Model Curriculum

QP Name: Event Planner

QP Code: MES/Q0209

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Media & Entertainment Skills Council I| 522-524, DLF Tower A, Jasola District Center, New Delhi, India – 110025

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Training Parameters

Sector	**Media and Entertainment**
Sub-Sector	**Event management, Advertisement**
Occupation	**Account management**
Country	**India**
NSQF Level	**5**
Aligned to NCO/ISCO/ISIC Code	**NCO-2015/3332.21**
Minimum Educational Qualification and Experience	**Graduate with one year of relevant experience OR Class 12th with 4 years of relevant experience OR Diploma with 3 years of relevant experience OR NSQF Level 4 certification as Event Coordinator with two years of relevant experience Minimum age 21 years For Bachelor Studies: Pursuing Graduation (B.A. / B. Voc. in Event Management)**
Pre-Requisite License or Training	**NA**
Minimum Job Entry Age	**18 years**
Last Reviewed On	**05/05/2021**
Next Review Date	**04/05/2025**
NSQC Approval Date	30/12/2021
QP Version	**1.0**
Model Curriculum Creation Date	**26/4/2020**
Model Curriculum Valid Up to Date	**04/05/2025**
Model Curriculum Version	**1.0**
Minimum Duration of the Course	**600 Hours**

Maximum Duration of the Course	600 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Creating and developing event

- Structuring an event

- Control and conduct of an event

- Maintain workplace health and safety

• Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N0218 – Creating and developing event NOS Version No. 1.0 NSQF Level 5	**40:00**	**60:00**			**100:00**
Analyzing (and sticking to) an event budget	20:00	40:00			60:00
Sourcing venues	20:00	20:00			40:00
MES/N0220 – Structuring an event NOS Version No. 1.0 NSQF Level 5	**25:00**	**90:00**			**115:00**
Create layout - design and styling	15:00	45:00			60:00
Manage and control supply chain	10:00	45:00			55:00
MES/N0219 – Control and conduct of an event NOS Version No. 1.0 NSQF Level 5	**55:00**	**100:00**			**155:00**
Organizing marketing and Promotion	20:00	30:00			50:00
Managing onsite deployment and event Success	15:00	30:00			45:00
Reviewing and managing risk	15:00	20:00			35:00
Post event analysis	05:00	20:00			25:00
MES/N0104 – Maintain	**15:00**	**20:00**			**35:00**

workplace health and safety0 **NOS Version No. 1.0** **NSQF Level 5**					
Analysing the health, safety and security risks prevalent at the Workplace	05:00	10:00			15:00
knowing the people responsible for health and safety and the resources available identifying and reporting risks	05:00	0500			10:00
complying with procedures in the event of an emergency	05:00	05:00			10:00
Total Duration	**150:00**	**350:00**	**100:00**		**600:00**

Module Details

Module 1: Creating and developing event
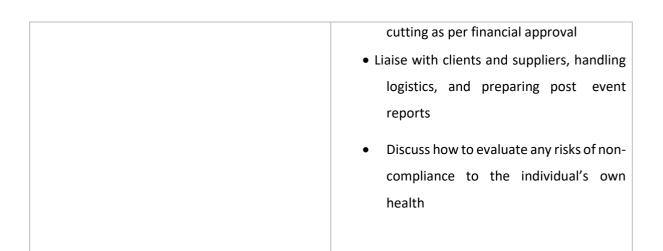**Mapped to MES/N0924**

Terminal Outcomes: After the successful completion of this module, the participant will be able to:

- Make an estimate of the event budget and follow it.

- Describe selection and sourcing of venues.

Duration:*40:00*	**Duration**:*60:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
- Describe the concept of the event and different information sources available – including daily events and occurrences - Describe how to build and maintain a network of contacts/ sources - Elaborate on vendor management - Describe the recent trends and set goals and prepare a budget for the event. - Explain code of ethics and core values such as impartiality, hospitality, right to express, basic protocol of administration - Explain the kind of information, different rituals, choice of food etc. - Explain where the stable information be disclosed /must not be disclosed (e.g. special guest, chief guest, planned announcements etc.) - Describe how to correctly record addresses by individual during the event, its accessibility instructions - Determine desired lighting and appearance	- Prepare a budget for the event to be conducted considering recent trends in event budgeting and mapping all the expenses. - Calculate events' return on investment. - Arrange and facilitate food & beverage - Book the best suitable venue within the budget decided. - Conduct fundraising activity. - Demonstrate how to select a venue for the event within the decided budget. - Conduct hiring of suitable resources at surrounding location. - Demonstrate how to book the venue and arrange for equipment and decorator as per the requirement. - Prepare the budget considering technology and logistic cost, marketing and promotion expenses, conduct feasibility study and calculate ROI. - Coordinate with event planner and coordinator - Manage budget and invoicing, cross

	cutting as per financial approval
	• Liaise with clients and suppliers, handling logistics, and preparing post event reports
	• Discuss how to evaluate any risks of non-compliance to the individual's own health

Classroom Aids:
Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements
Laptop/Computer with internet, Diary, Pen, First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand wipes, gauze pads, burn cream and tweezers. ..., Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites., Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects people's opinions, Media coverage, advertising and publicity evaluation, Vox-pop evaluation, Post event meeting evaluation, The blanket approach, Sample size, Gathering information, Survey sample size

Module 2: Structuring an event
Mapped to MES/N0925

Terminal Outcomes: After the successful completion of this module, the participant will be able to:

- Create layout - design and styling
- Manage and control supply chain

Duration:25:00	**Duration:**90:00
Theory – Key Learning Outcomes **After the successful completion of this** **module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this** **module, the Participant will be able to:**
• Explain and create vision for the event to be conducted and design all of the visual details to transform space and tie it all together - from the invitations and decor, to the activities and even the food. • Describe how to be creative with designs and event concept which always combine problem-solving with creative solutions and design. • Explain how you can provide a holistic approach. • Explain how the different elements of the event will combine perfectly andtransmit coherence. • Ensure to generate fully immersive attendee experiences to preview image and the scheme created for the event	• Create new designs for decoration and design an invitation according to the event concept. • Develop the theme of the event to be conducted. • Create an appealing for the event. • Demonstrate the use of SCEM software system • Demonstrate the appropriate documenting of details of communication with vendors. • Develop the theme of your event • Show how to make the stage construction more appealing andengaging. • Check for deviations and reduce the risk. • Carry out management of supply chain • Show the process of Logistics and reverse logistics of an Event Management firm. • Conduct research on the awareness of SCEM software system • Follow-up with the vendors • Demonstrate the process of documenting the details, communication with vendors/ suppliers, measurement of area etc. • Conduct the goal setting of the supply chain. • Show how to coordinate with all the departments / vendors and handle the flow of information between them with effective

	logistics functions during the pre-event, on-event and post event activities.

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Laptop/Computer with internet, Diary, Pen, First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape,
butterfly closures, hand wipes, gauze pads, burn cream and tweezers. ..., Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug
bites., Survey-based evaluations. Surveys are a useful tool to gain feedback that
accurately reflects people's opinions, Media coverage, advertising and publicity evaluation, Vox-pop evaluation, Post event meeting evaluation, The blanket approach, Sample size, Gathering information, Survey sample size

Module 3: Control and conduct of an event
Mapped to MES/N0926

Terminal Outcomes: After the successful completion of this module, the participant will be able to:

- Organize marketing and promotion
- Manage onsite deployment and event success
- Review and manage risk
- Post event analysis

Duration:*55:00*	**Duration**:*100:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
- Describe and identify target audience segment, gaps in the events market, and research competitor events. - Explain networking and negotiations. - Describe how to use social media platform to create awareness and showcase event colander. - Explain proper use of event hash tag , making entry pass or tickets easily available. - Explain how to crowd source marketing material and cope with competitors. - Describe the proper utilization of resources and specilizations for each events which are diverse and can be sourced from many different suppliers - Decide the subcontracting of specialist resources like sound contactors, lighting caterers etc.	- Develop a serial content strategy promotional content. - Calculate financial outflow of the event conducted. - Draft steps involved in conducting events and budget for the event. - Manage and control your partners, sponsors and even attendees. - Conduct post event analysis and enlist the achievements. - Hire resource under direct control of event manager who will coordinatewith designer, decorators and F&B - Perform a swot analysis. - Distribute work among resources hired. - Describe how to create post event analysis and prepare a report. - Enlist the observations collected from several sources and event staff. - Compare event goals vs. achievements and evaluate if the event was successful and met its objective. - calculate financial outflow. - Explain how to ensure efficient resources are deployed at respective units and supervise them.

	• Describe how various components of the event contribute to or detract from its goals.

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Laptop/Computer with internet, Diary, Pen, First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape,
butterfly closures, hand wipes, gauze pads, burn cream and tweezers. ..., Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug
bites., Survey-based evaluations. Surveys are a useful tool to gain feedback that
accurately reflects people's opinions, Media coverage, advertising and publicity evaluation, Vox-pop evaluation, Post event meeting evaluation, The blanket approach, Sample size, Gathering information, Survey sample size

Module 4: Maintain workplace health and safety
Mapped to MES/N0104

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- understanding the health, safety and security risks prevalent at the workplace

- knowing the people responsible for health and safety and the resources available

- identifying and reporting risks

- complying with procedures in the event of an emergency

Duration:*15:00*	**Duration:***20:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**

• Recall health, safety and security-related guidelines and identify the risks involved.
• Maintain correct posture while working and maintain and use the first aid kit whenever required.
• Report health and safety risks/ hazards to concerned personnel
• Recall people responsible for health and safety and able to contact in case of emergency
• Illustrate security signals and other safety and emergency signals
   • Explain the impact of the violation of safety procedures.
	• Identify the different types of health and safety hazards in a workplace
	• Practice safe working practices for own job role
	• Perform evacuation procedures and other arrangements for handling risks
	• Perform the reporting of hazard
	• Identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace
	• Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
	• Demonstrate the process to identify andreport risk.
	• Enumerate and recommend opportunities for improving health, safety, and security to the designated person
	  • Comply with procedures in the event of an emergency.
	  • Demonstrate how to report any hazardsoutside the individual's authority tothe relevant person in line with organisational procedures and warnother people who may be affected
	•

Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Laptop/Computer with internet, Diary, Pen, First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand wipes, gauze pads, burn cream and tweezers. ..., Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites., Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects people's opinions, Media coverage, advertising and publicity evaluation, Vox-pop evaluation, Post event meeting evaluation, The blanket approach, Sample size, Gathering information, Survey sample size	

Mandatory Duration: 100:00	**Recommended Duration:** 00:00

Module Name: On-the-Job Training
Location: On Site

Terminal Outcome: After the successful completion of On-the-Job Training the participant will be able to :

- Prepare a budget for the event to be conducted considering recent trends in event budgeting and mapping all the expenses.

- Calculate events' return on investment.

- Arrange and facilitate food & beverage

- Book the best suitable venue within the budget decided.
- Create new designs for decoration and design an invitation according to the event concept.

- Develop the theme of the event to be conducted.

- Create an appealing for the event.

- Demonstrate the use of SCEM software system

- Demonstrate the appropriate documenting of details of communication with vendors.
- Calculate financial outflow of the event conducted.
- Draft steps involved in conducting events and budget for the event.

- Conduct post event analysis and enlist the achievements.

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate from any other polytechnic/ reputed institute in the core subject	Event Management	5	Relevant experience required in Event Management in the field of Account Management.	NA	-	-
OR						
ITI from any other polytechnic/ reputed institute in the core subject	Relevant trade	5	Relevant experience required in Event Management in the field of Account Management.	NA		
OR						
Diploma from any other polytechnic/ reputed institute in the core	Event Management	5	Relevant experience required in Event Management in the field of Account	NA		

subject			Management.			

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Event Planner" mapped to QP: "MES/Q0910", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.**

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Class XII	NA		Relevant trade	NA	_	_
Graduation	Event Management		Relevant experience required in Event Management in the field of Account Management.	NA	-	-
OR						
Diploma	Event management		Relevant experience required in Event Management in the field of Account Management.	NA	-	-

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Event Planner" mapped to QP: "MES/Q0910", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2701, v1.0 Assessor" with the scoring of a minimum 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies he learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar

card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.