
### DP Subjects

Recommended DP subjects which compliment the CRS Programme

- BUSINESS MANAGEMENT
- ECONOMICS

### Core Subjects

- PERSONAL AND PROFESSIONAL SKILLS
- SERVICE LEARNING
- REFLECTIVE PROJECT
- LANGUAGE DEVELOPMENT





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## CAREER RELATED STUDY (720 Guided Learning Hours)

### Integrated Marketing & Communications

- Introduction to IMC
- Overview of Above The Line Activities
- Overview of Below the Line Activities
- Inter-relationship IMC & Events

### Principles & Functions of Event Management

- Nature of Management
- Principles of Management
- Planning, Organising, Staffing, Directing & Controlling
- Planning & Organising for Events

### Overview & Evolution of Events Industry

- Understanding the events industry
- Demand and Supply of Events Industry
- Planning an event

### Event Industry Research & Study

- Characteristics & Types of Research
- Research Methods
- Data Collection & Analysis
- Research Project

### Event Conceptualisation & Simulation

### Workshops, Projects, Internship Industry Engagement

### Capstone Project

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## TEACHING AND STRUCTURE

At WACP, we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, 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.





## EXPERIENTIAL LEARNING

### SESSIONS



WACP will provide comprehensive CRS Training to the school faculty

### ASSIGNMENT & PROJECTS



Assignment 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.

### 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 student's thought processes and sharpen analytical abilities by exploring, identifying and solving issues.



### 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.

### MASTER CLASSES



Master Classes 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 from ideas and insights about the industry.



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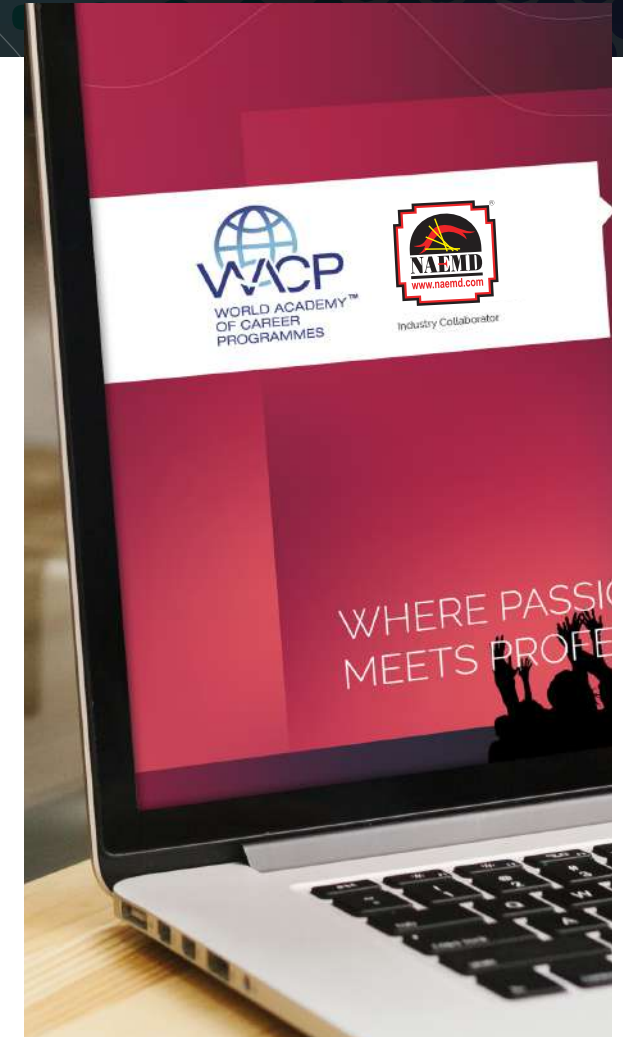
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## ASSESSMENT

- WACP CRS has ongoing, continuous assessment, and students will receive Certification only after successful completion of the assignments & assessments.
- In line with WACP Commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesize classroom learning with real life scenarios of managing and running business.
- Students will encounter many different kinds of assessment methods, for example: written exams, written assignments, portfolios, project work, reports, individual or group oral presentations and practical skills assessment.
- The CRS will be assessed summatively, end of year assessments will take place in Year 1 & Year 2. It will be externally moderated by WACP.



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## 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, participated in a collaborative learning environment, thus making them tech-savvy.



### 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.



### PREZI PRESENTATION

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



### EDUCATIONAL NEWSLETTERS

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



### COMMUNICATION AND COLLABORATION

We provide education on Google Apps. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout 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.

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## HIGHER EDUCATION

## PATHWAY

NAEMD offers Undergraduate and Masters degree programmes in Event Management to all the students who complete the IBCP programme with CRS in International Diploma and International Advanced Diploma. Many International universities offer higher education in Event Management at graduation and post graduation levels. WACP counsels its students and assists them in planning their higher education journey by linking them with prominent universities worldwide.

**RIGHT PLACE,  
RIGHT TIME**



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



**VARIED  
DESIGNATIONS**

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

- **Event Planner**
- **Event Coordinator**
- **Event Production Head**
- **Event Marketing**
- **Public Relations Officer**
- **Event Executive (Budgeting & Finance)**
- **Event Legal Executive**

& many more

**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.

**TARGET  
INDUSTRIES**



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

**MARKETING & COMMUNICATIONS**



**TOURISM**

**EDUCATION**



**FASHION & ENTERTAINMENT**

**HOSPITALITY**



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## PROFESSIONAL CERTIFICATION

## CERTIFICATES

The WACP - CRS Certifications are coveted qualifications which recognize outstanding students by substantiating their conduct and professionalism to prospective employers. Academic excellence, dedication, project work, ingenuity and originality of ideas, communication skills coupled with a certain degree of confidence and flair are a few of the requisite attributes necessary to be awarded the WACP-CRS Certifications. It boosts one's academic and resume credentials and gives an added advantage over other candidates in the world. WACP offers higher education career counselling to IBCP students so that they can make informed career choices. In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.





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