



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



Date: 24/09/2021

Expert Session on Event Management: Concepts and Ideas on Event

Objectives of Session: The main aim of the session was to make students understand the idea of developing the concepts and skills of the event.

Outcomes of Sessions: At the end of the session students got to learn how to manage various situations occurred during an event as well as how to develop the concepts for particular event.

Date	24/09/2021
Time	1:30 - 3:00 pm
Venue	BBA Classroom -
Class	TY BBA (Event Management Group)
No. of Students	35
Coordinator	Dr. Vijay Gondaliya
Speaker's Details	Mr. Ornaab Moitra, CEO of Colours Events and Activation
Category	Event Management Club

B.V. Patel Institute of Management had organized a session for Event Management Students on “Developing concepts and ideas of Event” with a guest Speaker Mr. Ornaab Moitra, CEO, Colours Event and Activation.

Dr. Vijay Gondaliya started the session with the welcome greetings, then the session was handed over to Mr. Ornaab, who gave his input in discussing his experience in the field of event over a past few years, taught students on how to play with the psychology of people to get the best results. Moreover, he gave some real life examples of events such as Indian Premiere League (IPL), in fact he also shared his success story of ‘Mud Fest’ through which he gained his Name and Fame in the Indian Event Market.





It was quite interactive session and in the end students asked a few questions and ideas for organizing Fresher's Party which was amazingly answered by the speaker.