

EVENT BUSINESS MANAGEMENT



TTA CHINCHWAD

TTA CHINCHWAD MEANS A GUARANTEED CAREER

Module 1

Industry & Entrepreneurship

- ✓ Industry & Entrepreneurship
- ✓ Types of Events
(Corporate, Wedding, Social, Exhibitions)
- ✓ Structure of Event Management Companies
- ✓ How to Start an Event Company
- ✓ Basics of Event Budgeting

Module 2: Brand Building & Merchandising

- ✓ **Creating Your Event Brand Identity**
- ✓ **Positioning Your Event Business**
- ✓ **Portfolio Development**
- ✓ **Event Presentation & Display Techniques**
- ✓ **Vendor Branding & Collaborations**

Module 3: Marketing, Sales & Promotion

- ✓ **Marketing Strategies for Event Business**
- ✓ **Digital & Social Media Promotion**
- ✓ **Client Acquisition Techniques**
- ✓ **Event Proposal Making**
- ✓ **Sales & Negotiation Skills**

Module 4: Retail, Production & Sourcing

- ✓ **Event Production Basics**
- ✓ **Vendor & Material Sourcing**
- ✓ **Décor & Technical Setup Planning**
- ✓ **Production Coordination**
- ✓ **Quality Control in Events**



Module 5: Finance, Legal & E-Commerce

- ✓ **Budgeting & Financial Planning**
- ✓ **Profit Margin Calculation**
- ✓ **GST & Taxation Basics**
- ✓ **Event Contracts & Agreements**
- ✓ **Online Event Promotion Platforms**

Module 6: Growth, Styling & Final Project

- ✓ **Event Styling & Theme Development**
- ✓ **Wedding & Corporate Specialization Basics**
- ✓ **Client Handling & Communication**
- ✓ **Business Expansion Strategies**
- ✓ **Final Event Business Project & Presentation**



TTA CHINCHWAD

Thank You

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