

FACILITATIVE GUIDELINES ON INTERNSHIP AND PRACTICUM FOR DIPLOMA IN EVENT MANAGEMENT (DEVMT) LEARNERS DURING COVID-19 TIMES

Based on the notification F.No. IGNOU/ACD/UGC Internship/2020/45 dated 7th May 2020, keeping in view the safety and interest of our students and giving highest priority to their health, *to allow students to take up 'online internships/ activities' including the activities that can be carried out digitally or otherwise from home*, following are the modifications for Internship and Practicum – Diploma in Event Management (DEVMT).

Those who have not done Internship work so far have to compulsorily complete both - Activity A and Activity B as follows, and submit the soft copy of the files in single PDF format directly on the project uploading site of Student Evaluation Division (SED), IGNOU. Soft copy of Practicum Workbook (only those pages in which you wrote) to also be submitted as a separate, single PDF format on the same site. Make sure you put the Course Code, Enrolment no, Name and other details correctly on cover pages before submitting of Internship and Practicum work.

For Internship – BHCP-011 (08 Credits)

ACTIVITY A

The following 04 Event Options are given in your Internship Manual (refer to Page 9)

Option 1: A Special event

Option 2: Technology based event

Option 3: Experiential event

Option 4: Intellectual Property (IP)

Do any 01 of the following Activities and provide detailed report in your Internship File

- (1) Engage from your home with **ANY 01** of the above event online and prepare a Report. The Report should consist of your involvement in (1) Planning activities, (2) During event, and (3) Post-event Activities, the same as given in the Internship manual. Please refer to Internship Manual for details of preparing report. The report of 06 - 08 pages should additionally consist of screenshots of this event, event dates, target audience etc. Otherwise marks will not be given.

Or

- (2) Watch an event on YouTube from each of the above 04 event options, like Lakme India Fashion Week; Commonwealth Games; IPL; Product Launch; Music Concert; Weddings; Exhibitions; Cultural events, Music concerts, Fairs, Festivals,

Sports, Virtual events etc. A **total of 04 Events** should be described as follows: (1) Event name, goals, objectives, description (type, duration, number and description of target audience, venue, décor, audio/video arrangements), creativity, technology, special effects, venue details etc (2) A one page write up on how the event can be better organized in terms of design, sequence, activities, creativity, technology, production, audio/video and attendance. The report should consist of screenshots of these events and a 3 page description of each event (total 12 pages).

ACTIVITY B

Go to the link <https://www.facebook.com/eemaindia/videos> of the Event and Entertainment Management Association of India (EEMA India) Facebook page. Choose any two 'Future Ready Workshops' from the page. These workshops are by popular people from the event management sector such as Vincent Samuel, Vijay Sablok, Sukriti Sachar, Suresh Madan, Avishkar Tendle, Shailesh Gopalan, Nishita Patwardhan, Rajjo Mirpuri and many more. These workshop sessions / talks are on Event Production, Stage Management, Lighting for live events, Ariel Rigging, Using LED Screens, Scientific art behind Multimedia Sensations, and much more.

Choose any 2 of the above sessions of your interest, listen to them carefully and write about the topic, presenter and important points of each session in detail, of 3 pages each, along with 2 screenshots of each talk. Students who do not have a Facebook account may seek help from their friends or family members who have Facebook accounts, and watch the videos. In case you are unable to attend these talks on the above link, you may attend two talks related to events / experiential marketing / entertainment on YouTube, only by Event Management Companies / Event Managers and prepare the report. The report has to be of not more than 04 – 06 pages.

For Practicum - BHCL-011 (04 Credits)

Complete the workbook by **watching / visiting events online** and finding out details of other activities in the workbook from secondary sources on website / YouTube / Facebook / other social media.

- *You can also take help from Event Management Companies on your own to see their videos on YouTube (if any) and to work on their online events. To get details of Event Management Companies refer to the Event Management*

Association of India (EEMA) and Rural Marketing Association of India (RMAI) on Internet. You can also find contacts of event companies and rural marketing agencies randomly on Google. This will help you in your career prospects even after your Diploma is over.

For any queries, you can also contact
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