



CERTIFICATE PROGRAM IN EVENT MANAGEMENT

12 months
(2 Months Internship Included)



**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 rectangular sign in front of their face. The sign has the text 'WHY CHOOSE TEAM.I?' written in bold, black, sans-serif capital letters. The background is a solid light green 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.

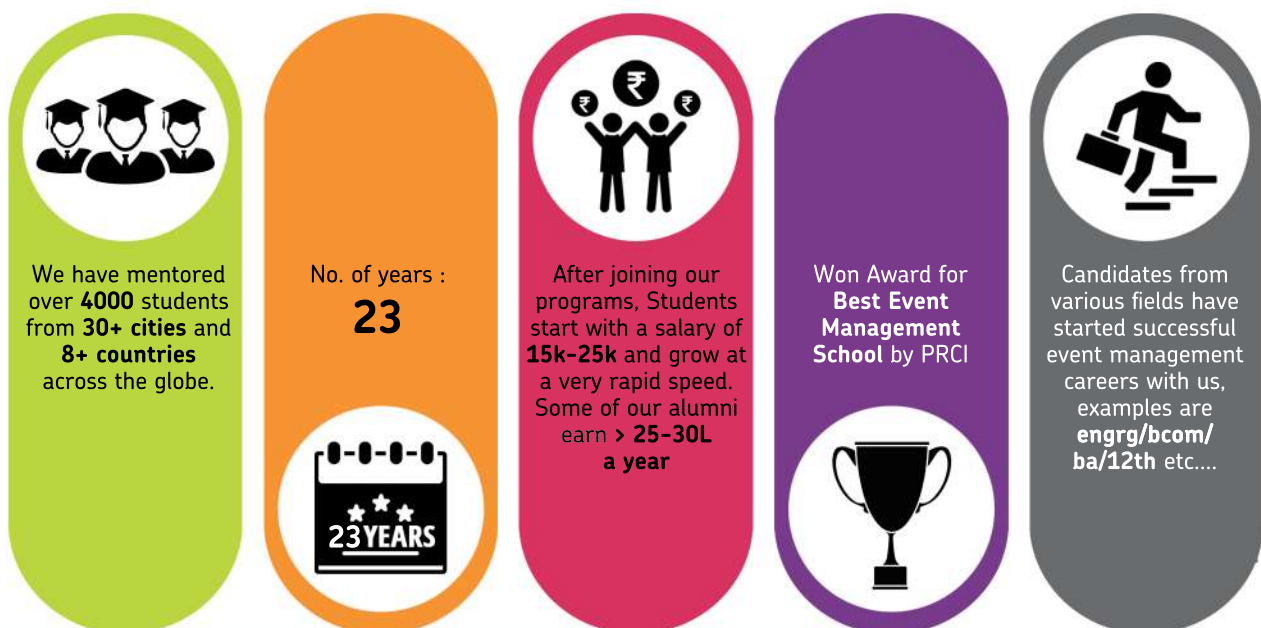
Our next generation programs are unique and contemporary with 50% classroom sessions and 50% industry projects. Besides providing in depth core-subject knowledge, our students also receive additional training in soft skills and business communication from leading experts. They undergo intensive training 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 careers for the young generation. 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 Technologies. 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 of 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 this 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 proverbial 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 to help students achieve their event management goals who are part of the

faculty to share their experiences with students on a pro 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.

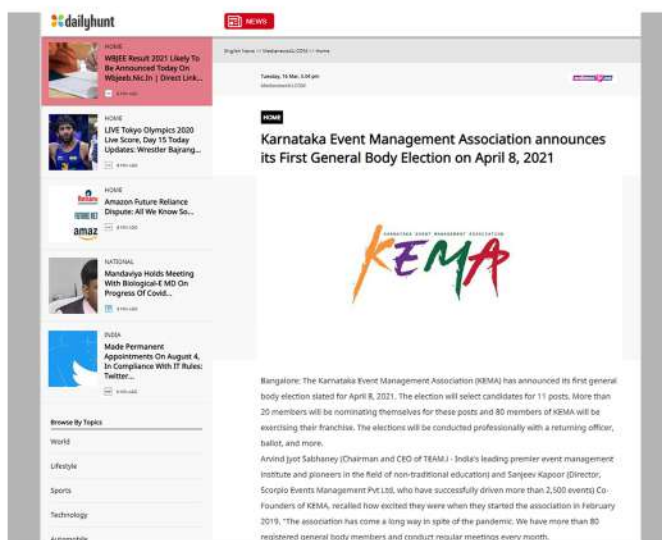
The Tribune - Four courses to enhance your event management skills



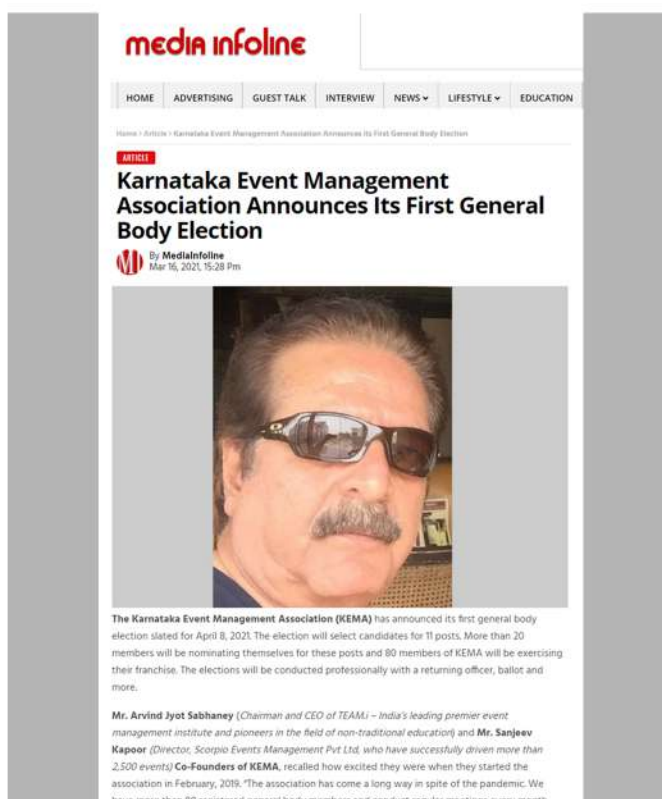
India Today - Aspire Video detailing what a career in event management entails for the aspirants



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



Dailyhunt- Karnataka Event Management Association announces



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.



COURSES WE OFFER

Certificate Program in Event Management (CPEM)

Advanced Program in Event Management (APEM)

Event Kick-Starter Program (ECK)



CERTIFICATE PROGRAM IN EVENT MANAGEMENT

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



ABOUT THE PROGRAM

Become an Event Management Pro in 12 Months

team.i in collaboration with DNA Networks brings you the Certificate Program in Event Management.

It is a next-generation program designed to take the industry by storm.

Unlike other courses present today, at team.i we take our students through a rigorous regimen of classroom academics, mentoring programs, and a mix of eclectic real-time industry internships that make them stand apart from the herd.

Moreover, with celebrity and guest faculty from renowned agencies such as DNA Entertainment Networks, Mudra and Wizcraft along with internship opportunities at these organizations, our students get immense exposure and understanding of the nuances of the industry to efficiently develop, manage, and execute world-class events successfully.

Begin your Event Management journey with team.i



WHAT SKILLS WILL YOU LEARN

Comprehensive Learning	Expert Mentorship	Global Exposure	Industry-Ready Skills
Event Planning & Strategy	Exclusive guidance from seasoned event professionals	Internships with leading event agencies	Client servicing and crisis management
Real-time execution of live events	Guest speakers from top global agencies	Networking opportunities with top industry professionals	Sponsorship negotiations
Vendor coordination, logistics, and event cost management	Real-world problem-solving with direct industry feedback	Understanding global event practices and cross-cultural teamwork	Business development and event logistics
Business communication & soft skills			Event marketing and innovative design
Marketing, sponsorship, and client management			
Technical expertise in event setups (lighting, AV, sound, set design)			



WHO SHOULD ENROLL FOR THIS CERTIFICATE PROGRAM IN EVENT MANAGEMENT?

This program is meticulously curated for people looking for a solid career after school or college. Also suitable for professionals who are planning to shift their careers.



CURRICULUM

Course Outline

SEMESTER 1

• **MODULE 1: Soft Skills – MEE Industry**

-----Marketing Management

-----Experiential Marketing

-----Economic & Accounting Concepts

-----Organization Behavior

-----Introduction to Brand

-----Integrated Marketing Communications

• **MODULE 2: Basic Theory of Business Communication**

- Effective Writing for Better Communication
- Business Communications Soft Skills
- Negotiation Skills
- Presentation Tools
- Selling Skills
- Public Speaking Skills
- Creative Thinking

• **MODULE 3: Media Studies – Basics**

- Understanding Media
- BTL/ATL/TTL
- Print
- Electronic
- Digital
- Live
- Films
- Outdoor
- Radio

SEMESTER 2

• **MODULE 4: Event Management Overview**

- Development of Event Management
- Event Management in India
- Event Planning/Strategy
- Media Integration & Amplification
- Sponsorship of Events
- Business Development & Client Servicing

• **MODULE 5: Inside an Event Agency**

- Event Process
- Project Management/Planning
- Event Production
- Event Logistics & Operations
- Event Technicals Event Costing
- Legal & Finance in Events

• **MODULE 6: Design/Copy/Content for Events**

- Event Ideation
- Creatives & Concepts
- Design in Events

• **MODULE 7: Event Categories**

- MICE – Meetings/Incentives/Conferences/Exhibitions
- Special Events
- Television Events & Reality Shows
- Sports Events & Sports Marketing
- Wedding Planning
- International Events & Concerts
- Birthday Parties
- Celebrity & Artist Management
- Fashion Shows
- Product Launches
- Road Shows & Promotions



PRACTICAL SESSIONS

- Master Classes
- Live Events
- Capstone Project



HOW WILL YOU LEARN

Case study based learning

Multiple dimension experience from subject matter experts

Theory and practical knowledge based program

On ground paid internship opportunities

Byte sized modules

Interactive classroom style learning

1 on 1 Mentoring



Only dedicated Event Management Campus with 7 acres area in the country

12 Months Program [2 Months Internship]

50% theory 50% practical sessions

This is an industry run program. Placement is from the industry itself

Over 6 internship certificates

Work on live projects

Opportunity to intern with big event companies like DNA, Phase 1, ACME Events

Work on events like IPL, Pro-Kabaddi, Music Festivals, Wedding Events, Corporate Events and many more



Certified EEMA & PRCI

Trained over 4000+ Successful Event Managers

Guaranteed Job Assistance

100% Placements Record

1 on 1 mentoring sessions



INTERNSHIP AND PLACEMENT OPPORTUNITIES

The Certificate Program in Event Management is dedicated towards enabling our students to first-hand experience organising an event.

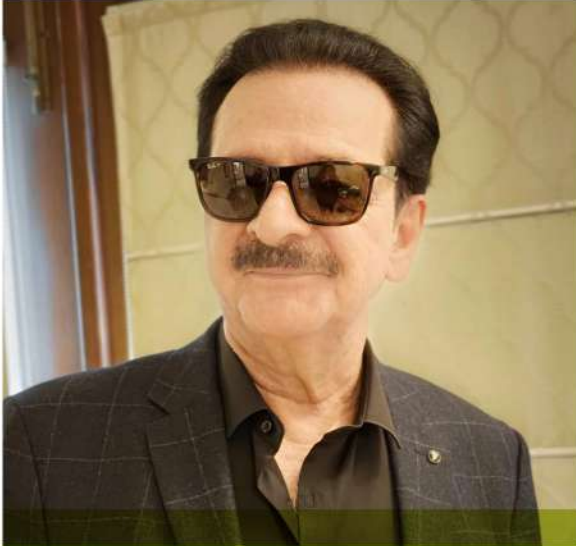
Over the course of the week, 3 days will be dedicated to in-class training while the remaining 3 days will focus on practical learning.

Apart from this, the 2 month internship program will give you the opportunity to solidify your understanding of the course curriculum.

Through the internship program, they are able to get a feel of taking on the different roles and responsibilities and experience life as an event planner.



FACULTIES



Arvind Jyot Sabhaney
team.i - The Entertainment & Media Institute



Karthik Gowda
Buxus Media Pvt Ltd



Syed Sultan Ahmed
Krayon Entertainment Pvt. Ltd



Mirza L Baig
Hammerhead Global



Vipul Ganatra
Even Flow Experiences Pvt Ltd



Chetan Shivram
Chetan Shivram Motorsports



Tanya Sah
Avant Events and Entertainment



Vinod Bangera
Systematic Inc



Abhilash Prakash
Taarini Weddings



Tony Camillus Stephen
Emaginations



Anand TG
Team Universe



Savio D'Souza
Banquet 18 (Flavours Culinary Solutions)



Rahul Thakurta
Xiaomi Technology Pvt Ltd



Meghana Bhat
The Uniq.Co



Zubair Abdul Waheed
Zzeeh Events And Wedding



Spoorthi Gumaste
Prime Financial Group



Ajay Premchand
DJ AJ FUNKATRONIC



ADMISSION CRITERIA

1. Good English communication.
2. Knowledge of Excel.
3. Knowledge of PowerPoint.
4. Must own a laptop.



LIFE AT teami



TESTIMONIALS



“Grateful beyond words to team.i for this incredible opportunity and for helping me take the next big step in my career. The knowledge, support, and experiences I’ve gained here have been invaluable, and I owe my success to the dedication and guidance of the entire team. Thank you for believing in me and for opening doors to a bright future!”

Anvith Manjappa – Batch 23C



“My experience at TEAMI was transformative. The 1-year Certificate Program in Event Management gave me a strong foundation in event planning and execution, along with invaluable hands-on experience through projects and internships. teami has truly prepared me to step confidently into the event management industry.”

Khushi S Naidu – Batch 23C



“My journey at team.i was extraordinary. From conceptualizing ideas to managing real-world projects, the program prepared me for the challenges of the event industry. The mentorship and hands-on opportunities transformed me into a confident professional, ready for the fast-paced world of events. Thank you, team.i, for turning my dreams into reality and providing the foundation to build my career.”

Shreya P Naik – Batch 23D



“Team.i has helped me grow not only in the Events industry but also as a person. They have gotten us events such as the Pro Kabaddi League, the IPL, etc. Through team.i, we have learned a lot about the events and entertainment industry but not only theoretically but also practically by working on multiple projects on the field! Thank you team.!”

Sandhya BC – Batch 23A



“I'm incredibly thankful for the enriching experience at team.i's event management course, where dynamic curriculum and engaged faculty fostered my growth. The immersive environment propelled me into a realm of practical knowledge, leaving me well-prepared for the dynamic landscape of event management.”

Noopur Dattani – Batch 23A



DNA ENTERTAINMENT NETWORKS AND TEAM.I, HELP TO ENHANCE LEARNING AND CREATE INDUSTRY READY PROFESSIONALS

DNA Entertainment Networks Private Limited, India's pioneering Event Management company, collaborates with team.i, an emerging Entertainment and Event Management Institute to attain new heights in the event education industry. This thoughtful initiative between the two giants of the industry is aiming to help the students refine their skill set by putting into action their theoretical ideas. Commenting on the collaboration Dr T. Venkat Vardhan, Founder DNA Networks shared that "this collaboration really means a lot to me , it's been a great relationship with team.i and also I personally endorse the work that Arvind Jyot Sabhney and the team.i are envisioning." I will extend all my support for this collaboration and together we will create some great talent for the industry." He added, "This collaboration will help bridge industry-academia gap in the event management industry, with the Indian event management industry growing rapidly, the industry ready professionals will be important to address the growing need for them."



MEET OUR CEO

Arvind J Sabhney, team.i CEO shared "This is a dream come true for team.i. I always wanted to bring in the event production expertise to the curriculum and with this relationship with Venkat Vardhan's team we are confident of delivering some world-class event management professionals. The students will have an enhanced education experience with team.i." He shared that having a partnership with DNA Networks gives them the credibility to combine with one of the best and largest event agencies in the country. Sabhney said that his goal had always been to give the event industry well-schooled candidates who can readily take up the role of field event managers. Team.i has a 100% track record on the student placements, and they have been placed in the best places.



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

☎ +91 99019 98899

📍 team.i - The Entertainment and Media Institute
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Sunkadakatte, Srigannda Kavalu, Opp Bharat petrol pump.
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