



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



Date: 15th March 2021

Session on “Event Concept and Design”

A session about “**Event Concept and Design**” was organized for the event management students of TY BBA by the B. V. Patel Institute of Management on 15th March 2021. The resource person of the session was **Mr. Hardik Lathiya**, owner of “**THE EVENT JUNCTION**” a Surat based Event Management Company, who had conducted an interactive session from 12:30 pm to 2:30 pm.

Students were provided an opportunity to be a part of this session and were encouraged for participative communication during the session. 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 as well as real life examples of how to decide the concept and design of an event for success of an event and through this the speaker encouraged the understanding of the students.



In the session, the students were taught and explained about the various thumb rules for conducting every events like:

- Event concept and design was related to practical example of Freshers Party. The speaker had taught a detail explanation on how to arrange a fresher's party which can be exclusive from others.
- Visual aspects of the event.
- Vision of the event
- A video-based example of events which the company has Organised.

To conclude, the session helped the students to know & understand the practical aspect of Event concept and Event design & it was a great learning and interactive session.