



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN(Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)



Recognised u/s 2(f)&12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University Accredited
by NAAC with "A" Grade(3rd Cycle)- An ISO21001:2018 EOMS Certified Institution Supported by DST FIST

PG DEPARTMENT OF COMMERCE CA ORGANISED GUEST LECTURE PROGRAMME ON EVENT MANAGEMENT ON 01.08.2024

INVITATION



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)



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SOB - TALK SERIES - 6

PG DEPARTMENT OF COMMERCE (CA)

***Organises Guest Lecture on
"EVENT MANAGEMENT"***



CHIEF GUEST

Mr.R.K.Pandiyan MBA.,
RKN Wedding Managements Services
Tirupattur

Date :01.08.2024

Venue : New Seminar Hall @ 10.30 a.m

V.Dilip Kumar Jain
President

Anand Singhvi
Secretary

Dr.M.Inbavalli
Principal

All are Cordially Invited

PRINCIPAL
Marudhar Kesari Jain College
for Women
Vanivambadi - 635 751

AGENDA



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SOB TALK SERIES 6

On

"EVENT MANAGEMENT"

1st August 2024 @ 10:30 A.M.

Venue: New Seminar Hall

AGENDA

Prayer

Welcome Address

:Ms.M.Usha

**Head & Assistant Professor,
Commerce (CA), MKJC**

Felicitation

**: Dr. D. Vetrivelan,
School of Business,
Dean, MKJC**

Guest Introduction

: Ms.M.Usha

**Head & Assistant Professor,
Commerce (CA), MKJC**

Guest Speech

: Mr.K.Pandiyan

**RKN Wedding Management Service,
Tirupattur**

Vote of Thanks

**: Ms.N.Tanzila Fathima,
II B.Com (CA)**

Electoral literary club secretary

National Anthem

ALL ARE CORDIALLY INVITED


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REPORT



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANIYAMBADI**



Activity Report

Title	SOB Talk series 6		
Organized By	PG Department of Commerce Computer Application		
Type of Activity	Guest lecturer		
Level	Department		
Date	01.08.2024	Time	10.30 am
Venue	New Seminar Hall	Mode	Offline
Resource Person Details	Mr. R.K Pandiyan, MBA., RKN Wedding Management Service Tirupattur		
Objective of the guest lecturer	The importance of event management lies in creating meaningful experiences while achieving desired objectives. Effective event management is crucial for uniting people in celebrations or fostering valuable professional discussions and connections.		
Internal Participants Count	Students :77	External Participants Count	Students : Nil

Summary

The program started with the prayer song and Ms. Usha M, Head Department of Commerce CA welcomed the gathering. The Dean of School of Business Dr. D. Vetrivelan felicitated the gathering. The Programme has scheduled for 2 hour. Dr.D. Vetrivelan explained about the Vision, Mission of this Guest lecturer. Mr R.K. Pandiyan how came up with the idea of starting business & at the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. The valedictory session was ended with the vote of thanks by Ms.N.Tanzila Fathima Electoral literary club secretary, followed by National Anthem.

Outcome of the Programme

1. BUILDS REPUTATION

An event is all about showing the best representation of your achievements or launches. It can be a public gathering for any business or a social purpose. A well-executed event builds your reputation in your field of business and also helps you expand your client base. Or in the case of a public cause, it can create awareness among the public on a large scale.

2. PAVES THE WAY TO SUCCESS

Successful event management can provide your business a great exposure to new audiences and create new relationships with different vendors or businesses. Companies hold

seminars and conferences to make an impact in their industry, and effective event management holds the utmost importance in achieving the goals of the event.

3. SHOWCASE YOUR CREATIVITY

Creativity captures the attention of your audience. Your event must hold something exciting and creative to make an impact. It can be some kind of activity, presentation or decor of the venue. For this purpose, you may get ideas from an event management company that has experience in dealing with a number of events from a diverse range of fields. They can provide creative and exciting ideas for your event.

4. SAVE TIME AND MONEY

Gathering masses at a venue can be troublesome for a newbie organizer. You need to decide venue, decor, stage, audio visual equipment, lighting, and a lot more things. Effective event management can be time-saving as well as money-saving. It saves time in such a manner that event planners already have connections with hotels and venues where an event will take place. Also, it's your choice whether you want it in your place or chooses other venues.

5. EXPERT PLANNING AND EXECUTION

The initial planning and requirement gathering greatly impact the success or disaster of your event. So, it needs to be done with a great knowledge of requirements, planning, and execution. Your event requires a master plan of things it includes and how it will be executed. It gives you complete peace of mind to know that all the things are taken care of in the master plan. Also, budget planning is one of the most important factors where you need an expert.

6. FREEDOM TO ENJOY YOUR EVENT

When you manage the event by yourself, you get too much busy with the tasks and forget about enjoying the event. An event management plan defines every task and the individual responsible for it. On the other hand, if you have to manage every little job backstage, you will not be able to attend the event.


Head/ Co Ordinator


Principal
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PHOTOS




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