



INTERNSHIP MANUAL

Diploma in Event Management



**School of Continuing Education
Indira Gandhi National Open University
New Delhi**

COURSE DESIGN

Mr. Ankur Kalra
Founder and CEO,
Vibgyor Brand Services Pvt. Ltd.,
New Delhi

Mr. Pervinder Mehta
Director,
Eventkraft Marketing Solutions Pvt. Ltd.,
New Delhi

Mr. Rajesh Verma
Founder Director,
CRI Events Pvt. Ltd., New Delhi

Ms. Tabassum Modi
Founder Director,
Victor Tango Entertainment Pvt. Ltd., Mumbai

Mr. Vipul Pandhi
Director,
Workaholics Event Solutions Pvt. Ltd.,
New Delhi

Dr. Heena K. Bijli
School of Continuing Education,
IGNOU
New Delhi

MANUAL PREPARATION

Dr. Heena K. Bijli
School of Continuing Education,
IGNOU, New Delhi

COURSE EDITOR

Ms. Tabassum Modi
Founder Director,
Victor Tango Entertainment Pvt. Ltd., Mumbai

PROGRAMME & MANUAL COORDINATOR

Dr. Heena K. Bijli
Director
School of Continuing Education
IGNOU, New Delhi

MATERIAL PRODUCTION

Mr. Arvind Kumar
Asstt. Registrar (P), SOCE
IGNOU, New Delhi

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1.1 INTRODUCTION

Dear Learner,

Welcome to this Course BHCP-011 titled ‘Internship’ of Diploma in Event Management.

Internship requires you to work with a professional Event Management Company and conduct the activities that have been highlighted in this book. Internship in event management has been basically designed and planned for undertaking all the processes that are used to create and sustain an event. This Internship manual has been planned as an innovative self-instructional guide for learners in conducting these activities.

Internship work emerges out of the theory syllabus. The components given in the Structure Outline of the Internship Report will give you an opportunity to explore the dynamics of an event and the event organization. Doing Internship will help to clarify your understanding of theoretical concepts explained in the printed Blocks of this Diploma programme.

The guidelines provided in this Internship manual will help you to prepare the Internship Report. The Internship Report has to be prepared as a separate file. In this Report you have to write down the details of activities conducted during Internship, under different sub headings given in the Structure Outline of the Internship Report given in section 1.5. This will guide you to record activities.

Internship is of 100 Marks. The Internship Report has to be shown to your Internship Supervisor under whom you have worked in the Event Company / Firm. The Internship Supervisor will evaluate your Internship Report File after your Internship. This is the first level of evaluation and is called ‘external evaluation.’ This external assessment carries 70 per cent weightage. See Annexure A. The Internship Supervisor will give you marks and will certify that you undertook the Internship and the report is the bonafide work done by the candidate. Look up the certificate copy attached at Annexure B of the manual. The second level of evaluation is called ‘internal evaluation’ and carries 30 per cent weightage. This will take place at IGNOU headquarters after external evaluation. Do not forget to get your report certified from your Internship Supervisor before submission for internal evaluation at the IGNOU head quarters or else your report will not be accepted for evaluation.

You need to cut Annexure A, Annexure B and Annexure C from this manual and attach them in the beginning of the Internship Report File before submitting your File to the Internship Supervisor (of Event Management Company) for evaluation.

Note: Completion of Internship Course is mandatory for getting this Diploma. No request will be considered for waiver of the Internship Course.

Programme Coordinator
Diploma in Event Management

1.2 OBJECTIVES

The Internship Course aims at providing practical training in the field of event management as a profession by enabling interns to comprehensively integrate and apply theoretical knowledge in the event management process. The basic objectives for undertaking Internship have been highlighted in this section. It is very important that you read and understand the objectives of this Internship Course presented herewith carefully, since this is the Course that will help you get an industry exposure to the skills required for the event management profession. Before taking up Internship go through all the five Theory Courses of this Diploma programme.

The Internship Course is worth 8 credits (i.e. 240 study hours). You will work on Internship for a period from one to four months, spread over these hours, depending on the type / category of event you will be engaged in. This is just a guideline and there may be variations in time duration depending upon your actual situation. The objectives of Internship are highlighted herewith:

Objectives of the Internship Course

- 1) To apply theoretical grounding to the practical study of event management.
- 2) To understand event characteristics.
- 3) To develop an understanding of event planning and design as the production of experiences and not just the management of staging elements.
- 4) To build an insight into managing the event process in the context of managing equipment, technology, logistics, multi-media and entertainment.
- 5) To develop entrepreneurial skills, and risk management, financial management and evaluation skills as essential requirements of event management.
- 6) To understand the legal framework that events operate within.
- 7) To get acquainted with the role and relevance of event marketing and promotion as a strategic communication tool, customer-focused marketing tool and relationship-building tool.
- 8) To be able to utilize the skills gained from this Course for fulfilling the needs of the contemporary event industry.



1.3 HOW TO GO ABOUT THE INTERNSHIP WORK

- 1) Identification of the Internship Centre:** Identify the Event Management Company / Event Firm / Event Planner with whom you wish to undertake the Internship. It is strongly recommended that you select one in your city / region, which is registered and well established. You may also take the help of your Study Centre who can help you in identifying the Event Company for Internship and will liaise with the Event Company for your Internship placement. Once the contact with Event Company has been established you can meet the concerned contact person in the Event Company and discuss the objectives of your Internship and the nature of activities that have been streamlined in the Internship manual. You can discuss the 4 options of activities and finalise any one based on consultations with the event manager / coordinator under whom you will be doing your Internship. Thereupon you can plan your schedule with the event manager.
- 2) Schedule:** The schedule for Internship, as already mentioned, will largely depend upon the category / type of event you will be working upon. It can range from one month to four months. The number of hours you put in everyday may also vary based on your inputs in the event activities.
- 3) Preparing the Internship File for Submission:** The Internship Report has to be submitted in the form of a File. The Structure Outline presented in section 1.5 is like a guideline for you to prepare the report. There might be a change in sequence of activities given in the structure, based on the type / category of event you are engaged in. You can also add more headings into the structure. It is important to record your observations pertaining to each activity. Recognize that your Internship Report is the true record of what you did and observed at the time. You are free to attach as many pictures clicked during the Internship period, illustrations, run sheets, Gantt charts, checklists, and any other notes or graphic details wherever necessary in the Internship Report. This will showcase your Internship work even better and will substantiate the written part.

You can record the activities undertaken on a daily basis in a separate diary. These details will help you when you prepare the Internship Report, lest you forget what you worked on and the sequence of activities you were engaged in. You can also write down your experiences in the file.

Communicate regularly with your Internship Supervisor. The Internship Supervisor will be the event manager / coordinator to whom you will be reporting. You will most probably be the part of an event team during Internship. Carry out the tasks assigned, share your experiences, report on the activities undertaken, discuss the problem points, report the difficulties / problems encountered to the supervisor on a regular basis. The Internship Supervisor should also be consulted while preparing your file.

- 4) Submit the Internship File for Evaluation:** The Internship Report File has to be shown to your Internship Supervisor under whom you have worked in the Event Company / Firm. The Internship Supervisor will evaluate your Internship Report File. This is the first level of evaluation and is called 'external evaluation.' This external assessment carries 70 per cent weightage. The Internship Supervisor will give you marks and will certify that you undertook the Internship and the report is the bonafide work done by the candidate. Look up the certificate copy attached at Annexure B in this manual. The second level of evaluation is called 'internal evaluation.' This

will take place at IGNOU headquarters after external evaluation. Do not forget to get your report certified from your Internship Supervisor before submission for internal evaluation at the IGNOU headquarters or else your report will not be accepted for evaluation. You need to cut Annexure A, Annexure B and Annexure C from this manual and attach them in the beginning of the Internship Report File before submitting your File to the Internship Supervisor (of Event Management Company).

- 5) **External Evaluation (Evaluation by Supervisor):** The Internship Report File and your conduct/ performance during the internship period will be evaluated by your Internship Supervisor. This external assessment will carry 70% weightage.
- 6) **Internal Evaluation:** After evaluation by supervisor (external evaluation) the Internship Report File has to be submitted for internal evaluation to the Student Evaluation Division (SED) at IGNOU headquarters and it shall be evaluated in the order received. The internship report will be sent to an expert for evaluation. This evaluation will carry 30% weightage. Submit the original document for evaluation at the following address.

DEVMT Internship Report – BHCP-011
Student Evaluation Division
India Gandhi National Open University Maidan Garhi
New Delhi -110068

You are advised to keep a photocopy of the report for your reference.



1.4 THE INTERNSHIP

Look for an Internship opportunity with a professional Event Management Company to work on any one of the following options:

- 1) **Option 1 – A Special event.** Special events can be: Business events, Social events, Weddings, Cultural events, Entertainment events and Sports events. Also included in these are rural events, carnivals, runs and races, fairs, festivals, fundraisers, wedding anniversaries, managed events (corporate / personal events) and activations.
- 2) **Option 2 – Technology based event.** The technology used may be screen technology, live streaming, 4D Technology, 3D printing, drones, motion sensing devices, 360 degree videos, laser beam installations, Mirror me booth, LED Displays, digital lasers as in dance performance and other devices. For example, in the event that you will be attending, a pop-up lounge might be created in the front of the main stage at a festival and a 360 virtual tour video of the event would be featured.
- 3) **Option 3 – Experiential event.** An experiential event is an event that gives you a live experience. This can be an activation (eg. launch event, brand promotion, mall activation etc), weddings, movie promotion, some latest trends in MICE, event filming, innovations and any event that is experiential.
- 4) **Option 4 – Intellectual Property.** The intellectual property can be an event or activation, whose concept, logo, name, and format is owned by the event company. These events can be festivals, carnivals, weddings, dealer meets, activations, concerts, award functions, etc.

1.5 STRUCTURE OUTLINE OF INTERNSHIP REPORT

Prepare a detailed report (3000-5000 words) describing the activities you worked on for the Internship. Use the event pictures and illustrations wherever required. You can also attach flow diagrams, run sheets, tables, floor plans etc.

The below headings can help you structure your report. These are just indicative and you can decide what heads are relevant for the project you have worked on. Feel free to add on other points that you think are important but have not been covered here.

NAME OF THE EVENT :

NAME OF THE EVENT ORGANISER :

EVENT DATE :

EVENT TYPE / CATEGORY :

DESCRIPTION OF THE EVENT COMPANY :

PRE-EVENT ACTIVITIES :

- Event Brief
- Aim and objectives / Vision / Mission / Purpose statement for the event

- Event Proposal/ The Concept
- Budgeting – Client and Operations

PLANNING

- Team allocation
- Event Content
- Innovation
- Look and feel of the event
- Operational Plan / Briefing note
- Contacting partners, vendors or suppliers
- Venue options
- Venue recce report
- Floor plan
- Stage layout
- Designing
- Printing / Production
- Logistics planning
- Licenses / Permissions
- Manpower planning
- Audience profiling
- Timeline or Gantt Chart showing the planning process leading-up to the event
- Entertainment
- F&B (Food and Beverage)
- Transportation
- Use of Technology (Give details of the use of technology and its purpose at the event; highlight also the use of special effects and the purpose for creating those effects).
- Guest list / Ticketing
- Event promotion
- Integrated Marketing Communications Plan
- Use of social networking sites (Were social networking sites such as Facebook, Twitter or any other used to support event marketing activities? Hint – smart technology, mobile apps, event registration apps, any other. Describe how and for what purpose these were used).

- Risk management methods
- Safety and security measures

DURING EVENT / ON-SITE OPERATIONS

- Production schedule
- Checklists (such as daily safety check lists; checklists of event vendors; checklists for transport, technology, communication etc) for the event.
- Event flow
- Staging the event (including venue design, decoration, sound, light, special effects, furniture, barricading, waste management, toilets etc).
- Branding
- Run order
- Audience management
- Catering / Hospitality management
- Celebrity / entertainer / speaker
- Team management
- Recording the event
- Overall coordination

POST EVENT ACTIVITIES

- Reporting to client
- Media coverage
- Post-event evaluation (conduct evaluation of the event in order to see if the event objectives have been met, and if the event was effective for the clients, consumers and sponsors who put money into the event).
- The experience (Describe the experience created. Talk to the audience and write their experiences too).
- Prepare a critique of the event - write details about how, why and where the event went wrong, or what were the drawbacks of the event.
- Learnings – how could the event be done better? Any suggestions / inputs from your end for the next season of the project?
- Long term plan for the event – how will it evolve as a property in every season?
- How did the event build the company’s perception in the market and in the minds of the consumers?
- Cost benefit analysis.



ANNEXURE A

(This page has to be attached in the Internship File before it is submitted to Internship Supervisor)

EVALUATION MARK SHEET

External Evaluation – Level ‘A’

Remember to cut this page and enclose this Annexure with the Internship File when you submit to your Internship Supervisor. Keep a copy with yourself.

Level ‘A’ - Evaluation by the Supervisor at the Event Management Company

This assessment carries 70 % weightage (i.e it will be of Maximum 70 Marks). The following is the format in which the Supervisor at the Event Management Company is requested to consolidate the marks for Internship work. These marks should also be stated on the Internship Report. The Supervisor will also make her / his comments for the submission in the Internship Report.

MAXIMUM MARKS 70

Name of Learner:		Enrollment number:	
S.No.	Particulars	Maximum Marks 70	Marks Obtained
1.	Internship File	50	
	i) Presentation of File	10	
	ii) Details in the Report	40	
2.	Rating of Student	20	
	i) Initiative	3	
	ii) Creativity	4	
	iii) Attention to detail	3	
	iv) Planning skills	3	
	vi) Negotiation skills	4	
	vii) Interpersonal skills	3	
TOTAL MARKS OBTAINED IN FIGURES			
TOTAL MARKS OBTAINED IN WORDS :			
.....			
.....			

(Continue to next page....)

REVIEW OF THE LEARNER

This is a very important part of Internship – to understand what the company thinks of the learner. Did the learner live up to the event manager’s expectations, what are the learner’s areas of strength and where does the learner need to work harder, etc.

Supervisor’s Overall Comments about the Learner

- Student’s name
- Project name
- Duration of Internship
- Role given to student for Internship
-
- Feedback on how she / he performed the role given
-
-
-
- Strengths of the student
-
-
- Areas where she / he needs improvement
-
-
- Would you hire her / him in your company?
-
- Any other comment about the student
-
-



Date:

Place:

**(Signature of Supervisor)
with stamp**

**(Signature of Head of IGNOU Study Centre)
with stamp**

(This page has to be attached in the Internship File before it is submitted to Internship Supervisor)

ANNEXURE B

CERTIFICATE OF INTERNSHIP SUPERVISOR

We certify that the candidate Mr./Mrs./Miss

Enrollment No. has undertaken the Internship at

.....
(Name of Event Management Company / Event Agency / Event Firm / Event Planner)

Under our guidance and supervision from to

(Time period)

The report submitted herewith is the result of bonafidework done by the candidate.

Date:

.....

Place:

Signature of Internship Supervisor

*Name and Designation
with seal*

(This page has to be attached in the Internship File before it is submitted to Internship Supervisor)

EVALUATION MARK SHEET

Internal Evaluation – Level ‘B’

Remember to photocopy this page and enclose this Annexure with the Internship File when you mail it to IGNOU. Keep a copy with yourself.

Level ‘B’ - Evaluation by Expert at IGNOU headquarters

The following is the format in which the Evaluation Expert at IGNOU will do the assessment of the learner. This assessment carries 30 % weightage (i.e it will be of Maximum 30 Marks). Following this the Internal Evaluator is requested to consolidate the marks for Internship work as shown in the second table of this page. These marks should also be stated in the Internship Report.

MAXIMUM MARKS 30

Name of Learner:		Enrollment number:	
S.No.	Particulars	Maximum Marks 30	Marks Obtained
1.	Presentation of File	10	
2.	Details in the Report	20	
TOTAL MARKS OBTAINED IN FIGURES			
TOTAL MARKS OBTAINED IN WORDS			
.....			

Marks Obtained by Learner for Levels A and B of Evaluation for Internship to be consolidated by IGNOU Expert as follows:

TOTAL MARKS OF INTERNSHIP (Level A + Level B)

MAXIMUM MARKS 100

External Assessment Level ‘A’ <i>(Expert to write marks as stated by Internship Supervisor in Annexure A)</i>	Internal Assessment Level ‘B’ <i>(Expert to write marks given by her / him in Annexure B above)</i>	Total Marks = Level ‘A’ + Level ‘B’ <i>(Expert to add marks of Level A + Level B and write the total here)</i>

Date:

Place:

(Signature of Examiner of IGNOU Panel)