



ADVANCED PROGRAM IN EVENT MANAGEMENT (APEM)

12 Months + Internship



+91 9901998899



www.teamicampus.com



**WELCOME TO INDIA'S PIONEER
EVENT MANAGEMENT INSTITUTE,
TEAM.I - THE ENTERTAINMENT
AND MEDIA INSTITUTE**

We are delighted that you're taking out time to go through this brochure. You will get all the relevant information you need to know.

SO, LET'S GET STARTED!

A person with glasses is holding a bright green sticky note in front of their face. The sticky note has the text 'WHY CHOOSE TEAM.I?' written on it in bold, black, sans-serif capital letters. The person's hands are visible at the bottom corners of the note. The background is a plain, light color.

WHY CHOOSE TEAM.I?

Indian Industry is in the midst of a paradox. On one hand, there is vast unemployment and on the other, industry faces an acute shortage of qualified talent.

Employability is fast becoming an issue with fresh graduates perceived to be lacking the necessary skill set needed by organizations of today. The result - companies end up investing time, money, energy and other valuable resources in restraining new employees.

There is an immediate need in our nation today to address industry requirements to address industry requirements for skilled manpower. The Entertainment and Media Institute focuses on delivering high - quality, real - time career - based programs in the field of Media and Communication.

At team.i, we offer a learning environment which is stimulating and fun filled. Our environment and outlook maintain a positive and youthful

ambience which stimulates creativity and enthusiasm. Our tagline "Do You Have It In You?" challenges our students to excel at every task they undertake throughout the program.

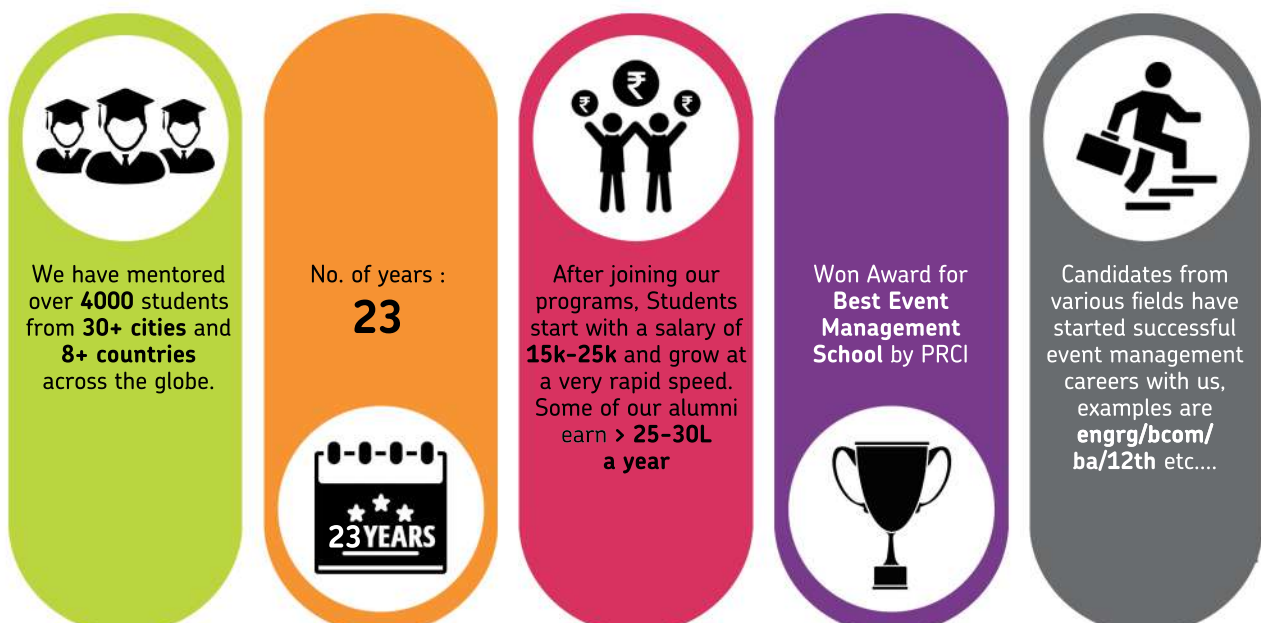
Our next generation programs are unique and contemporary with 50% classroom sessions and 50% industry projects. Besides providing in depth core-subject knowledge, our students also receive additional training in soft skills and business communication from leading experts. They undergo intensive training programs called Bootcamps, which are specialized weekend workshops conducted by industry experts on selected topics.

Our industry project provides hands-on experience on marketing activities such as promotions, PR campaigns and events. These projects also give them the exposure and opportunity to work with various organizations and enable them to gain real - time insights aiding them in their professional endeavors in the future.

All of these give students the edge that empowers them to emerge as confident and proficient individuals ready to step - out into the professional world.

We welcome you to The Entertainment And Media institute and look forward to molding your careers to make a difference by enabling you to "be the difference".

Numbers speak for themselves





THE ACADEMIC INSIGHTS

honours
team.i

as



*in recognition of the commendable contributions the Institute
has made towards the society and the educational fellowship*

R. S. Prasad
Editor-in-Chief

What 'The Academic Insights' Magazine says about team.i

Nurturing the Highly-Talented

TEAM.I



With recent surveys confirming the growth of the event industry by 27% in India, the rate at which event managers would need can be estimated. The sector caters the young generation to pursue a successful career in the event management industry. Besides this, the sector substantiates multi-faceted avenues for the growing revenue growth. Therefore emerging as a great career opportunity for the young students today. Studying event management enhances the management techniques in organising successful events like brand launches, promotional events, music concerts, fashion shows, personal events, press conferences, exhibitions, etc. These require a specialist approach and skill that is lesser in the media colleges. One such media college providing a top-notch level of education and experience in the field is Team.i, where the students get the best learning experience in function well in the event management field. The Entertainment and Media Institute is a premier event management institution focused on providing education in the fields of Event Management, Media Technology, Entertainment Technology & Craft, and Digital Technology. team.i was founded to address the needs of those of the most transformative and rapidly developing sectors in the country and the world – Events, Media, and

Entertainment. team.i have been nurturing and developing highly-skilled, industry-specific personnel for the past decade, specific to the event management industry. The proximity, experience and understanding of the industry enables the college to curate and implement a structured, qualitative, educational offering that equips our students industry-ready by providing them with extraordinary opportunities and exposure.

team.i offers four undergraduate courses catering to different groups of aspiring event professionals. These include The Certificate Program in Event Management and The Event Career Kick-Start Program - Online Program. When compared to other event management courses offered across the country, each of the programs are tailored to align with the latest requirements of the event industry, training students to excel at some of the most sought after positions and global opportunities that are available today. Along with that, the faculty of team.i are composed of industry experts who come with years of professional experience across a wide spectrum within the industry. Each being a master piece excellence in their respective disciplines, their knowledge and experience prove to be the perfect teaching tools for the students to learn and take inspiration from.

The institution maintains the perfect balance between



Arvind Jyoti Sahasray
CEO

A stalwart whose reputation precedes him, Arvind Jyoti Sahasray is also an Event Management Specialist with extensive credentials in managing key accounts. With a proven ability to lead efforts in the areas of business strategy planning and development, competitive strategies, and profitability improvement, Arvind has over the years organised, managed and executed large events and promotions with increasing mileage. The CEO of team.i, Arvind is also involved in various other ventures, working to promote the incredible talent and innovation that the industry executes today. The Managing Director of Zervin Management Pvt. Ltd., one of the most reputed event companies in the country today, Arvind has been a source of inspiration and played the role of mentor, advisor and role model to over 3,500 event aspirants over the years. His hard work and commitment towards everything he sets out to achieve has won him admiration and praise but beyond all, instilled in him the drive to continue working for the betterment of the industry.



theoretical and practical learning by adopting a 50:50 ratio between the two, without one or the other, a student of event management lacks the fundamental understanding that it takes to excel in the field and so through the industry industry project opportunity, in-class learning methodologies and a hands-on approach to learning, the institute encourages a holistic educational experience. With a testament of 12 certificates up for grabs by being a part of various industry projects and a 2 month internship opportunity offered at the end of the program, team.i strives to ensure that students achieve their event management goals.

Creative Learning Experience

"If the pandemic taught us anything, it was that change is the only constant. With the world having transitioned to an online

platform, the need for educational methods to evolve underwent a drastic change as well. At team.i, we are proud to have been one of the first institutions to transition to an online learning environment" shares Arvind Jyoti Sahasray, CEO, team.i. With the hybrid model of education, creating one plus one, students are encouraged to make the most of the opportunities it offers. Adding to a more versatile experience, the hybrid model allows students to explore both platforms, from on-ground event experiences to how to work the virtual classroom and its own virtual event management.

Moreover, team.i serves to bridge the gap that exists between the industry and aspiring event professionals through the numerous initiatives. As part of the industry process, the institute strives the industry veterans who are part of the

faculty to share their experiences with students on a pre-structured curriculum. The event industry by itself plays a huge role in terms of breaking the curriculum year on year to make it a truly 360 degrees program. The industry then goes on to hire these candidates and a 100% placement rate is achieved. Leveraging our robust network of industry partners, we provide a plethora of placement opportunities across various sectors in the form of internships and industry projects. "Based on a mutually beneficial partnership with these companies, we at team.i support them with our professional students as skilled volunteers for their projects and give them preference over other organisations allowing them to choose suitable candidates according to their requirements during placements" shares Arvind Jyoti Sahasray.

teami has been featured by all the famous newspapers & publications like -



Event Management as a career ensures personnel to conceptualise, plan and organise events which range from being a political rally to events designed for product/service launches, to award shows etc. The task of organising an event requires certain tasks where one needs to identify the target audience, decide the theme for the event, plan logistics and send invites for the event being organised.

Event Management is a creative field and candidates need to possess excellent communication skills as well as be willing to work odd and long hours in order to be successful in this field.

Aspirants can pursue specialised courses to build up their skill set and be field ready. Listed below are 4 online courses offering event management programmes.

Team.i, ensuring hands on practice

Certificate Programme in Event Management at Team.i is a next-generation programme designed to take the industry by storm. Unlike other courses present today, at Team.i the students are taken through a rigorous regimen of classroom academics, mentoring programmes, and a mix of eclectic real-time industry internships. Moreover, with celebrity and guest faculty from renowned agencies such as Mudra, DNA, and Wizcraft along with internship opportunities at these organisations, the students get immense exposure and understanding of the nuances of the industry to efficiently develop, manage, and execute world-class events successfully.

The Tribune - Four courses to enhance your event management skills



India Today - Aspire Video detailing what a career in event management entails for the aspirants



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Team.i holds its premier position in the Education industry during COVID


By Sunil Sharma - March 17 2021



The Institute Epitomizes Continuous Learning with Adaptation of New-Age Technology and Ensures 100 Percent Placements Even During the Pandemic

Bangalore, 11th March 2021: Team.i, the premier Entertainment and Media Institute, based in Bangalore, establishes a new milestone in the higher studies segment by continuing the learning program even during the most-distressed COVID pandemic times of the decade. Team.i has redesigned its all courses in the shortest time to support advanced learning systems of AR (Augmented Reality) and (Virtual Reality).

Easy Siksha-Teami holds its premier in the Education Industry during COVID



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Tuesday, 16 Mar, 3:04 pm

Karnataka Event Management Association announces its First General Body Election on April 8, 2021



Bangalore: The Karnataka Event Management Association (KEMA) has announced its first general body election slated for April 8, 2021. The election will select candidates for 11 posts. More than 20 members will be nominating themselves for these posts and 80 members of KEMA will be exercising their franchise. The elections will be conducted professionally with a returning officer, ballot, and more.

Arvind Jyot Sabhaney (Chairman and CEO of TEAM.i - India's leading premier event management institute and pioneers in the field of non-traditional education) and Sanjeev Kapoor (Director, Scorpio Events Management Pvt Ltd, who have successfully driven more than 2,500 events) Co-Founders of KEMA, recalled how excited they were when they started the association in February 2019. "The association has come a long way in spite of the pandemic. We have more than 80 registered general body members and conduct regular meetings every month."

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Dailyhunt- Karnataka Event Management Association announces



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Karnataka Event Management Association Announces Its First General Body Election

By MediaInfoline
Mar 16, 2021, 15:28 Pm



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Mr. Arvind Jyot Sabhaney (Chairman and CEO of TEAM.i - India's leading premier event management institute and pioneers in the field of non-traditional education) and Mr. Sanjeev Kapoor (Director, Scorpio Events Management Pvt Ltd, who have successfully driven more than 2,500 events) Co-Founders of KEMA, recalled how excited they were when they started the association in February, 2019. "The association has come a long way in spite of the pandemic. We have more than 80 registered general body members and conduct regular meetings every month."

Media Infoline- Karnataka Event Management Association Announces its First General Body Election

THE ECONOMIC TIMES

ET Panache

JOINT INITIATIVE WITH



EVENT MANAGERS A-LIST



eventfaqs • Following



eventfaqs Mr. Arvind Jyot Sabhaney @ajsabhaney is a part of the first-ever ET Panache Event Managers A-List is association with EVENTFAQS featuring the leaders who define the event & experience industry.

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With over 17 years in the event industry, Zeroin dwells into a wide gamut of events ranging from corporate parties to promotions to product launches.

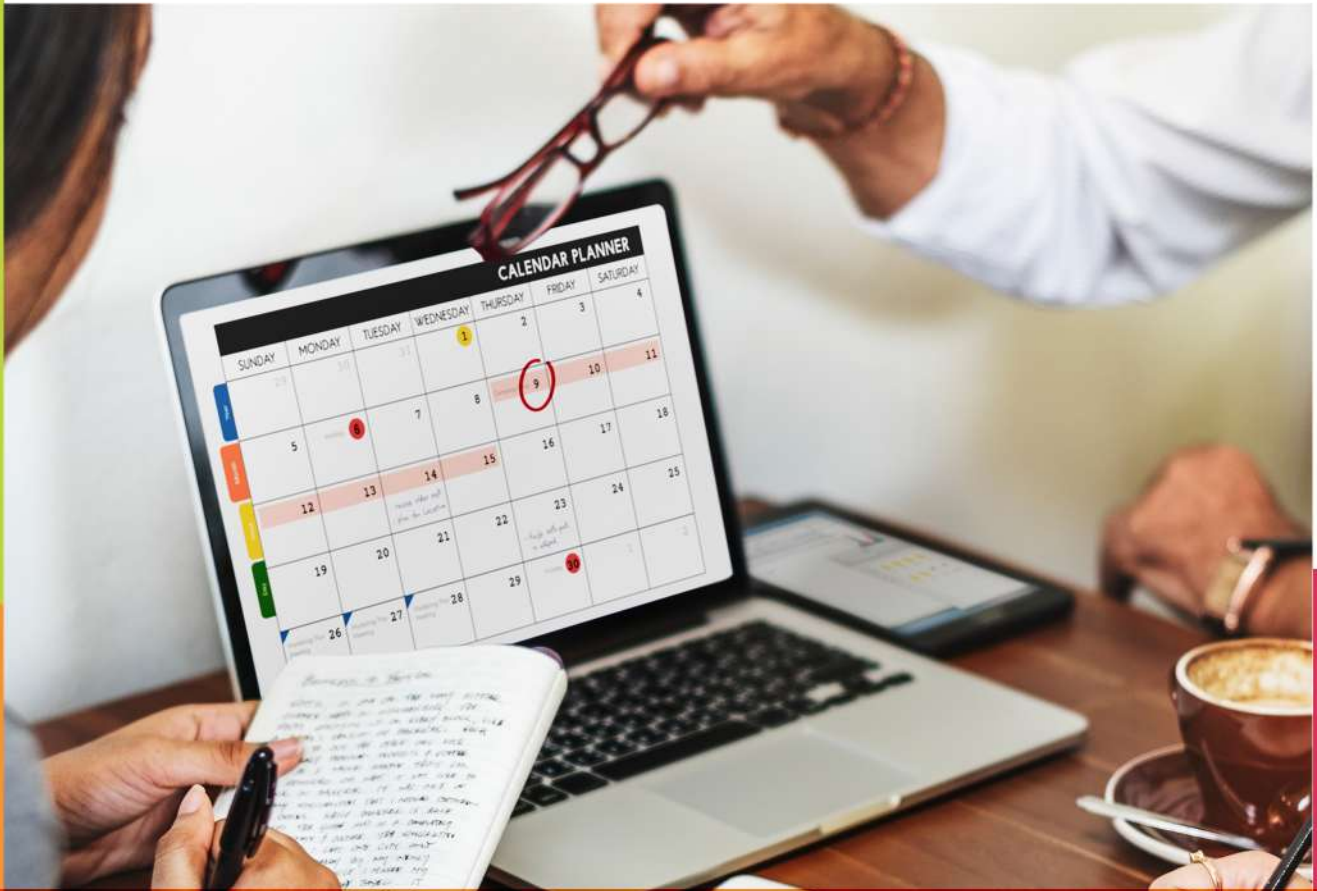


ADVANCED PROGRAM IN EVENT MANAGEMENT (APEM)

SCULPTED, NOT MOLDED!!

Specialisations offered along with this course
are as follows, pick any of your interest

- Corporate events
- Wedding Planning
- Sports Management
- Social Events
- Event Intellectual Properties



DETAILS ABOUT APEM

(Advanced Program In Event Management)

The Advanced Program In Event Management (APEM) is an innovative and exclusive event education initiative offered by The Entertainment And Media Institute (team.i). Tailored for individuals with a passion for event management and possessing foundational skill sets, this program is designed to cultivate exceptional event managers within the global arena.

The program spans one year, with the flexibility of extending up to an additional three months. A distinctive feature of APEM is its provision of immersive internships with leading event management companies both nationally and internationally, supplemented by intensive sessions with experienced faculty members.

In addition to comprehensive training, APEM offers an incubation program for aspiring entrepreneurs seeking to establish startups in the event management sector. APEM provides a platform for individuals aiming to forge a successful career in event management. Through hands-on assignments and practical experiences, students will have the opportunity to apply their skills and knowledge in real-world scenarios, ensuring they emerge as proficient and adaptable professionals ready to thrive in the dynamic field of event management.

INTERESTED?

JOIN APEM TODAY



DURATION : The APEM spans 1 year accommodating varying learning paces and ensuring comprehensive mastery of the curriculum.



UPCOMING SESSIONS

COURSE FEE
INR 500,000/-

plus applicable taxes.

COURSE HIGHLIGHTS



Curated, hands-on course, ensuring complete and comprehensive sculpting into an EventManager



200 Hours of intensive coaching.



Online and in-person sessions with faculty.



Curated and selective event internships with the best-in-class global events nationally and internationally, a minimum of 6 such internships.



Internships with the best event management agencies.



Mentored, curated & supported commercial event projects.



Incubation Cell.



KEY BENEFITS

After participating in this transformative event management program, you'll emerge equipped to navigate complex event planning challenges, lead with unwavering assurance, ignite performance across all event facets, and bring heightened value as a key member to your company's event management team.

A curated, hands-on course ensuring comprehensive training as an Event Manager.

200 hours of intensive coaching.

Both online and in-person sessions with faculty.



ELIGIBILITY CRITERIA

Proficiency in written and spoken English, indicative of excellent communication skills.

Demonstrated competence in computing abilities encompassing research, analytics, document management, spreadsheet manipulation, presentation skills, and familiarity with virtual communication platforms such as Zoom.

High levels of mental acuity and adaptability, evaluated through a pre-admission screening and assessment conducted by the board of directors.



COURSE CURRICULUM

Offering you a course curriculum as vast as it gets, for the APEM course, we have specially designed the syllabus to suit every requirement in alignment with the high standards set by the event industry.

- Given below are the topics of course modules that will be taught in depth over the course of the program:

Overview

Brands

Basics of Business Communication

Design / Copy / Content for Events



Media Studies – Basics

Event Organizations

Event Categories 1

Event Categories 2

Event Categories 3

Event Categories 4

**Business Development &
Client Servicing**

Event Planning & Strategy

Event Logistics & Operations

Event Technical & Costing

Wrap

Miscellaneous



ADMISSION CRITERIA

Excellent communication skills, including proficiency in written and spoken English.

Proficiency in computing abilities, including research, analytics, documents, spreadsheets, presentations, and Zoom.

High level of mental acuity.

Pre-admission screening & assessment by the board.

TESTIMONIALS



“Enrolling in APEM was the best decision of my career journey. The program seamlessly blends theoretical knowledge with practical experiences, offering a comprehensive understanding of event management. The mentorship provided by seasoned professionals is invaluable, paving the way for a seamless transition into the industry. I am confident that APEM has equipped me with the skills necessary to thrive in the competitive landscape of event management.”

Anurag SA – Batch 2023-2024



“APEM exceeded my expectations in every aspect. The hands-on internships offered a glimpse into the realities of event management, while the intensive coaching sessions honed my skills and provided invaluable insights. The incubation program was particularly beneficial, empowering me to explore entrepreneurial ventures within the realm of event management. APEM has not only equipped me with the necessary tools but also instilled in me the confidence to pursue my aspirations in this dynamic industry.”

Khushi Srinivasulu



“APEM stands out as a beacon of excellence in event management education. The curriculum is meticulously crafted to address the evolving demands of the industry, ensuring that participants are well-prepared to navigate its complexities. The selective internship opportunities provided exposure to diverse event scenarios, fostering a deep understanding of the nuances involved. APEM has not only broadened my horizons but also ignited a passion for excellence in event management.”

Sunaina Ballal



“As a participant of APEM, I can attest to the program's transformative impact on my career trajectory. The blend of theoretical learning and practical experiences offered a well-rounded education, equipping me with the skills and confidence to tackle real-world challenges. The mentorship provided by industry experts was instrumental in shaping my understanding of the intricacies of event management. APEM has truly been a stepping stone towards realizing my aspirations in this dynamic field.”

Ashish Bahuguna – Batch 2023-2024



“APEM stands as a testament to team.i's commitment to excellence in event management education. The program's emphasis on hands-on learning, coupled with intensive coaching sessions, ensured a holistic understanding of the industry. The incubation program provided a platform to explore entrepreneurial ventures, fostering innovation and creativity. APEM has not only equipped me with the necessary skills but also instilled in me a sense of confidence and resilience to thrive in the competitive landscape of event management.”

Tiruveedula Shanmukesh – Batch 2023-2024



FAQS

How is it different and better from the CPEM course?

The Advanced Program in Event Management (APEM) is a proprietary new event education program offered by The Entertainment And Media Institute (team.i) for individuals inclined towards a career in event management and possessing the fundamental skill sets necessary to excel as event managers in the global pool of professionals, giving it an advantage over the CPEM course.

What are the benefits of this certification?

- ▶ A curated, hands-on course ensuring comprehensive training as an Event Manager.
- ▶ 200 hours of intensive coaching.

- Both online and in-person sessions with faculty.
- Certificate Valid for Lifetime
- Lifetime Verification of Certificate
- Certified by Team.i - The Entertainment and Media Institute

What opportunities will I get by being a part of this course?

- Curated and selective event internships with top global events nationally and internationally, comprising a minimum of 6 such internships.
- Internships with leading event management agencies.
- Mentored, curated and supported commercial event projects.
- Access to the Incubation Cell.

Can I join this course without prior knowledge of event management?

Eligibility is determined through an interview with the Director.

What is the minimum qualification required to join this course?

Eligibility criteria include:

- Excellent communication skills, including proficiency in written and spoken English.
- Proficiency in computing abilities, including research, analytics, documents, spreadsheets, presentations, and Zoom.
- High level of mental acuity.
- Pre-admission screening & assessment by the board.

What is the course fee?

INR 500,000/- plus applicable taxes.



STUDY IN BENGALURU

WHY BENGALURU?

team.i has chosen to be in a city which attracts students from all over the country. Here is a look at why one aspires to study in Bengaluru:

SUPERIOR EDUCATION STANDARDS

Popularly known as the 'Garden City of India', Bengaluru is the capital of the south Indian state of Karnataka and has today become an academic centre par excellence with high education standards, thanks to the presence of some of the best internationally renowned institutes and B-schools.

IT HUB OF INDIA

The city is globally reputed for producing talented, creative, and a technologically savvy workforce who have the right attitude and aptitude to work in international markets thus making Bengaluru the outsourcing capital for the IT and ITES sectors in the country. It is also widely known as the 'Silicon Valley of India'.

LIFESTYLE AND ENTERTAINMENT

As one of India's fastest growing cities, Bengaluru is synonymous with spectacular weather all through the year, serene gardens, vibrant culture, high fashion, and amazing nightlife. It is also known for hosting musical events and concerts regularly and is known as the 'Rock Capital of India' with many international

artists and bands such as Metallica, Iron Maiden and Bryan Adams frequently visiting and performing in the city. It is multicultural and tolerant in its social policies. It is also one of the safest cities to live in the country, as crime rates are very low.

LOCATION

team.i - School of New is situated at the Central Business District, off Brigade Road in the heart of Bengaluru city. Easily accessible by road, the institute is in close proximity to the airport, railways station, and Metro. This is a strategic advantage for students when on outbound project work. Significant cultural landmarks such as Cubbon Park, Vidhana Soudha, Lal Bagh and Mayo Hall are all within a short distance from the institute.

ACCOMMODATION

We assist students in need of accommodation in and around the institute whether it is apartments or PGs. Please feel free to get in touch with our student counselor for further information.

For more information on team.i, please visit us at www.teami.org



READY TO KICK-START YOUR EVENT CAREER?

CONTACT US

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