



## B.V. Patel Institute of Management, Uka Tarsadia University



Date: 5<sup>th</sup> March 2021

### Session on “Event Management”

A briefing about “Event Management” session was organized for the students of 3<sup>rd</sup> year BBA by the B. V. Patel Institute of Management on 5<sup>th</sup> March 2021. The resource person of the session was **Mr. Vishal Ghael**, Founder of “The Wondrous” an Event Management Company, who had conducted an interactive session at humanities department from 12:30 pm to 2:00 pm.

Students were provided an opportunity to be a part of this session and were encouraged for participative communication during the session. A creative learning technique using visual modes was adopted in order to enhance the understanding of the students encouraging quick and easy adaptation while learning.



The session was well structured and effectively presented. It involved presentation of aspects in consideration to the various events. The speaker had shared some practical experiences

which he faced throughout his career as an event planner. Through this the speaker encouraged the understanding of students.

In the session, the students were taught and explained about what exactly is Event Management, what's the importance of event management companies in today's era, what's the difficulties & challenges faced by the event management team during the execution & planning of an event. They also discussed about the recent trends in event management sector.

At last, they also shown some work and events of "The Wonderous" team. Overall the session helps the students to know & understand the practical aspect of organizing and coordinating an event & it was a great learning and interactive session.