



The Entertainment
And Media Institute

**CAN YOU
HANDLE
OUR
DIPLOMA
IN EVENT
MANAGEMENT
LIKE A
ROCKSTAR?**



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www.teami.org

SCHOOL OF NEW

team.i was founded to address the needs of one of the most transformative and rapidly developing sectors in the country and around the world - Media and Entertainment. For the past decade or so, the Media and Entertainment industry has seen unprecedented growth which has created a huge vacuum for talented and qualified professionals.

team.i has been nurturing and developing highly-talented, industry-specific personnel for the past decade. During this time, we have become pioneers and an authority on education in the field of non-traditional arts.

Our proximity, experience and understanding of industry enable us to envision and implement a structured, qualitative, educational offering that makes our students industry-ready by providing them with extraordinary opportunities and exposure.

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MANAGEMENT NOTE



Management Note

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 skillset needed by organizations of today. The result - companies end up investing time, money, energy and other valuable resources in retraining 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.

Through our next generation Version 2.0 programs, advanced MBA programs, 100% industry faculty, and industry projects, we aim to develop rounded professionals who are industry ready and well -equipped to tackle a variety of challenges.

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 emerge as confident and proficient individuals ready 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".



PLACEMENTS

PLACEMENTS

Placements

Leveraging our robust network of industry partners, we provide a plethora of opportunities across various sectors in the form of internships and industry projects. Based on a mutually beneficial partnership with these companies, we support them with our pre-trained students as skilled volunteers for their projects and give them preference over other organizations allowing them to choose suitable candidates according to their requirements during placements.

These companies in-turn, based on our pre-designed syllabi, participate in our programs to train and mentor our students. This also enables them to interact with students and earmark the best for recruitment purposes.

This unique partnership model not only ensures that students get hands-on industry experience, but also makes sure that our industry partners benefit by recruiting quality graduates who are trained to address a variety of current and emerging challenges.

Some Of The Companies That Have Recruited Our Students Over The Years:

DNA NETWORKS	FEVER 104 FM	PERCEPT	ORIGAMI
O&M	RADIO JAGRAN	BUZZ COMMUNICATION	BBDO
360 DEGREES (TOI GROUP)	TBWA	RED FM	AD FACTOR
LOWE	LIN OPINION	RADIO ONE	Id8
WIZCRAFT	SYNERGY	EURO RSCG	CONTRACT ADVERTISING
SQUARE CIRCLE	PERFECT RELATIONS	LOWE LINTAS	BUZZ WORKS
ZEROIN	HAKUHODO	RADIO INDIGO	SHOWHOUSE
ITC GROUP OF HOTELS	GENESI B-M	RADIO MIRCHI	ACMEEVENTS
TAJ GROUP OF HOTELS	GEORGE P JOHNSON	BIG 92.7 FM	30 PAST 9 EVENTS
RMG CONNECT	E-BLITZ INC.	PEPPER PR	SCORPIO EVENTS
ENCOMPASS EVENTS	LIQUID SPACE	APPINESS WORLD	PHASE 1 EVENTS

Happy Recruiters



Congratulations to team.i for nurturing young talent every year for the Entertainment industry. In this fast growing competitive industry of ours, it's easier for event managers to groom these young individuals, since they come with basic knowledge of the industry, thus saving time for companies.

Lavin Uthappa | Managing Director
Liquid Space Entertainment Pvt. Ltd



I am very happy to be associated with team.i and have taken in some budding professionals from the batch of 2011-12. The quality of training programs and the syllabi is very good and it shows in the way these professionals work. All the best team.i. Keep up the good work!

Sanjeev Kapoor | Director
Scorpio Events



Being an alumni, I know the standards that team.i upholds and is easy for us to recruit people from here. Look forward to have more professionals churned out from team.i to work at DNA.

Harish Prabhu | General Manager - Marketing
DNA Entertainment Networks



team.i has put together a unique set of courses that offers theoretical and practical knowledge that no other institution in the country can provide. For the past decade, team.i has trained individuals to become event management professionals of high caliber, many of whom I have personally worked with well enough to understand the value that their education at team.i has brought to them.

Manish Rao | Managing Partner
E. I. Green Management L.L.P.



Our relationship with team.i goes back over five years and we have had some great talent who have been with our firm and added immense value to the organization. I am extremely grateful to team.i for churning out such talented youngsters and it only eases our responsibility, as they are a 'complete package'. Keep up the good work team.i!

Mirza Baig | CEO
Eblitz Inc.



team.i is like a blessing to the industry. I would say there are a very few or none in the industry who offer programs as comprehensive and practical as team.i. We have recruited a few of team.i's graduates and they are doing a great job!

Oum Pradutt | Managing Director
Phase 1 Events & Entertainment Pvt. Ltd



I have been associated with team.i, with some of their students interning at our company. They exude confidence and I am happy with their performance. I would be more than happy to be part of the PR programs and share my experience with future PR professionals at team.i.

Roshan Mohan | Director
Pepper Interactive Communications



At Acme Events India, we believe in 'Brand U', a concept where every individual is a brand of his/her own and we build that brand through his/her experience with us. team.i has been consistent in producing such individuals who are brands, whom we are then able to groom better and provide exceptional service in the industry.

Geo Thomas | Founder & CEO
Acme Events India



FACULTY

FACULTY

Faculty

At team.i, we handpick some of the best industry experts to be part of our faculty. Their experience in their domain along with their expertise in their area of specialization translate to dynamic learning sessions for students through our next generation vocational training programs across all verticals. Their understanding and proximity to current industry practices, needs, and requirements amalgamate with our cutting-edge program curricula to effectively address emerging challenges and help our students to stay ahead of their competitors. In addition, we also have various professionals as part of our visiting faculty to train students in marketing communication and soft skills. We also bring in Subject Matter Experts for our boot camps to facilitate intensive weekend training programs on crucial topics.



A postgraduate degree holder from the London School of Economics, Arundhati is currently the deputy director of the Indian Foundation for Arts. Over the past 15 years, Arundhati has accumulated a wealth of experience in the areas of organization set-up and strategy, communications, resource mobilization, media, donor management, evaluation and programme management. She is also on the advisory board of the Beyond Sight Foundation - an organization that works with visually challenged youth, and Raisor's Ask - South Asia's leading fundraising magazine.

Arundhati Ghosh | Deputy Director
Indian Foundation for Arts



Ankit prides himself being a 'mobile evangelist' in the rapidly growing Indian mobile environment. In his various roles, he has focused on maximizing mobile advertising sales business by engaging with brands, agencies, publishers, and marketing professionals in Africa, South East Asia, and beyond. At his current role at InMobi, he heads the agency business for India. In the past, he has worked in various technical roles for corporate giants such as Microsoft and Oracle and also has a brief stint in sales at SAP to his credit.

He teaches Digital Marketing at NMIMS, Bangalore; Welingkar; and at IMT, Gaziabad; among others. He holds a Bachelor of Technology in Computer Science from IIT Hyderabad and a Masters in Business Management from SPJain, Mumbai.

Ankit Rawal | Agency Business Head
India InMobi



With a proven track record of close to 9 years, Prithvi has experience working across various departments such as Business Process, Marketing & Sales, Corporate Communications, Branding, and soft-skills training. He specializes in developing and implementing training programs on effective communication management, corporate branding, team building and management, team alignment and networking, innovative strategies for image design and managing external environments. His expertise also includes topics such as global organizational standards and procedures, presentation skills, negotiation skills, and agency/3P management.

Prithvi Krishnamurthy | Founder and CEO
Coreteam



Amit's passion turned to profession with his gradual shift from the corporate world, where he worked for 21 years, to the exciting and thrilling sports industry. Now, he endeavors to promote Indian sports to a whole new level altogether. Primarily focused on promoting football and golf, Amit constantly networks with like-minded individuals and corporates who share his enthusiasm in sports to achieve his goal.

He has initiated the "Soccer-a-Child" program where footballs are distributed free of cost to children in rural areas. The idea is to engage these children in a common sport enabling them to develop their skills and spend their time constructively. He believes that this not only minimizes their chances of getting involved in unsolicited activities, but also unites them together as a team.

Amit K. Saran | Founder and Managing Director
SPT Sports Management Pvt. Ltd



Neeraj is an innovative, strategic, and goal-driven professional with over 16 years of progressive management success in all phases of event management, marketing, brand promotions, public relations and business development. In his previous roles, Neeraj was the Associate Vice President at Machdar Motorsport Pvt. Ltd and has also worked as Managing Director at Crossover Sports Pvt. Ltd. His expertise lies in handling the entire gamut of activities in event management operations, brand-building activities and accelerating business growth. Over the years, Neeraj has successfully orchestrated various out-of-the-box Sports and Entertainment & Lifestyle events both nationally and internationally.

Neeraj Verma | Founder and Director
Engage Sports & Entertainment Pvt. Ltd



Tathagat has been involved with hi-tech software product development over the last 21 years at various companies such as Defense Research and Development Organization (DRDO), Siemens Telecom, Philips Medical Systems, Philips Digital Network divisions, Huawei Technologies, McAfee, and NetScout Systems and is now the Senior Director of Business Operations at Yahoo! He has handled significant technical and leadership roles, including starting-up and heading India operations for NetScout Systems between 2004 and 2009. Tathagat volunteers at PMI (NPDSIG) and IEEE Technology Management Council and has been a visiting faculty there.

He has authored and presented various papers and talks at national and international conferences, and is a sought-after speaker in the industry. He is also a regular blogger on strategy, leadership, execution, and management of software development.

Tathagat Varma | Country Head and General Manager
ChinaSoft International



As leading thinker and consultant on branding & communication. Xavier is the founder of one of India's faster growing PR and marcom agencies - PRHub. He has conducted various workshops at both national and international forums on various topics such as PR, social media, leadership, entrepreneurship and motivation, and has been a distinguished speaker at many global PR conferences.

In the past, Xavier has been the national brand advisor for AIESEC India; has headed the editorial of 'Businessgyan' - a business handbook in Bangalore, for close to 3 years; and has been on the Board of Symbiosis Institute of Mass Communications, GICONS, and COMMITS among others. He is a visiting faculty at many leading educational institutions in India. In recognition of his efforts, the Leadership Institute, USA, chose him as an outstanding achiever from India.

Xavier Prabhu | CEO
PRHub



Amit's passion turned to profession with his gradual shift from the corporate world, where he worked for 21 years, to the exciting and thrilling sports industry. Now, he endeavors to promote Indian sports to a whole new level altogether. Primarily focused on promoting football and golf, Amit constantly networks with like-minded individuals and corporates who share his enthusiasm in sports to achieve his goal.

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Darshan M. I CEO - i1 Super Series
Machdar Motorsports Pvt. Ltd



Sri is a popular editor, cinematographer, and actor in the regional movie industry. He runs his own post-production company CrazyMindz for feature films and corporate videos. Apart from specializing in aerial photography and filming, Sri is also an expert in making documentaries and ad films and has several feature films and corporate videos to his credit.

As an editor, he has worked on popular Kannada movie titles such as 'Mussanje Maathu', 'ilugaarr', 'Chirru', 'Krishnan Marriage Story, and 'Jaraasandha' among others. Sri has also acted in about 10 films, worked as an associate cinematographer for 5 feature films and has directed 'Thangaali' - the first ever music video album in Kannada and has worked with ace directors such as Santosh Sivan and Yogaraj Bhat.

Sri I Editor
Cinematographer, Actor



Venkatesh is the director of Trident Marketing, an organization involved in international trade, international marketing research, and exports. He is also a consultant for the central marketing cell of the Unitech Group of Companies. Venkatesh is actively involved in developing training programs related to sales, personality development, international marketing, and international business. He teaches Introduction to Marketing, International Marketing, and International Business to MMS, PGDBA, and MMM students of Mumbai University and S P Jain Institute of Management. Drawing on his immense experience, he has also authored a book on international marketing and sales management.

R. Venkatesh | Director
Trident Marketing



With over 8 years of industry experience, Visakh's career has spanned across diverse sectors. He is the founder and CEO of CrossWorks DGTL, which is now Appiness World. Within a short span of a year, Appiness received 4 International Design Awards and 16 International Design Awards nominations as of June 2012.

As an MBA graduate in advertising, Visakh has worked across a variety of sectors such as Online Media, Product Development, and Online/Digital Education. Prior to founding CrossWorks DGTL, Visakh worked with Silicon India - India's largest professional networking website, as both Senior Product Manager, as well as the Director for Online Education, before which he worked as an animator at Ants Animation. He has also worked with Macmillan India Ltd and Sheraton. As a young entrepreneur who strongly believes in education, Visakh endeavors to educate the masses about the power of Online Media.

Visakh Viswambharan | Founder and CEO
Appiness World



When Oum Pradutt, set up his company - Phase 1 Events & Entertainment, event management was still a fledgling industry. With no guidelines to follow, the field was open for new entrants to chart their own paths and mark their territory. A young marketing professional at the time, Pradutt started out by devising a strategy that made events an effective communications tool. He bridged the communication gap between companies and their stakeholders by organizing diverse events for multinational companies. Phase 1 has been in the industry for over a decade with more than 2000 events under its belt. Its network spreads across the globe and it has conducted events in Thailand, UK, Malaysia, South Africa, Singapore and Sri Lanka. It is one of the few Bangalore based event management companies whose presence is felt across the country and the globe.

Oum Pradutt | Managing Director
Phase 1 Events & Entertainment Pvt. Ltd



Prem is a self-made 'geek' of sorts who keeps himself abreast on the latest scientific and technological advancements. He is a thinker and a problem solver who thinks holistically, is constantly on the lookout for new theories, findings, and inventions, and explores their application in various other forums. He is an iconoclast who does not fear going down the un-trodden path or even creating his own to seek innovative solutions and loves combining concepts from various fields to achieve a purpose. He likes to meet new people and build his network to exchange ideas and expand his interests.

Prem Kumar | Evangelist
Social CRM Cognizant



Rasheed is the country head of George P Johnson - an international event company, popularly known as GPJ. Under his leadership, GPJ has grown to become one of India's leading experiential marketing agencies through strategic thinking and innovative experiential marketing solutions that have led the company to win many industry and best practice awards. GRA clients include blue chip brands in the IT, automotive, telecom, and healthcare sectors.

With a background in advertising, Rasheed has worked with high profile brands such as Titan, TTK Prestige, Eureka Forbes, Pidilite, Good Day, and Britannia. Taking life as it comes, Rasheed truly believes in Mark Twain's saying, "Humor is mankind's greatest blessing. Against the assault of laughter nothing can stand."

Rasheed Sait | Country General Manager
George P Johnson



Sanjiv has been associated with the events business for over 14 years and has worked on almost all formats of events. Prior to overseeing business at GO Live Media, he was associated with GPJ - a global leader in experiential marketing. His work at GPJ included managing key global accounts apart from heading new business. At GO Live Media, his role is to ensure and create more value for brands through 'Live Media'. GO Live Media also represents a host of leading Indian corporates in various international trade shows abroad. Sanjiv has also been a guest faculty at Commits Media College, KIIT and conducts lectures at various event forums.

Sanjiv Nair | Consultant
GO Live Media



Natraj Kudupu is the founder and CEO of True Illusions - an agency which designs brand experiences for their clients. With over a decade of industry experience, Natraj has worked on more than 500 events for the best brands across the country. In his spare time, he enjoys teaching and mentoring aspiring event managers.

He is also the founder, lyricist, and singer of the first south Indian Hindi rock band - Vinapra, and has more than 300 shows to his credit. The band has released a compilation album of Indian music and features an international song with an Italian singer, and is currently working on a few movie soundtracks too. Vinapra was featured on NDTV 24/7 back in 2010 for their patriotic rock song, which will be on their playlist of their upcoming album.

Natraj Kudupu | Founder and CEO
True illusions



Tina is a versatile and skilled people manager with over 11 years of experience in service delivery and operations training. Given her strong leadership-skills gained over the years, she has successfully managed all aspects of operations including hiring, training, developing, and managing departmental budgets, establishing and monitoring productivity goals, and leading cross-functional teams on key projects.

Her key strengths include Operational Delivery, Project, People, and Client Management along with a keen eye towards delivering quality service, fostering an environment of innovation and employee satisfaction.

Tina Gupta Ahuja | Freelance Business
Process Consultant



Rakesh has 12 years of combined international experience working across brand strategy, advertising, marketing, and sales in New York, Boston and Bangalore. Prior to founding Crosspollen - a strategic brand and design consultancy based in Bangalore, he worked at global brand and design consultancy Landor Associates as well as advertising powerhouse JWT.

Rakesh graduated with an MBA from the globally ranked business school, INSEAD. During his time there, he was both a scholarship recipient, as well as an exchange scholar at the Wharton School, University of Pennsylvania. He also holds a BBA from the University of Massachusetts, Amherst.

Rakesh Rekhi | Executive Director
Crosspollen



Subramaniam has over 22 years of experience in the field of Public Relations, Advertising, and Marketing. He has worked with various consultancies and corporations, and has extensively handled various internal and external relationship issues including crisis management. He is now a Vice-President at Hanmer MSL India.

Prior to Hanmer MSL, Subramaniam was with Rediffusion Y&R as Vice President (South). In the past, he has also worked with IBM India, Gutenberg PR, Perfect Relations, and Ogilvy PR, among others.

M. Subramaniam



Ashish has been in the advertising industry for 11 years and has worked on a wide spectrum of local, national and international accounts, creating comprehensive advertising campaigns that include print, television, radio, outdoor and digital medias. With various stints as a professional chef, musician, theatre actor, and trainer to his credit, Ashish now dedicates his time to juggling between advertising and theatre.

Ashish Dabreo | Creative Director
Origami



Usha is a well-known Media and Entertainment consultant. A PG diploma holder in Journalism and an English Literature Major, she has over two decades of varied experience ranging from print to online media. She has worked for prestigious national and international brands such as Procter & Gamble, Cadbury's, Godrej, Deutsche Bank, ITC, and Asian Paints. She has been instrumental in conceptualizing and executing some of the biggest brand experiences in recent times. Usha has also authored the book - 'Simply Jaya', which beautifully captures her thought-provoking experiences and learning she has received from her mother

Usha R.K.
Media and Entertainment Consultant



Avinash has over 23 years of hands-on experience in the field of Media, and has spent over a decade in judiciously structuring and training in Media courses. He believes that the time is apt to rapidly attune to the changes in non-conventional and ambient aspects of the media business.

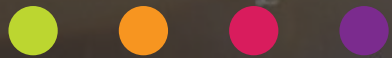
Though his endeavors are spearheaded by old school of thought, he strongly feels that the driving force of the future is going to be youth and their proximity to fresh ideas unleashed on new-age media. His primary focus lies in digital endeavors and believes making a foray into areas of digital films, ambient advertising, creating content for mobile telephony, and internet marketing is something which will drive 'NextGen' requirements.

Avinash Mantri
Brand Consultant



Archana specializes in Public Relations, Communications, and Integrated Marketing Strategy for brands across a spectrum of industries. She has experience in aligning and executing integrated marketing strategies with a focus on key business growth drivers. In the course of her career, Archana has held senior positions at various PR consulting firms, including Director at Good Relations (I) Ltd; Partner at Torque Communications; and Director (Technology) at Golin Harris, Singapore. During her stint as Head of Media Relations for Satyam Computers Services Ltd, she front-faced the media and helped manage the fallout from one of India's largest corporate scams in 2009. Archana has exposure across various industry verticals including technology and infrastructure in emerging markets, with hands-on experience in Crisis Communication and Management.

Archana Muttappa | Founder
2 Teaspoon Consulting



THE TEAM. | EDGE

THE TEAM. | EDGE



WHERE Change is the **NEW** Constant.
Normal is the **NEW** Abnormal.
Intuition is the **NEW** Reasoning.
Impossible is the **NEW** Impossible.

The team.i training methodology is unique and distinct from conventional academic practices and is based on certain principles. All the due processes across all courses and streams are based on these principles, which ensure in providing a stable platform and launch pad for future career successes.

Unique Educational Offerings

New Age Programs

team.i's syllabus for each and every course is custom-designed and structured in consultation with industry stalwarts and Subject Matter Experts and in accordance with the latest and best industry trends and practices. The course content draws on global experience fused with local sensibilities to help students gain a broad and balanced perspective in a rapidly growing global environment.

Industry Faculty

team.i's close proximity to industry means that our faculty comprises highly experienced and talented professionals from the fields of Advertising, Event Management, Public Relations, Marketing, and Media & Entertainment. All faculty members conduct classes on subjects of their expertise, resulting in knowledge transfer, experience sharing, interaction, and networking of experienced professionals with students.

Multiple Accreditations, One Course

Our courses are designed to offer more for less. With multiple certifications from our basket of diverse offerings and partner brands, students have the chance to be proficient in more than just one field. It is another decisive factor that ensures team.i students always stay ahead of the pack.

Distinct Practical Approach

Vocational Training

At team.i, we believe in ensuring our students are employable the moment they graduate. One of the ways we achieve this is through vocational training. Vocational training provides students with up-to-date and enhanced employability skills, thus guaranteeing more and varied job opportunities, internships or placements.

Hands-on Exposure

A vital element in ensuring students are employable post graduation. team.i's hands-on training initiatives provide students with real-life learning and exposure. It is also a testament to the emphasis we place on the practical application of what is being taught in the classrooms.

Unmatched Placements And Internships

Paid Internships

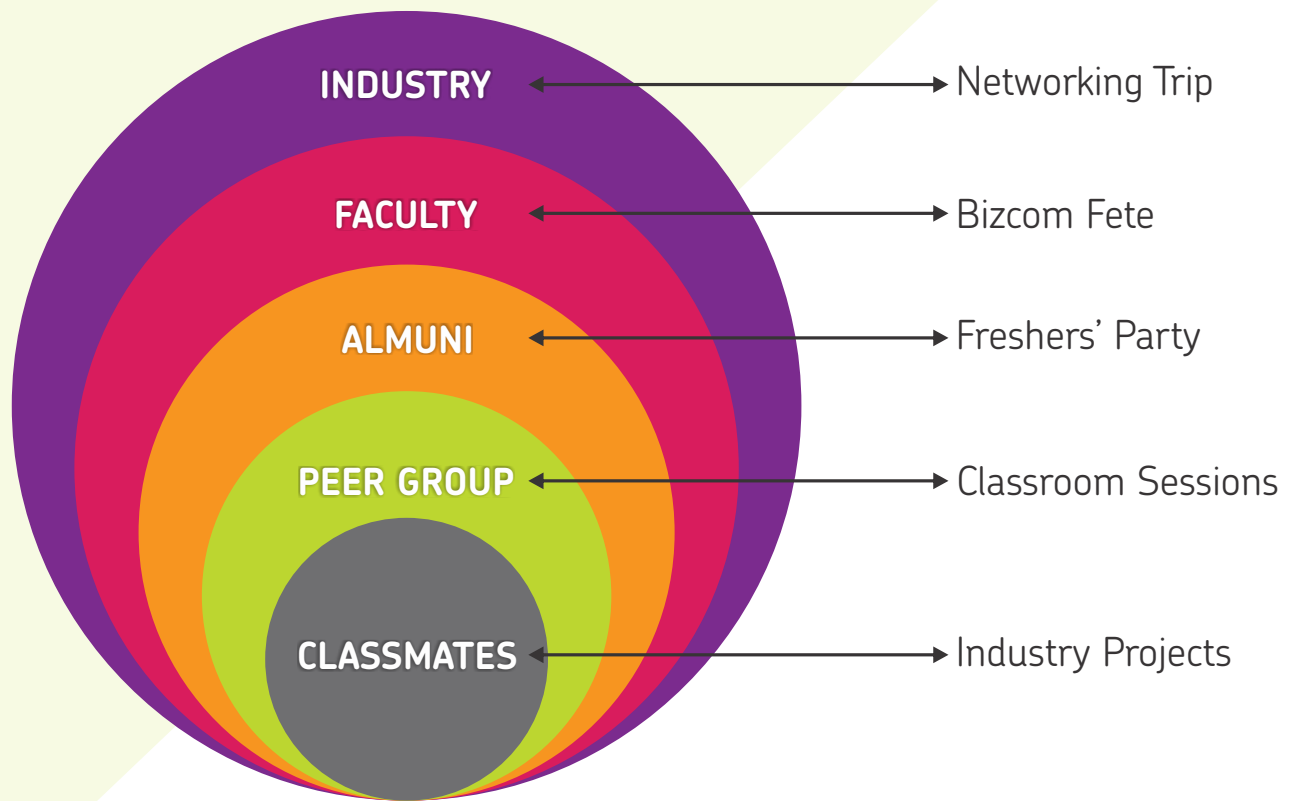
With on-the-job training internships, team.i students have the added advantage of earning while they are learning. Dedicated and sustained efforts have resulted in certain students reclaiming their complete tuition fee through this initiative while others have been hired by organizations on a permanent basis post graduation.

100% Placement Opportunities

We have an unparalleled and unrivaled record of having successfully placed or provided career opportunities to all team.i students upon successful completion of the programs.



LIFE @ TEAM.I
LIFE @ TEAM.I



Networking @ team.i

With industry stalwarts, Subject Matter Experts and faculty coming from all over the country to train, guide and share experiences with students, team.i facilitates effective networking opportunities right from day one. Through their tenure, students get to interact and network with various professionals, student groups, alumni members, faculty, and industry experts allowing them to establish a robust network of contacts that will immensely aid them in their professional endeavors and enable them to 'know and be known'.

Networking with Peers

team] offers a vibrant peer group with students coming from all over the country to study at our institute facilitating a unique networking platform. This distinct forum attunes their attitude and mindset to conduct and perceive themselves and their peers as professionals from the very first day. This not only helps shape their character, but as their program duly progresses, it facilitates a platform to network in synergy with multiple groups giving rise to a plethora of opportunities to learn while adding new dimensions to their persona.

Networking with Industry

Student & various industry associations through internships and live projects open-up tremendous networking opportunities. These experiences not only allow them to get a firm grasp of the workings of the industry, but also enable them to explore various work profiles and business environments while paving the way for future career prospects.



VERSION 2.0 @ TEAM.I
VERSION 2.0 @ TEAM.I



Version 2.0 @ team.i

team.i - School of New's Version 2.0 is a revolutionary new-age approach to education designed to take the industry by storm. Meticulously developed to empower today's students to address tomorrow's challenges. Version 2.0 elevates education beyond current frontiers to facilitate dynamic learning and understanding. Crafted in consultation with top industry stalwarts in relevant fields, this approach goes beyond limitations of the current educational system to offer radical solutions to a multitude of challenges thus ensuring the overall character development of students.

Features

Future-Ready Outlook

A ground-breaking approach to education developed in consultation with industry experts and based on emerging trends to facilitate a futuristic approach while providing a comprehensive understanding of the core subjects, effectively addressing current challenges in the Media & Entertainment sector.

Innovative and Sophisticated

A cutting-edge delivery model comprising a rigorous regimen of classroom academics, mentoring programs, industry projects and boot camps that focus on core subjects, soft-skills training, and overall personality development.

Timely Review of Coursework

Evaluation and updation of program curricula every six months by industry experts to ensure course content is relevant and cutting-edge, and to maintain syllabi at par with latest international trends and practices.

Real-World Simulations

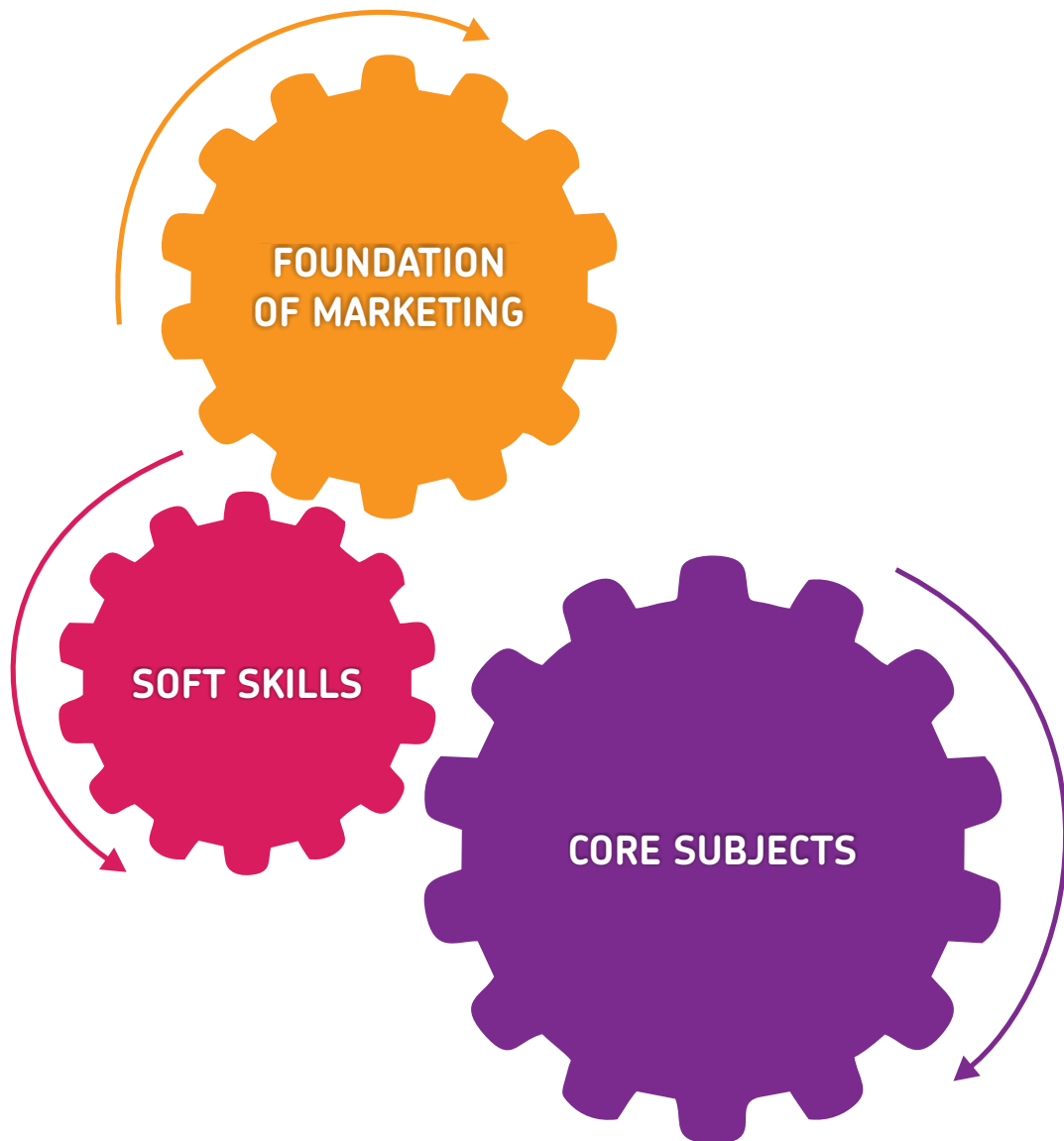
Dynamic classroom sessions that simulate industry environment and challenges equipping students with the latest tools and techniques to effectively address real-world challenges.



Holistic Learning

The program composition at team.i is strategically designed to ensure the overall development of each student. With the right blend of core subject knowledge, personality development and marketing basics, team.i programs are calibrated to efficiently hone students' skills and bring out their best.

Program Composition

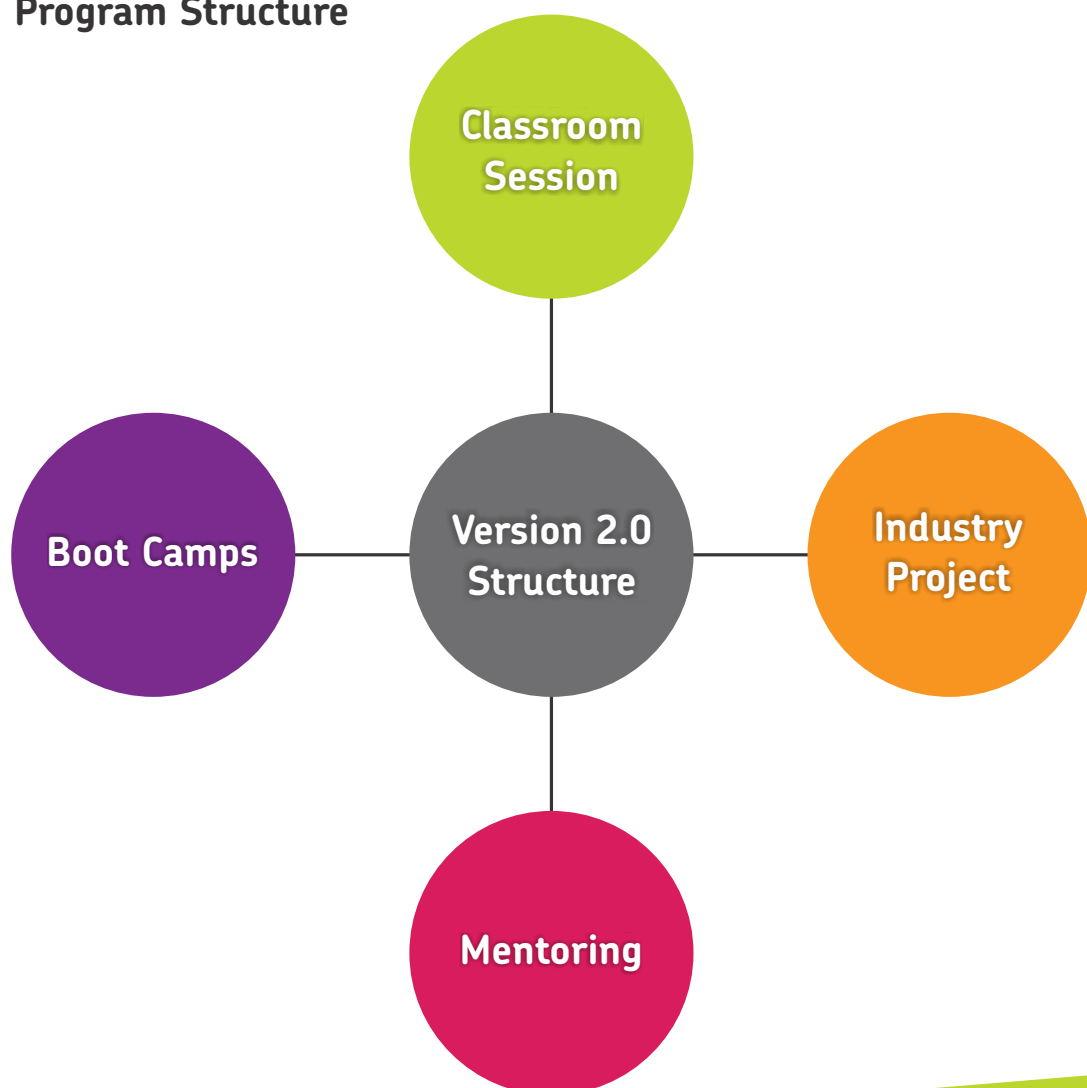


Experiential Learning

Leaving behind the conventional "I teach - you listen" methodology of teaching, team.i adopts an experiential learning model as part of its course delivery to facilitate dynamic learning and understanding. Students are encouraged to interact with their faculty and mentors to discuss various ideas, perspectives, and approaches enabling them to gain valuable insights. In addition, workshop-styled sessions facilitate 'first-hand' learning through active application and participation initiatives.

Adding further value to this delivery model, is the coursework which is methodically designed to focus on national and international case-studies and form an essential part of the classroom sessions. These case-studies open up discussion forums for students to analyze, interpret, and research deeply on crucial topics enabling them to perceive core-subject matter in new light and comprehend the nuances of emerging international trends to develop their own unique style of management and leadership that is compatible and in-tune with the evolving business scenario.

Program Structure





DIPLLOMA IN EVENT MANAGEMENT

Diploma in Event Management

Do You Have IT In You To Get The Show On The Road

Let's get the record straight. Organizing an event for large audiences or guests flawlessly is no weekend picnic affair. Event management takes a great deal of planning - from concept development to resource and logistics management, tie-ups with vendors, contingency planning and a whole lot of other activities that make the event the talk of the town long after the confetti and color ribbons are swept clean.

Industry Overview

The event management industry has seen a phenomenal growth rate in recent years with the transition from an unorganized freelancer venture to a highly competitive, professional, and lucrative sector with industry stalwarts today, predicting it to be a Rs. 5000 crore industry by 2015. With rapid globalization, influence of various cultures from around the world, and various advancements in technology, event planning for occasions such as theme weddings, international concerts, fests, marathons and the like have gained recognition, a larger audience-base, multi-location concepts and are getting grander and more vibrant than ever. This growth has also created tremendous opportunities for talented professionals in the field.

Course Summary

Event Management 2.0 is a next generation program designed to take the industry by storm. Unlike other courses present today, 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 Mudra, DNA, 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.

So, do you think you have it in you to pull-off the next Woodstock? If so, talk to our counselor, now.

Program Delivery Model

Classroom Sessions

Delivered by Subject Matter Experts handpicked from the industry.

Boot Camps

Intense weekend workshops mentored by industry experts from across the world and India.

Live Industry Projects

Real-time industry internships that require students to submit reports based on their projects and learning experiences.

Mentoring

Student groups specifically assigned to mentors to enable them to seek guidance on matters of interest as required.

Duration

Time allocation and evaluation criteria for all programs based on equally proportionate theory and practical sessions i.e. 50% of the course duration is dedicated for classroom sessions and the other 50% for practical sessions.

Diploma in Event Management : Syllabus

Semester 1

Module 1: Soft Skills - M&E Industry

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

Module 2: Basic Theory of Business Communication

- Marketing Management
- Experiential Marketing
- Economic & Accounting Concepts
- Organization Behavior
- Introduction to Brand
- Integrated Marketing Communications

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

- Boot Camps (Mandatory)
- Live Industry Projects (Mandatory)
- School Project (Mandatory for Professional:
• Optional for Executive)



ADMISSION
ADMISSION



Fee Structure

- Fees is 1,50,000 rupees for Diploma in Event Management Course.
- Fees do not include travel/transport, F&8, photocopying charges, convocation charges. off-site trips.
- All fees once paid wilt not be refundable for any reason whatsoever.

Admissions

At team.i, we admit only 40 students per batch beyond which admissions are made for exceptional and special cases only. Candidates who meet the eligibility criteria can proceed to apply for their chosen program(s).

In addition to the regular method of admission, we have also created a special provision for facilitating Distance Admission Procedure (DAP) over phone or Skype. Please get in touch with our student coordinator to know more about DAP.

The admission process is easy. Please read through the below guidelines to understand the admission process.



Step 1 : Application Form

Application forms need to be purchased and duly filled-in before submitting. The cost of the application form is Rs.2,000 per program.

Steps to fill Application form

1. Visit our website to fill-out the online application form and attach soft copies of the following (files not exceeding 1 MB):
 - Recent passport-size, colour photograph (digital format)
 - Final year/last year marks sheet and certificate(s)
2. Pay using credit card, debit card, or net banking

Step 2: Eligibility Test

Once your admission form is reviewed and processed, you will have to take-up an eligibility test. We will inform and guide you on how and when to take-up this test.

This test has been meticulously designed to give us an insight about your aptitude, attitude, and perception, as well as your natural inclination towards a particular line of work in the field you have chosen.

The results, which will be indicative of your personality, interests, and your strengths. will help us recommend the right program or combination of programs for you in the line of your interest during the counseling sessions.

Step 3: Interview with the Director

Once you have cleared the eligibility test successfully, you will be scheduled to take-up an interview with the Director. The student advisor will schedule your interview, which will either be in person, through online call (Skype) or via telephone.

Step 4: Admission Confirmation

If your candidature is accepted post a careful and final review, you will be enrolled into our school after the payment of the first installment of fees. If you require clarification or assistance at any stage. please feel free to contact our student coordinator on the numbers listed below and they will be more than happy to help you:

+91 9844 061642



STUDENT TESTIMONIAL

STUDENT TESTIMONIAL



Student and Alumni Testimonials

Our students make the most of their college-life as their personalities blossom to emerge as confident, people-friendly, and fun-loving individuals thus laying the foundation for one of the key attributes required to rule the Media & Entertainment industry.



I have personally enjoyed my program at team.i because of its fun academic approach and exposure to the events industry via various industry projects. team.i rocks!

Amrita Beri

Senior Executive - Operations and Events 30 Past 9 Events and Entertainment



team.i is a place where careers take shape. It is a place where you discover and pursue your passions in the entertainment industry. The boot camp sessions are particularly noteworthy.

Shaik Moheed

Operations Executive George P Johnson



team.i is an institute that truly believes and values the education system and not just examination procedures. I am glad to have been a part of team.i.

Aruna S.G

Client Servicing Executive Liquid Space Entertainment



I have had the best time of my life at team.i. I could never have fulfilled my dream of getting into the Event Management industry, if it had not been for the support and the training I received here.

Samuel Konnur

Production Executive E-Blitz Inc.

Student and Alumni Testimonials

We stay connected with each of our former students and with an average of 100 -120 students graduating every year over the past decade, it has been an exhilarating and enriching journey for both team.i and its alumni. It is a matter of great pride that many of today's senior industry leaders and successful entrepreneurs are team.i alumni.

Their continued support to the institute by mentoring and guiding today's students through various programs, internship opportunities and future placements, dynamically contribute in upholding our principle - 'Of the Industry, By the Industry, To the Industry'.



The best experience is getting to meet like-minded people who motivate us to raise the bar. team.i has taught me to be a team player rather than trying to showcase individual brilliance.

Harish Prabhu

General Manager - Marketing DNA Entertainment Networks



Studying at team.i was the best thing that could happen to me. Their internship and industry project programs expose students to practical learning. My association with team.i has been very fruitful!

Vachana Shetty

Online Marketing Manager Auryn



My life at team.i was full of learning and fun. Wish team.i all the best for the times to come.

Angel Vora

Manager HR Bharti AM Life Insurance Co. Ltd



It was a pleasure studying at team.i and being placed immediately after I completed the course. I gained many insights about the industry from team.i and owe a lot of my success to them.

Raahil Mehdi

Client Servicing Phase 1 Events and Entertainment

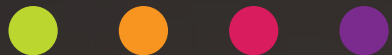


CONVOICATIONS OVER THE YEARS



Convocation Over the Years





STUDY IN BENGALURU

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