

EMPOWERING YOU TO LEAD THE NEXT ERA OF EVENTS

6

MONTHS

Professional
Certification Course
in Event Design

Advanced Program
in Professional
Event Management

12

MONTHS



PLACEMENT
GUARANTEE PROVIDED

GLOBAL INSTITUTE OF EVENT MANAGEMENT

MESC

AFFILIATED TRAINING CENTRE

STATE-OF-THE-ART LEARNING ENVIRONMENT



ABOUT GIEM AND INDUSTRY TRENDS

ABOUT GIEM

Global Institute of Event Management, situated in Bhubaneswar, is known as one of the premier institutes for education in event management, offering career counseling and practical workshops for those wanting to be event managers in India. Its unique status as a MESC-affiliated and Skill India-recognized training center lends even more legitimacy to its industrial focus and academic prowess. The institute known as GIEM, is under Padmakanak Education Trust, took its first step with a purpose of enlightening students who wanted to pursue a career in Event Management, Wedding Planning & Public Relations and Experiential marketing. Of course, GIEM is a leading event management institute, one of its kind.

By facilitating skill based curriculum, official certifications and partnerships with leading global brands, our dedication is to train students in a skillset to enter this expanding field. Training is conducted by trained practitioners within the industry who provide certification valid nationally & internationally. The institute also provides placement guarantee, which makes it a valuable choice for your education and career choice.

INDUSTRY TRENDS

Evolving Experience-Driven Events

Audiences today expect immersive and memorable experiences, pushing the industry toward more creative, story-focused event designs.

Rapid Growth of Event Technology

From advanced lighting and LED setups to virtual integrations and AI-driven tools, technology is reshaping how modern events are planned and executed.

Rising Demand for Skilled Professionals

With the industry expanding rapidly, organizations are seeking well-trained event managers who can deliver high-quality, innovative events with professionalism and precision.

WHY GIEM IS A STAND OUT INSTITUTION.

Learn From Real Industry Experts

At GIEM, you learn from real event professionals, not just teachers. They have years of experience, and they show you exactly how things work. Instead of spending years figuring things out on your own, you learn directly from experts who do this work every day.

Enter a Rapidly Expanding Sector

According to surveys, the event industry is one of the fastest-growing and most opportunity-rich sectors. The amazing experience is still costing people more money. Globally, there is a great need for skilled event specialists.

Everything You Need to Succeed GIEM gives you

- ▶ Creative event design workshops
- ▶ Professional guidance from mentors
- ▶ Strong industry connections
- ▶ Training with current event technology
- ▶ Working at real events
- ▶ You become part of a collaborative, caring community of emerging event leaders.

All with an idea of how to turn you into a confident, prepared event professional.

Dream Big, Achieve Bigger

We teach how the event industry truly operates, not just how to organize events. You are building the skill set for this fast-paced field by coming up with ideas and creating actions.

Craft Your Career, From Day One

GIEM offers the chance to learn outside of the classroom. You will work on live events, create your portfolio, and connect with invaluable professional connections while also receiving practical real-world relevant experience.

Experience That Actually Counts

You won't just work in theory. You will engage in the hands-on planning, coordination and execution of real-life events. This real-time experience will provide you with a distinct advantage in the future, whether that is with a top company, or starting your own venture.



Asutosh Panda

Industry Expert (15+ years)



Satyakam Mohanty

Industry Expert
(10+ years, Marketing)



Mamina Rout

Event Management (5+ years)



Shubojit Panda

Professional Anchor,
Communication & PD (7+ years)



Pratikshya P. Pany

Event Management (4+ years)

EXCLUSIVE WORKSHOPS WITH PROFESSIONALS AND OPPORTUNITY TO WORK WITH THE FOUNDERS



SYLLABUS OF EVENT MANAGEMENT

PROFESSIONAL CERTIFICATION COURSE IN EVENT DESIGN (6 MONTHS)

UNIT- 1

INTRODUCTION OF EVENT MANAGEMENT

- Event scope & classification
- Categories & formats of events
- key characteristics & dynamics of events
- Evolution & Growth of the event Industry in India
- Event materials, Assets & industry terminologies

UNIT- 3

BUSINESS DEVELOPMENT SKILLS IN EVENT MANAGEMENT

- Presentation development & effective delivery.
- Client relationship management & Strategic Communication
- Strategic Business planning & proposal development
- Organizational Behavior & Corporate dynamics.
- Event leadership & professional management.
- Consumer behavior Analysis & engagement Strategies.

UNIT- 5

EVENT DIGITIZATION AND BRAND MANAGEMENT

- Integration of Technology & Innovation in Branding.
- Strategic Advertisement & Media management
- Market Research & Business opportunity Identification
- Sales promotion Technique & market penetration

UNIT- 2

EVENT PRODUCTION & OPERATIONS

- Venue selection, Administration & logistics.
- Site Inspection & spatial Assessment
- Design strategy, coordination & Approval
- Finalization of vendor & Stake holder
- Hospitality Management & Guest experience planning
- Team Structuring, Delegation & coordination
- Console operations & Technical Supervision
- Safety, Security & Risk Mitigation
- Quality Assurance & Timeline optimization
- Regulatory compliance & Event Governance
- MICE & Corporate Event Management
- Resource Allocation & Optimization
- Wedding planning & live event execution

UNIT- 4

FINANCIAL MANAGEMENT

- Product / Property cost analysis and valuation
- Event Budgeting & financial Quotation strategy.
- Vendor negotiation, Negotiation Technique, payment processing
- Contract finalization, Internal Budgeting
- Profit & loss Assessment & financial forecasting

ADVANCED PROGRAM IN PROFESSIONAL EVENT MANAGEMENT (12 MONTHS)

UNIT- 1

INTRODUCTION OF EVENT MANAGEMENT

- Event scope & classification
- Categories & formats of events
- Key characteristics & dynamics of events
- Evolution & Growth of the event Industry in India
- Event materials, Assets & industry terminologies

UNIT- 3

BUSINESS DEVELOPMENT SKILLS IN EVENT MANAGEMENT

- Presentation development & effective delivery.
- Client relationship management & Strategic Communication
- Strategic Business planning & proposal development
- Advanced Public speaking & executive presence.
- Organizational Behavior & Corporate dynamics.
- Human resource management
- Event leadership & professional management.
- Consumer behavior Analysis & engagement Strategies.

UNIT- 5

EVENT DIGITIZATION AND BRAND MANAGEMENT

- Integration of Technology & Innovation in Branding.
- Strategic Advertisement & Media management
- Market Research & Business opportunity Identification
- Sales promotion Technique & market penetration
- Marketing Strategy & Brand positioning
- Research methodology and data driven decision making
- Experiential marketing

UNIT- 2

EVENT PRODUCTION & OPERATIONS

- Venue selection, Administration & logistics.
- Site Inspection & spatial Assessment
- Design strategy, coordination & Approval
- Finalization of vendor & Stake holder
- Hospitality Management & Guest experience planning
- Team Structuring, Delegation & coordination
- Console operations & Technical Supervision
- Safety, Security & Risk Mitigation
- Quality Assurance & Timeline optimization
- Regulatory compliance & Event Governance
- MICE & Corporate Event Management
- Resource Allocation & Optimization
- Wedding planning & live event execution
- Hybrid event Setup management

UNIT- 4

FINANCIAL MANAGEMENT

- Product / Property cost analysis and valuation
Event Budgeting & financial Quotation strategy.
- Vendor negotiation ,Negotiation Technique,
payment Processing, contract finalization,
Internal Budgeting
- Profit & loss Assessment & financial forecasting
- Invoice generations, Billing procedures & financial
Coordination – Taxation, compliance & fund
management

UNIT- 6

- Event law & license.
- Portfolio development
- Brand Identity creation
- Resume building.
- Entrepreneurial mindset & Business Acumen

FIELD EXPOSURE OF GIEM STUDENTS

NAVYATA 2025

by NIF Global Bhubaneswar



SURAVI 2025

by School & Mass Education department, Govt. of Odisha



SUBHADRA SHAKTI MELA 2.0

by Mission Shakti department, Govt. of Odisha



BHUBANESWAR RUNWAY WEEK 2025

by Addiction fashion management



EKTA 2025 **(NATIONAL HANDLOOM DAY)** by Department of textile, Govt. of Odisha



NATIONAL FISH FARMERS DAY 2025 BY CIFA



PRIME RECRUITERS

WIZCRAFT
ENTERTAINMENT AGENCY

FOUNTAINHEAD **MTV**

70 EVENT MEDIA GROUP

1 EVENTS

cineyug
MULTIMEDIA COMMUNICATIONS AND ARTS

Elleir
EVENTS

HINDUSTAN ZINC

cvent

DNA

EMC MIPAZZ
EVENTS

PERCEPT
EVENT & COMMUNICATIONS

SEVENTH AVENUE 15
event | digital

FOUNTAINHEAD **MTV**

T

SEVEN 75
SEVEN 75
SEVEN 75
SEVEN 75

TAI
Event's Beauty and Culture

JSW

Oberoi
HOTELS & RESORTS

N
ନବିନୋବ

TV

SHOWTIME **EVENTS**

UltraTech
The Engineer's Choice

NEWS 18
ଓଡ଼ିଆ

THE TIMES OF INDIA

Z
ZEE TV

KANAK NEWS
ପ୍ରସିଦ୍ଧ ଟିଭି ଚ୍ୟାନେଲ

argus
ସମ୍ପାଦକ ସମ୍ପାଦକ...

Reliance

TEAM RUSTIC

INDIA TODAY

INDIA

OVATION

accenture

ADITYA BIRLA GROUP

BAJAJ

BOSCH

Capgemini

Cognizant

EY

ESSAR

HCL

HDFC BANK

HYATT

ICICI Bank

KPMG

LARSEN & TOUBRO

Mahindra

MAHINDRA SUZUKI

maximus
MAXIMUS SOLUTIONS PVT. LTD.

Mindtree

25

LG
Life's Good

P&G

Nestlé

Piramal Foundation

TATA MOTORS

wipro

pwc

Panasonic

Enter TEN
event & promotions

PURPLE
event production

WHITE CANVAS
EVENTS

REBORN
EVENTS & PRODUCTIONS

ckornival

EXPONAIR
Events & Promotions

Celebrations
SINCE 2009



GIEM gave me the platform to explore my passion for organising. The internships and practical exposure built my confidence to take on large-scale events. The friendly campus vibe makes learning enjoyable every day.

-AQDUS ASFAR
Student



What I love most about GIEM is the real event exposure. You don't just sit in a classroom; you plan, execute, and experience the rush of actual events. The faculty constantly guides and encourages us to think creatively.

-BISHNU PRIYA BEURA
Student



GIEM didn't just teach me event planning; it taught me confidence and professionalism. From college fests to corporate events, every live project gave me something new to learn. The learning environment here is energetic and creative!

-ADYASHA BHATTA
Student



The live event experiences at GIEM helped me discover my strengths. From managing teams to dealing with clients, I learned valuable lessons that no textbook could teach. Truly grateful for this journey!

-AYUSH MOHANTY
Student



I never imagined college life could be this exciting! At GIEM, every week brings a new learning opportunity. The workshops, guest lectures, and event internships are game-changers for anyone serious about this career.

-SATYAM SOURAV BISWAL
Student



Thanks to GIEM, I've gained both knowledge and real experience. The best part is how approachable the faculty are. They've worked in the industry themselves, so their advice comes from real success stories.

-ASHA SINKU
Student



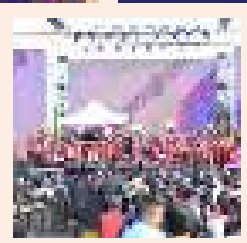
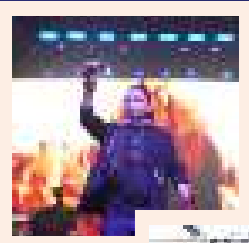
Learning at GIEM feels like being part of a professional event team. We plan, coordinate, and execute events as part of our learning, and that's what makes us career-ready from day one.

-SRIYANSU PRADHAN
Student



I appreciate how GIEM bridges classroom learning with field experience. We got opportunities to intern with top event companies, which gave me clarity about my career path.

-KUMAR GAURAV
Student



**JOIN THE MOST DYNAMIC COURSE IN EVENT MANAGEMENT
LEARN. PLAN. CREATE. MANAGE. CELEBRATE SUCCESS.**



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