

Report on the Awareness Program on Event Management



Organised for I BBA (Event Management) Students

Venue: Indulgence Events and Entertainments Media, Banjara Hills, Hyderabad, Telangana

Date: 01/02/2025

Organised By:

Dr B. Prathima

Stream Coordinator, BBA Programs

Dr Sunanda

Coordinator, BBA(Event Management)

Report Prepared By:

Dr B. Prathima

Stream Coordinator, BBA Programs

An awareness program on Event Management was organized for I BBA (Event Management) students at the office premises of Indulgence Events and Entertainments Media, Banjara Hills, Hyderabad, Telangana on 01/02/25. The objective of the program was to provide students with valuable insights into the dynamic and evolving field of event management, equipping them with essential knowledge to enhance their professional skills and industry readiness. The program commenced at 11:00 AM and continued until 5:30 PM, with a one-hour lunch break from 2:00 PM to 3:00 PM.



"Insights into Event Management! Sri Sravan Kumar, CEO of Indulgence Events & Entertainments, interacts with students, sharing valuable knowledge on the dynamic world of event management. A great learning experience for aspiring professionals!"

Program Highlights

The session was led by Sri Sravan Kumar CEO and his team who shared their experiences and expertise on key aspects of event management. The discussions covered the following crucial topics:

- **Emerging Industry Trends:** An overview of the latest developments in the event management industry, including innovative event formats, audience engagement techniques, and experiential marketing strategies.
- **Strategic Event Planning:** The importance of meticulous planning in executing successful events, from conceptualization to execution.



"Future Leaders in the Making! Students with faculty members Dr. B. Prathima, Dr. Sunanda, and esteemed guests Sri Shankar Reddy, Sri Bhanu Sabarish, and Sri Dhanush at the Event Management Awareness Program. A step towards experiential learning and industry exposure!"

- **Budgeting and Financial Management:** Methods to allocate resources effectively, optimize expenditures, and ensure profitability in event management.
- **Marketing Strategies:** Techniques to promote events using traditional and digital marketing tools, with a special focus on social media and influencer marketing.
- **Risk Management:** Identifying potential risks, preparing contingency plans, and ensuring smooth event execution under unforeseen circumstances.
- **Career Opportunities:** Exploration of diverse career paths in the event industry, including entrepreneurship, corporate event management, wedding planning, and brand activations.



Engaging Minds, Exploring Opportunities! CEO Sravan Kumar of Indulgence Events & Entertainments leads an interactive group discussion with students, offering valuable insights into the dynamic world of event management. A great platform for future professionals to learn and grow!"

Role of Technology and Sustainability

The session emphasized the growing influence of technology in modern event management. Discussions highlighted the use of virtual and hybrid event platforms, artificial intelligence, augmented reality, and event management software in streamlining event operations. Additionally, sustainability was a key focus area, with experts stressing the importance of eco-friendly event practices, waste reduction strategies, and the adoption of green initiatives.

Interactive Q&A Session

The program concluded with an engaging Q&A session where students actively interacted with the experts, seeking clarifications and insights on various aspects of event management. This interactive exchange further enriched their learning experience and provided them with practical industry perspectives.

About Indulgence Events and Entertainments Media

Established in 2008, Indulgence Events and Entertainments Media has emerged as a leading name in the event management industry. With expertise in diverse event formats such as wedding management, corporate events, conferences, product launches, roadshows, and promotional campaigns, the company is known for its creativity and commitment to excellence. Their dedicated team of professionals ensures the seamless execution of events with innovation and precision.



"Collaboration, Learning & Growth! A memorable moment with the Indulgence team, faculty, and students, fostering industry connections and hands-on experience in event management. A step towards brighter futures! "

Key Takeaways and Future Prospects

The awareness program proved to be highly informative and beneficial for students aspiring to build careers in event management. By gaining industry-relevant knowledge and exposure to real-world challenges and opportunities, students left the session with a deeper understanding of the field. The valuable insights shared by Indulgence Events and Entertainments Media will play a crucial role in shaping the students' future success in the event industry.