



Learn
CONNECT
CREATE



Institute of
EVENT MANAGEMENT
www.iemworld.in



Director & Education Consultant of IEM India

R



Mr. Rituraj Khanna
CEO Q Events

From an excellent event participant to a successful event manager, one must follow the qualities of being creative.

"Life is an event, make it creative."





Ms. Shweta Kumar



It's my pleasure to welcome you to one of India's most focused institutes dedicated to event education and professional development. At IEM, our mission is to empower aspiring event managers, planners, and entrepreneurs with the right skills, industry exposure, and confidence to lead in the dynamic world of events.

The event industry is rapidly growing and offers exciting opportunities across weddings, corporate events, entertainment, MICE, and social celebrations. However, succeeding here requires more than creativity – it demands practical knowledge, strategic planning, and hands-on experience. That's exactly what we offer through our industry-driven curriculum, live projects, workshops, and destination tours.

Our collaborations with national and international event companies, along with real-time event exposure, ensure our students learn beyond the classroom and build strong networks for their careers. IEM students have consistently made their mark in top events and prestigious organizations, and many have even launched their own ventures.

As Director, I take pride in nurturing talent and helping students turn their passion into a rewarding career. Join us at IEM and take your first step toward a successful, vibrant, and creative future in event management.

"Lead your passion, your profession will lead you."

Shweta Kumar

Director IEM India



Accreditation, Recognition & Awards

Our Prestigious National & International Partners

TRAINING PARTNER



OUR PARTNER UNIVERSITY



Accreditation & Membership



Awards



Mission

To empower aspiring event professionals through quality education, practical training, and real industry exposure. Our mission is to create future-ready leaders who redefine the event industry with creativity and strategy.



Target

To establish IEM as India's most trusted event management institute offering practical, industry-relevant programs. Our goal is to skill students for careers in weddings, MICE, entertainment & international event markets.



Challenges

Bridging the gap between classroom learning and live event execution with hands-on exposure opportunities. Making structured, affordable event education accessible to students across all cities and communities.



Certification

All programs at IEM come with nationally and internationally recognized certifications with industry value. Students receive exclusive certificates for live events, workshops, internships, and diploma courses.



Our Missions



WHAT WE OFFER



Supports Event Practical Training & Practices



Visibility to Quality Education and Academic Essentials.



World Class Academics with Unique Exposure



Critical-thinking Skills to Recommend Creative Solutions



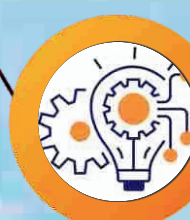
A Coursework & Industry Training for a Golden Career



Best Industry Exposure via Maximum Segment Coverage



Bring Professional Skills with an Affordable Investment



Innovative Ways for Enthusiastic Individuals to Become Master of Industry



IEM IN-HOUSE EVENTS

Intellectual Property of IEM

**DESTINATION
DUBAI**
A TRIP TO EXPLORE THE EXPERIENCE

**DESTINATION
Jaipur**
A TRIP TO EXPLORE THE EXPERIENCE

WORKSHOP
LEARN FROM INDUSTRY EXPERT
A GOAL WITHOUT A PLAN IS JUST A WISH.

**OPEN
mic**

MASTERCLASS

Campus
Placement Fair
“OPEN FOR EVERY EVENT MANAGER”

FRESHERS MEET

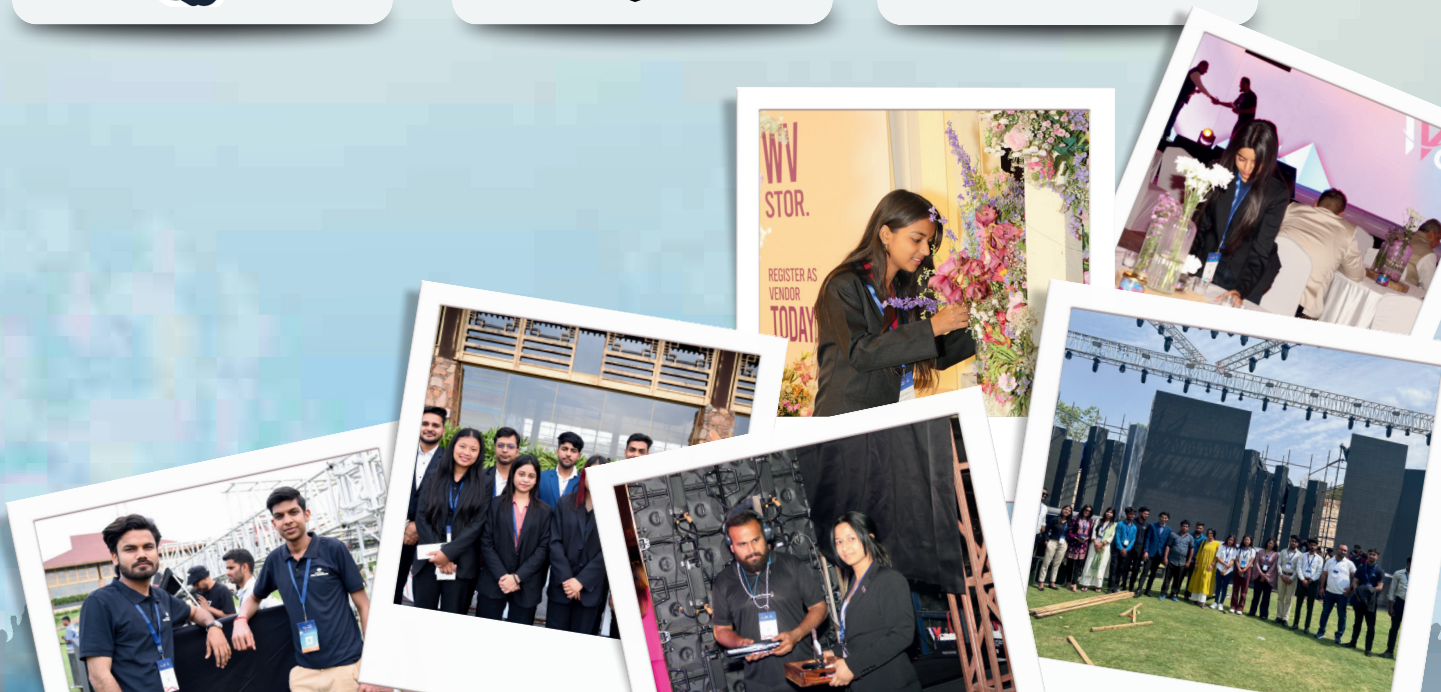
FACE OF IEM
CENTER NAME

**STUDENTS
OF THE YEAR**

**Happy
Teacher's
Day**

SPORTS DAY

Convocation



DIPLOMA IN EVENT MANAGEMENT (DEM)

(Duration: 11 Months Program)

Diploma in Event Management opens doors to a dynamic career in the event industry. This **11-month, two-semester program** equips you with essential knowledge and hands-on skills. Gain expertise in **planning, executing, and managing** diverse events. A perfect blend of theory and practical exposure for your success.



Comprehensive Curriculum: Our comprehensive curriculum covers a wide range of topics essential for event management, including event planning, marketing, budgeting, logistics, and more.

Practical Training: Gain hands-on experience through real-world event projects, ensuring you're ready to take on any challenge in the field.

Industry Insights: Learn from experienced professionals who share their valuable insights and experiences in the event management industry.

Networking Opportunities: Build a strong professional network by connecting with industry experts and fellow students.

Certification: Upon successful completion, receive a recognized diploma that will open doors to exciting career opportunities.

1ST SEMESTER

- Introduction to Event Management
- Event Planning and Design
- Event Marketing and Promotion
- Budgeting and Financial Management
- Event Logistics and Operations
- Vendor and Venue Management
- Event Technology and Tools
- Corporate Event Management
- Work on 3D Softwares

2ND SEMESTER

- Wedding and Social Event Planning
- Cultural and Festive Event Management
- Exhibition and Trade Show Management
- Event Safety and Risk Management
- Event Sustainability and Green Practices
- Event Trends and Innovations
- Event Project Management
- Internship and Practical Experience

DIPLOMA IN INTERNATIONAL EVENT MANAGEMENT (DIEM)

Duration: 11 Months | Semesters: 2 | Includes: International Educational Trip

Unlock your potential in the world of events with our **Diploma in International Event Management**. This career-focused, skill-driven program is designed to give students a complete understanding of the event industry with both theoretical foundations and real-world experience – along with an international exposure component that broadens your global perspective.



International Educational Trip : Gain global exposure by participating in international academic tours, interacting with industry professionals abroad, and exploring large-scale event setups in global destinations.

Comprehensive Curriculum : Covers everything from event planning, logistics, budgeting, marketing, production, and risk management to specialized segments like weddings, MICE, exhibitions, and digital events.

Hands-On Training & Internship : Learn by doing! Be part of live events, shadow professionals, and complete a guided internship to build your portfolio.

Professional Certification : Receive a globally recognized Advance Diploma upon successful completion, opening doors to career opportunities worldwide.

1ST SEMESTER

- Introduction to Event Management
- Event Planning & Design
- Event Marketing & Promotion
- Financial & Budget Management
- Event Logistics & Operations
- Vendor & Venue Management
- Event Technology & Tools
- Corporate Event Management
- Work on 3D Softwares

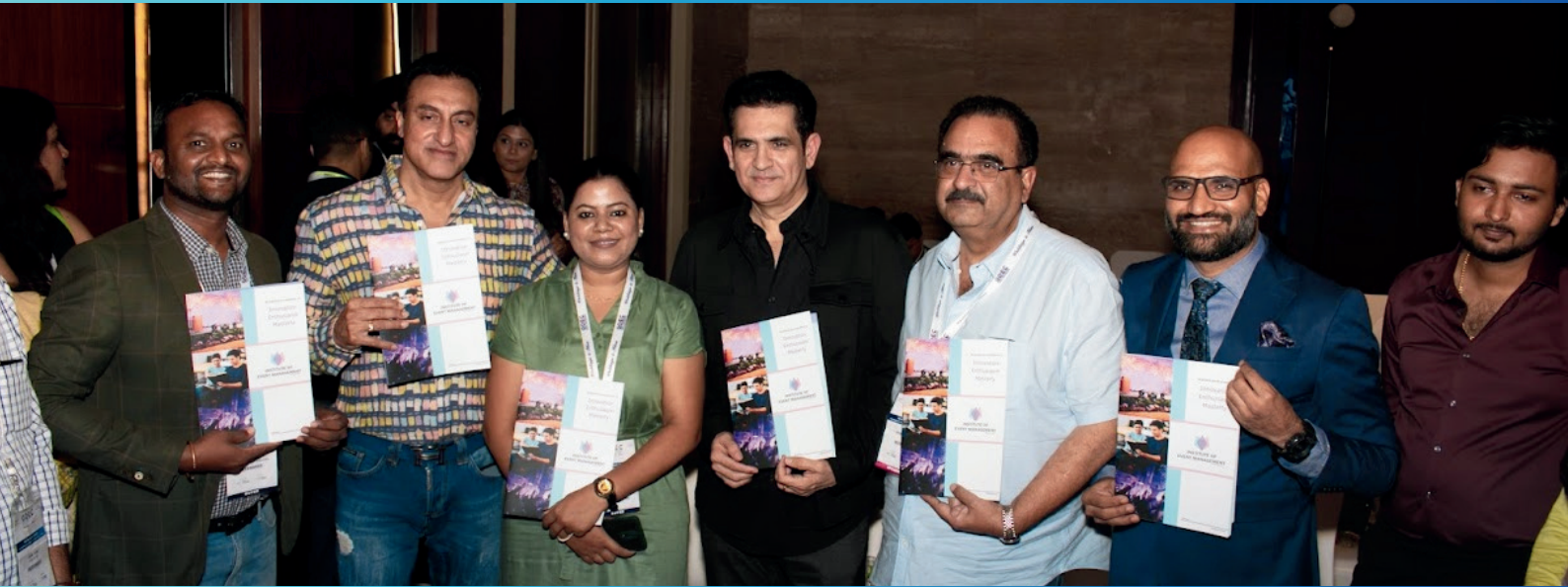
2ND SEMESTER

- Wedding & Social Event Planning
- Exhibition & Trade Show Management
- MICE (Meetings, Incentives, Conferences, Exhibitions)
- Event Safety & Risk Management
- Sustainability & Green Events
- Event Trends & Innovation
- Final Project + Internship
- International Study Tour

POST GRADUATE DIPLOMA IN EVENT MANAGEMENT (PGDEM)

(Duration: 11 Months Program)

Take your event management skills to the next level with our **Post Graduate Diploma in Event Management**. This **11-month, two-semester program** provides in-depth knowledge and hands-on **internship training**. Gain expertise in **planning, executing, and managing** diverse events. Build a strong foundation for a successful career in the event industry.



Advanced Curriculum: Our advanced curriculum goes beyond the basics and covers strategic planning, leadership, and critical decision-making in event management.

Hands-On Experience: Gain practical experience through real-world projects, workshops, and internships to build your expertise.

Industry Experts: Learn from seasoned professionals who share their insights, best practices, and real-life challenges faced in the event management field.

Duration : Connect with industry leaders, potential employers, and fellow students, enhancing your professional network.

Certification: Upon successful completion, earn a respected postgraduate diploma to open doors to top-tier career opportunities.

1ST SEMESTER

- Event Strategy and Planning
- Event Leadership and Team Management
- Marketing and Branding for Events
- Financial Management and Budgeting
- Event Logistics and Operations Management
- Vendor and Venue Negotiation and Selection
- Work on 3D Softwares
- Event Technology and Innovation
- Event Risk Management and Crisis Communication

2ND SEMESTER

- Corporate Event Management and Conferences
- Social and Wedding Event Planning
- Cultural and Festive Event Management
- Exhibition and Trade Show Organization
- Sustainable Event Management Practices
- Event Legalities and Contracts
- Event Research and Analysis
- Event Case Studies and Industry Trends
- Internship and Practical Application

BBA WITH SPECIALIZATION IN EVENT MANAGEMENT

Duration: 3 Years | Format: Semester System | Degree Type: Undergraduate Program

Bachelor of Business Administration (Online) integrated with a **1-Year Diploma in Event Management (Offline)** offers a unique **dual certification**. It prepares students for leadership roles in both corporate and creative event sectors. A perfect blend of academic learning and practical industry training for career-ready professionals.



Elective Pool: • General • Digital Marketing • Fintech • Retail Management

Eligibility: Passed in 10+2 or equivalent in any stream from a recognized Board/ University.

Duration: 3 Years/36 Months (6 Semesters) 6 yrs Maximum duration for completion

Why Choose This Dual Degree Program?

3-Year BBA Degree from **Galgotias University Noida** – A UGC-recognized institution

1-Year Diploma in Event Management from IEM – One of India's premier event training institutes

Dual Certification – Save time, save money, and double your career prospects

Industry Exposure – Get hands-on training at real events

Live Projects, Internships & Workshops with top event companies

Soft Skills & Communication Development

Entrepreneurial Mindset Training

Guest Sessions with National & International Mentors

BBA



MBA WITH SPECIALIZATION IN EVENT MANAGEMENT

Duration: 2 Years | Structure: 4 Semesters Eligibility: Graduation in any stream

Unlock business leadership and creative innovation with our **2-Year MBA (Online) + 1-Year PG Diploma in Event Management (Offline)**. This **dual certification** is crafted for aspiring eventpreneurs, marketers, and strategic planners. Blend academic excellence with real-world exposure to lead the future of experiential events.



- Elective Pool:**
- Marketing
 - Financial Management
 - Operations Management
 - Agri Business
 - HR Management
 - International Business Management

Eligibility: Passed Bachelor Degree of minimum 3 years duration.

Duration: 2 Years/24 Months (4 Semesters) 4 yrs Maximum duration for completion

Why Choose This Dual Degree Program?

2-Year MBA Degree from **Galgotias University Noida** – UGC-recognized

1-Year Post Graduate Diploma in Event Management from IEM

Dual Certification – Maximize career opportunities in just 2 years

Live Event Exposure + Case Study-Based Learning

Industry Mentorship & Panel Discussions

Internship & Capstone Event Project

Workshops with National & International Event Experts

Strategic Thinking + Creative Planning = Future-Ready Leadership

MBA



CERTIFICATE PROGRAM IN EVENT MANAGEMENT (CPEM)

(Duration: 06 Month Offline / 48 Hours Online)

Certificate Program in Event Management (CPEM) is a certified programme based on the fundamentals of event management. It is a concise method of getting the deep knowledge of event industry, by having the proper practical training. The comprehensive teaching, guest lectures will make you professional in Event Industry. 06 Month Offline / 48 Hours Online Classroom Study & 2 Month Internship Training Opportunity* .



PROGRAM

INTRODUCTION TO EVENT MANAGEMENT

EVENT PLANNING & CONCEPT DEVELOPMENT

BUDGETING & FINANCIAL MANAGEMENT

VENDOR & VENUE MANAGEMENT

EVENT MARKETING & PROMOTIONS

PRODUCTION & TECHNICAL MANAGEMENT

CLIENT COMMUNICATION & PRESENTATION SKILLS

WEDDING PLANNING & PRACTICAL ASSIGNMENTS

To provide a solid foundation in event management principles and practical techniques, enabling participants to plan, manage, and execute successful events.

DESTINATION DUBAI

A Trip to explore the experience ! Putting - It All Together Blueprint for Success
(Duration: 2 Weeks)

A trip to learn and explore the Futuristic City of the world - "Dubai", which is hosting not only the larger-than-life events but also curating a Global ecosystem with a sustainability approach which is essential to learn and practice in every sector.

DESTINATION
DUBAI
A TRIP TO EXPLORE THE EXPERIENCE



This educational trip will be a golden opportunity for the professional to upgrade their skills and techniques in the field of event management industry to achieve brilliant success in their upcoming future.

This is a wonderful opportunity for every enthusiastic Event Manager / Student who wants to expand their future as an Event Manager in Dubai and scale the heights of success in their career.

- ✓ International Market Relationship
- ✓ Work Opportunity & International Exposure
- ✓ Association Meetup Session with the support of world top mentors.

PARTICIPATION ELIGIBILITY.

- Applicant must have an Event Industry Background.
- No Age limit with Good Communication Skills.
- Passion to learn and Positive Behavior.
- Students from any other institute or University are eligible.
- Every Event Management student or working professionals are eligible for this opportunity.





DESTINATION DUBAI



PANEL OF EXPERTS



DURATION - 2 WEEK PROGRAMME

ICPEM INTERNATIONAL CERTIFICATION PROGRAMME IN EVENT MANAGEMENT



REMARKABLE COLLABORATION

GLIMPSE of iem students

ITM DEHRADUN Presents
Event Management Master Class
POWERED BY: **Wedding Tree Weddings**

DATE: August 15th, 2023
VENUE: CAMPUS ITM Dehradun
TIME: Morning 10:00 AM onwards

GUEST SPEAKER - OFFLINE

Magazine Partner: **DISCOVER**
Event Partner: **Institute Of EVENT MANAGEMENT**

हिन्दुस्तान प्रस्तुत करता है
हिन्दुस्तान प्रस्तुत करता है
EXCUTIVE CLUB
Presents
DJ Night Powered by **Rajshree**

Today
Venue: Executive Club, Bareilly

Sponsored by: **PARK Avenue**, **INSTITUTE OF EVENT MANAGEMENT**, **PRAKASH ARI**, **बरेली जूलियर्स सोसाइटी**

For Entry Passes & More Information Contact us : 9690004117

ASIA'S LARGEST B2B WEDDING INDUSTRY SUMMIT IS BACK!

Supported By **IEM**

INSTITUTE OF EVENT MANAGEMENT

Get Royally Teched
On April 4th, 5th, 6th 2024 / At Jaipur, India

St. Xavier's College Jaipur
Newta-Mahapura Road Near Newta Dam, Tehsil Sangarner, Jaipur - 302029
Affiliated to the University of Rajasthan Approved under Section 27F and 28 of UGC Act, 1956
A Christian Minority Educational Institution under Section 2(g) of MHRD Act, 2004

Event Glimpse

The Event Management Certification Programme at St. Xavier's College Jaipur was an absolute success! Participants immersed themselves in a dynamic learning experience, gaining insights into the latest industry trends, leadership strategies, and innovative event management approaches.

लखनऊ विश्वविद्यालय
University of Lucknow
(Accredited A++ by NAAC)

INSTITUTE OF TOURISM STUDIES Event Glimpse

The Event Management Leadership Seminar at Lucknow University was an absolute success! Participants immersed themselves in a dynamic learning experience, gaining insights into the latest industry trends, leadership strategies, and innovative event management approaches.

Vstar EXULTATION
Presents
PUNARNAVA Experiences
An Association of IEM
ITM DEHRADUN

Take 360 Official Tour with Mr. Gaurav Chugh

DATE: August 15th, 2023
VENUE: THE PUNARNAVA
TIME: Morning 10 AM onwards

Mr. Shishu Raj Chugh, Founder of Vstar
Concept Organized by **Institute Of EVENT MANAGEMENT**

Institute Of EVENT MANAGEMENT Presents
LET'S ROCK WITH US
RHYTHMIC NIGHT
Musical Night Tour

Guest Star: **Avleen Dhanjal**

Event Date & Time
2nd May 2023
05:00pm - 08:00pm
Raipur Road, Opposite to Kalsang Cofa, Dehradun
For more information: +91 9548 918 304

Institute Of EVENT MANAGEMENT Presents
JOB FAIR
"Open for Every Event Manager"

Fresher, Experience & Students

18TH TO 28TH, MAY 2022
REGISTER NOW

Registration Here:
Enroll - <https://iemworld.in/jobs>

Institute of EVENT MANAGEMENT Presents
DESTINATION Jaipur
EXPLORE THE WORLD'S MOST ROMANTIC CITY FOR Indian Wedding

Knowledge Partner: **thebull**
an affair to remember

27th APRIL TO 30th APRIL 2022
CHANCE TO MEET WITH YOUR FAVORITE MENTOR IN EVENT INDUSTRY!



IEM STUDENTS - PLACEMENT DESK



KAUSHIKI YADAV

Sales Executive Buffet & Bows,
Lucknow



NITIKA YADAV

Sales Executive Courtyard by Marriott,
Gorakhpur



PRIYANSHU AGRAWAL

HT Media Marketing Executive,
Lucknow



AASHI GUPTA

Meraki Events, Bangalore



MINAKSHI YADAV

Sales Executive, Shimla Resort,
Lucknow



HARSHITA GAHLAUT

Hospitality Executive - VStar Exultation
Destinations, Delhi



NEHA

Event Planner, Milestone Event
Management Ltd., Lucknow



PRIYANSHU SHARMA

Event Coordinator - Fern Event
Furniture Rentals UAE



NIDHI YADAV

Hospitality Executive - VStar Exultation
Destinations, Delhi



SABI LATWAL

Event Coordinator,
ICONEX Exhibitions Pvt. Ltd.



YATHARTH JOSHI

Event Coordinator,
ICONEX Exhibitions Pvt. Ltd.



NAKUL KASHYAP

Event Coordinator, Phoenix Palassio,
Lucknow



NIDHI YADAV

Business Executive - The Bull Wedding
Varanasi



SHIVAM TRIVEDI

Business Director - Wedding Dezire,
Lucknow



ANJALI OJHA

Event Coordinator, Wedding Dezire,
Lucknow



MUNISH KUMAR

Show Events, Delhi



MENTOR MEMBERS OF IEM



Ms. Neera Misra
Chair Person-Trustee, Draupadi Dream Trust



Mr. Rajiv Kapoor
General Manager at Fairmont Jaipur(ACCOR)



Mr. Sanjay Soni
Chief Knowledge Director Incredible Design India



Ms. Monica Balli
Wedding Tuscany Planner & Events Designer (Italy)



Mr. Manish Srivastava
Founder & CEO, Bull Weddings Events



Mr. Harmeet Singh
CO-FOUNDER / MANAGING DIRECTOR



Mr Manoj Kumar
Founder, CEO Fern Event Rentals



Mr. Partho Kumar
Business Transformation Coach, Director Suhaskrit Trainers & Consultants LLP.



Mr. Anand Punjani
Hotel Manager Palazzo Versace Dubai



Mr. Rajesh Dahiya
CEO Vibrant Global INDIA-UAE-OMAN- SINGAPORE



Mr. Anand Punjani
Hotel Manager Palazzo Versace Dubai



Mr. Arun Bablani
Founder & CEO, Vivaah Wedding UAE



Mr. Mahavir Radha Jangra
Director - Three Musketeers Media Pvt. Ltd. & Founder Event TV Live



Mr. Damodar Sharma
Manager - Airlines Sales, Marriott Hotels and Resorts



Ms. Kimberley McGowan
Brand Ambassador at Global Art Foundation, UAE



Mr. H. L. Gupta
Director - Delhi Public International School, Agra



Mr. Manish Pratap Rao
Founder & Managing Director Kripanya Hospitality



Mr. Rajesh W. Pereira
CEO Martix Audio Visual & Entertainment LLC (UAE)



Mr. Manvir Singh Anand
Director Knight Gourmet New Delhi



Mr. Girish Tirthwani
Events Director - Scream Entertainment Dubai



Practical Training & Placement

 EVENT EXHIBITION MICE PUNJAB INDIA	 ENTERTAINMENT AGENCY	 That's Entertainment	
 Q Events GEETA SAMUEL	 EXPERIENCE THE EXTRAORDINARY	 BEYOND EVENTS INTO EXPERIENCES A DIVISION OF OCCASION EVENTS	
 www.wondia.com	 www.incredibledesign.in	 by Smile Saurabh	
 www.behindthescene.com			
 an affair to remember			
	 making your fantasies in to reality...		
			
			
 THE SPIRIT OF INNOVATION	 Event Advertising & Events Management Pvt. Ltd.		
 YOUR PERSONAL DREAM PLANNER			
 Punarnava www.punarnava.com	 EVENTS & PROGRAMS Events Experiential Virtual		
	 The Wedding Planner	 Events & Exhibitions Solution	



Future Approach



HAPFUL GLOBE A LAND OF INCREDIBLE EVENTS

In today's era the world is turning into a land of wonders when it comes to celebrate an occasion. Also the Event Industry is growing extremely fast and bringing a new level of creativity at each corner. As we all know that the early period events were stick to the only requirement of the clients but as the time grows now everywhere that creativity & passion can be found as a lifestyle & challenge and that what makes this industry more efficient as experts. With an outstanding event exposure on a world scale, it proves that the new generation of event is the most surviving & valuable industry.

IEM keeps the trust and believes that the industrial facts will turn more eventful with its courses, and we assures this world class exposure must be known by everyone as a mind-blowing art of creativity.

"THE ART OF AN EVENT IS THE PART OF AN EXCELLENCE."



Institute of
EVENT MANAGEMENT
www.iemworld.in

- New Delhi - Lucknow - Jaipur - Gwalior - Bareilly - Dehradun
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