



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



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Report on Event Management Internship at ESSKAP EVENT

The students pursuing certificate course on Event Management were presented with an opportunity to work with a reputed Event Management Company named ESSKAP Event who had organized a huge event called “The Vistosa Festival”. When the opportunity was presented all the 29 students of event management course were very keen and enthusiastic to be associated with the company and work for the event and therefore interviews had to be conducted to select few best students who can be offered the opportunity. Mrs. Shailja Vatani and Mr. Krish Vatani, the core members of the company conducted interviews and selected the best 8 students out of 29 to work for the event. Mr. Parth Desai, the founding member of ESSKAP Event and Fireworks also remained present during the interviews. Selected students were then invited the very next day for sightseeing of the venue of the event and were presented with the details of the event like map of the sight, schedule of the event, details of production, etc and oriented about the event. Post orientation, the students were divided into various teams like Production Team, Decoration Team and Artists Management Team so as to be able to effectively contribute to the management of the event.

The teams were at work from the very next day. Both the production team and the decoration team had started working simultaneously. The production team coordinated with the suppliers to ensure that every item needed as per the list was in the inventory. Though the day was hectic and the team had to work under pressure, the team enjoyed the challenges and worked at their best under the mentorship of the Mr. Parth Desai who made their tasks easy by providing necessary guidance. On the other hand, the decoration team was active on their creative artistic ideas and abilities for the Vistosa Festival. They decided to make use of string art using which they made various decors including wings, mandalas, etc. The work of decoration was found to be tedious and complex but while painting the decors of the event the students discovered patience and fun that helped them enjoy their work. Students also tried other ideas of décor, some of which didn't turn up well and had to be declined and that is where they learnt that things does not always work as per the plans and one needs to be

ready to face the contingencies and obstacles and be flexible enough to change as per the need of the situation.

The third day was the most demanding day for the students where each team had to make sure that everything was ready from the stage to the stalls and that the time was effectively managed. The students had to work till late for the arrangements and thus learnt how big events like this requires precision, efforts and perseverance to make it successful on scheduled day.

The artist management team was now on work on the day of event when they had to take care of the accommodation and hospitality of the artists, their commute, arrangements of the green room with respect to the need of individual artists, their food and refreshments, etc. Since the guests were elite, the team had to ensure that their demands were met. Many a times they asked for something that was not available in the inventory and spot arrangements had to be made. The artist management team effectively managed their work to the satisfaction of the guests and the company.

The first day was marked with the presence of Ankur Tiwari, a talented and famous singer having almost 2 million listeners on Spotify. The next day was graced by the presence of “The Yellow Dairy”, an Indian origin band famous for pop culture. Jasleen Royal, the popular Bollywood playback singer was the star of the festival for the last day.



The event management students got an opportunity to meet every artist backstage, interact with them and take photos with them with the help of the core team of the company. The huge event gave the event management students ample of learning opportunities and the excitement of managing the entire event successfully.



List of Students

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|-----------------|-----------------|-----------------|------------------|
| 201903100310036 | Isha Raval | 201903100310101 | Jigar Sarvaiya |
| 201903100310034 | Rajvi Chauhan | 201903100310117 | Jenish Patel |
| 201903100310068 | Krina Patel | 201903100310131 | Vrajesh Vekariya |
| 201903100310079 | Dhruv Prajapati | 201903100310147 | Anand Chhowala |