



ASIAN  
INSTITUTE  
OF EVENT  
MANAGEMENT™

**INNOVATE.**  
**CELEBRATE.**  
**EXCEL.**

Follow us on



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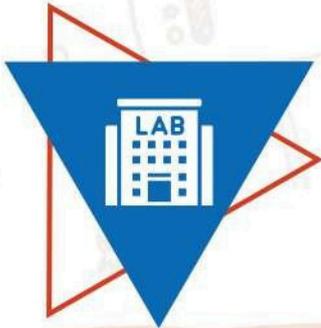


**ASIAN  
INSTITUTE  
OF EVENT  
MANAGEMENT™**

# WHO WE ARE?

## THE EVENT EXPEDITION: CHARTING YOUR WAY TO SUCCESS

At the Asian Institute of Event Management, we turn moments into milestones. Our unique learning approach ignites creativity, blending the art and science of event management. Graduates are equipped to reshape the industry, from social gatherings to international conferences.



**1<sup>ST</sup> EVER**  
LIVE EXPERIENCE  
LAB IN INDIA



**100%**  
JOB + PAID  
INTERNSHIP



**100+**  
WORLDWIDE  
RECRUITERS



**50+ YEARS**  
CUMULATIVE  
EXPERIENCE

# OUR VISION:

## SETTING THE GLOBAL STANDARD FOR EVENT MANAGEMENT TRAINING

Our dynamic approach and global standards for offering event management training sets us apart. We aim to be recognized as a premier institution offering students a platform for success in the ever-changing event management industry.



**OUR MISSION:**  
ACADEMIC EXCELLENCE AND CREATIVE  
EXPLORATION



- A** Innovate with research and learning methods.
- B** Invest in state-of-the-art facilities.
- C** Foster interdisciplinary collaboration and intellectual curiosity.

## LEADERSHIP AT THE HELM

MEET THE TRAILBLAZERS  
BEHIND AIEM:



### VIKASH BAJAJ:

LEADING WITH EXPERIENCE  
AND INNOVATION

Founder & CEO, leading with 13 years of innovation in event management.

### PRIYANKA BAJAJ:

A BLEND OF CREATIVITY & EXPERTISE

Dean & Co-founder with 11 years of industry knowledge and an MBA



# CAREER SCOPE

## AFTER EVENT MANAGEMENT

Explore diverse opportunities in event management:



# ADVANCE DIPLOMA IN EVENT MANAGEMENT: 2 YEARS

Course Duration: 12 Months + 6 Months + 6 Months

Semester Duration: 6 Months

## SEMESTER-I

(THIS SEMESTER HAS NO PRACTICAL CLASSES)

PRINCIPLES OF MANAGEMENT  
BUSINESS COMMUNICATION  
INTRODUCTION TO EVENT MARKETING  
INTRODUCTION TO EVENT HOSPITALITY  
EVENT PRODUCTION  
EVENT TEAM & CREW MANAGEMENT  
INTRODUCTION TO EVENT BUDGETING  
INTRODUCTION TO DESIGNING & IT SKILLS

## SEMESTER-II

(PRACTICAL CLASS ALONG WITH THEORY)

UNDERSTANDING THE EVENT MARKET  
EVENT PLANNING & VENUE MANAGEMENT  
EXPERIENTIAL MARKETING & TECHNOLOGY  
SOFT SKILLS & PERSONALITY DEVELOPMENT  
EVENT PRODUCTION PROCESS  
ADVANCED HOSPITALITY PROCESS  
EVENT MARKETING & SPONSORSHIP  
EVENT ACCOUNTS AND BUDGETING

## SEMESTER-III

(CORPORATE + WEDDING)

PLANNING AND LIVE EVENTS ALONG  
WITH INFORMATION TECHNOLOGY  
IN BUSINESS MANAGEMENT AND  
WORK-BASED LEARNING ROUTE

## SEMESTER-IV

(ADVANCE)

GROOMING & PERSONAL DEVELOPMENT  
SKILL-BASED CAMPUS TO CORPORATE  
CAPSTONE PROJECTS  
DIGITAL CONTENT CREATION  
MULTIMEDIA EDITING



\*FLEXIBLE PAYMENT OPTIONS

# DIPLOMA IN EVENT MANAGEMENT:

Course Duration: 11 months

## SEMESTER-I (PRACTICAL CLASS ALONG WITH THEORY)

PRINCIPLES OF MANAGEMENT  
BUSINESS COMMUNICATION  
INTRODUCTION TO EVENT MARKETING  
INTRODUCTION TO EVENT HOSPITALITY  
EVENT PRODUCTION  
EVENT TEAM & CREW MANAGEMENT  
INTRODUCTION TO EVENT BUDGETING  
DESIGNING & IT SKILLS

## SEMESTER-II (PRACTICAL CLASS ALONG WITH THEORY)

UNDERSTANDING THE EVENT MARKET  
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# THE ASIAN INNOVATIONS LAB

YOUR ARENA FOR REAL-WORLD EVENT MANAGEMENT SKILLS



## INTRODUCTION TO THE LAB

The heart of **AIEM** is our Asian Experience Lab, blending theory with hands-on practice to prepare students for the dynamic world of event planning.

## INNOVATIVE FACILITIES AND EQUIPMENT

### LIGHTING SYSTEMS:

Master advanced lighting for perfect event ambiance.

### LED WALLS:

Enhance visual storytelling with high-tech LED walls.

### SPECIAL EFFECTS (SFX):

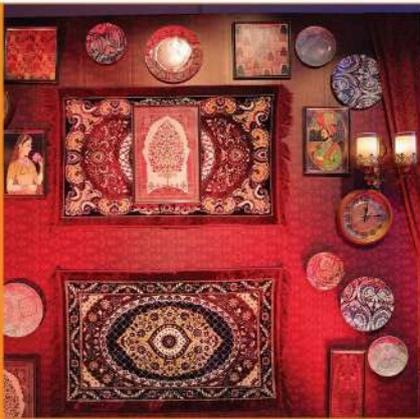
Learn lighting, sound, and VFX for impactful events.

### SOUND EQUIPMENT:

Explore professional-grade audio gear for sound design.

# THE DÉCOR ROOM

THEMED EVENT DESIGN



**A**

Hands-on experience in designing and executing event themes.



**B**

Experiment with props ranging from classic elegance to modern chic.

**C**

Gain aesthetic sense and understand the nuances of event decoration.

## INTERACTIVE LEARNING & SKILL DEVELOPMENT

- Engage in workshops and real-life project simulations.
- Develop technical proficiency, creative design skills, problem-solving abilities, and effective teamwork.

THE ASIAN INNOVATIONS LAB IS A TESTAMENT TO OUR COMMITMENT TO PROVIDING A HOLISTIC EDUCATION IN EVENT MANAGEMENT

## REAL-WORLD EXPERIENCE

AIEM'S INTERNSHIP PROGRAM

### BRIDGING CLASSROOM LEARNING WITH INDUSTRY PRACTICE

AIEM's internship program blends classroom learning with industry practice.

## IMMERSIVE INTERNSHIP OPPORTUNITIES

### HANDS-ON LEARNING:

Work alongside professionals, gaining practical insights.

01

02

### EARN WHILE YOU LEARN:

Financial support through internships act as motivators.

### DIVERSE INDUSTRY EXPOSURE:

Internships in various event sectors ensure a well-rounded experience.

03

04

### MENTORSHIP AND NETWORKING:

Build professional networks with industry veterans.

# SELECTION PROCESS

## ADMISSION PROCESS: YOUR PATHWAY TO JOINING AIEM

Begin your journey with AIEM with a simple admission process. Follow these steps to secure your place in one of India's premier event management institutes.

### RESEARCH AND EXPLORE

Check AIEM's offerings on our website. Connect with admissions for details. Attend open days and webinars.

**01** STEP

STEP **02**

### APPLICATION SUBMISSION

Submit your application and required documents.

### ENTRANCE EXAMINATION/INTERVIEW

Some courses require an entrance exam or interview. Follow our guidance for preparation.

**03** STEP

STEP **04**

### ADMISSION OFFER AND ACCEPTANCE

Receive an email with course fees, payment deadlines, and next steps. Follow the instructions to secure your spot.

### ENROLMENT AND ORIENTATION

Complete enrollment after acceptance. Attend orientation to learn about AIEM's culture and values.

**05** STEP

# BUILDING CAREERS:

## AIEM'S PLACEMENT PROGRAM



And many others...



## CONTACT US



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