

गुरु घासीदास विश्वविद्यालय
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)
कोनी, बिलासपुर - 495009 (छ.ग.)



Guru Ghasidas Vishwavidyalaya
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)
Koni, Bilaspur - 495009 (C.G.)

Department: Economics		
Academic Year : 2023-24		
Sr. No.	Programme Code	Name of the Programme
01.	107	B.A. Economics (Horns.) IVth semester. (Internship)

Manisha

Head
Dept. of Economics
GURU GHASIDAS UNIVERSITY
BILASPUR (C.G.)

Signature and Seal of the Head

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VISHWAVIDYALAYA BILASPUR [C.G.]



INTERNSHIP REPORT ON EVENT MANAGEMENT

Submitted By:
Chitresen Patel

Submitted To:
Ravindra Sharma Sir



Dated: 4th July, 2024

To Whomsoever It May Concern

We would like to confirm that your internship with Local Street has officially concluded as of 18th June, 2024. Your dedication and contributions during your tenure at our organization have been sincerely appreciated.

As per company records, you have satisfactorily completed all required procedures and handed over your responsibilities. We acknowledge your professionalism and commitment to your role.

Throughout your time with us from 18th May 2024 to 18th June 2024, you were part of marketing and operations team which greatly contributed to the success of our team.

We extend our best wishes for your future endeavors. May your journey ahead be filled with success and fulfillment. Should you require any further assistance or documentation from our end, feel free to contact us

Thank you once again for your service to Local Street. We hope our paths cross again in the future.

Warm regards,

Megha Kedia

Megha Kedia
Local Street Retailtech Pvt Ltd

Local Street, C-1104, Delta tower, Sector 8, Plot 1, Ulwe Navi Mumbai - 410206.
Website : www.thelocalstreet.com Email: contact@thelocalstreet.com



INTRODUCTION TO EVENT MANAGEMENT

Definition of event management

Event management involves the planning, organization, and execution of events ranging from small meetings to large-scale international conferences and festivals. It requires coordinating various aspects like logistics, budgeting, vendor management, and more to ensure a smooth and successful event.

Types of event managed

Corporate Events:

Conferences, seminars, product launches, team-building events, and trade shows. Social Events: Weddings, birthday parties, anniversaries, and family reunions

Public Events:

Concerts, festivals, parades, and public ceremonies. Non-Profit Events: Charity fundraisers, awareness campaigns, and volunteer events.

Role of Event Management Companies:

Event management companies specialize in bringing a client's vision to life by meticulously planning and executing every aspect of the event. They provide expertise, creativity, and organizational skills to deliver memorable experiences. Their roles include:

Initial consultation and concept development. Detailed planning and logistics management.

Coordination with various vendors and service providers.

On-site management and execution.

Post-event evaluation and feedback.

Planning and Pre-Event Preparations

Client Consultation: The initial stage involves understanding the client's objectives, expectations, and budget. Event managers work closely with clients to gather detailed requirements, preferences, and the overall vision for the event. This step ensures alignment and sets the foundation for a successful event.

Budget Management: A critical aspect of event planning is creating and managing the budget. This includes:

- Estimating costs for various elements like venue, catering, entertainment, and logistics.