



Mangalmay Institute of Engineering & Technology

AN INSTITUTION OF MANGALMAY FOUNDATION TRUST

Campus: 8, Knowledge Park-II, Greater Noida (U.P.)
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To,

Date: 22.09.2018

Mr. Deepak Kashyap

Asst. Manager- Sales, ACTERM
Academy of Convention, Trade Fair,
Event Research Management
India Exposition Mart Ltd., Plot No. 23-25 & 27-29,
Knowledge Park - II, Greater Noida

Subject: Agreement between ACTERM, Academy of Convention, Trade Fair Event Research Management and Mangalmay Institute of Management & Technology, Knowledge Park -2, Greater Noida.

Dear Mr. Kashyap,

With reference to our discussion regarding specific courses offered by you, we are pleased to offer the following terms & conditions of agreement between ACTERM, Academy of Convention, Trade Fair Event Research Management and Mangalmay Institute of Management & Technology, Knowledge Park -2, Greater Noida.

1. Details about the Course:-

The Certificate Course Trade Fair, Event and Convention Management will help the students to understand the present MICE (Meetings, Incentives, Conferences, Events & Exhibitions) Industry and the opportunity attached with it. They will be having a hands on experience and a feeling of the industry. At the same time they will also know the extent of the market which is otherwise not known to the general mass. The reason one should look forward to join the event management industry because the industry is growing exponentially and the job market is thriving with job opportunities. The course gives the students an exposure to meet, greet and work with the clients from the very first day of the course which boosts the confidence of the students and also prepares for the modern office environment. The students will be doing their hands on activity in India's largest exhibition centre, India Expo Centre which is the biggest advantage of the course and the course will be delivered by the experts from the industry. The course will also help the students to improve their communication and learn to deliver exceptional customer service. If the student is creative then this is the best platform to exploit his/her creativity. Moreover as a direct industry exposed course it will help the students in starting believing in oneself – "You can make this happen!"

2. Basic Course information:-

2.1 Course Title

Certificate Course on Trade Fair, Event & Convention Management


Director

Mangalmay Institute of Engineering & Technology
Greater Noida (U.P.)-201310
(College Code-786)



2.2 Course Details :

1. Introduction of MICE & Event Management
2. Components of MICE & Event Management
3. Venue, Layout & Space Management
4. Fabrication & Stand Design
5. Basics of Freight Management
6. Introduction & Types of Event Management
7. Basics of Audio- Visuals
8. Understanding Convention Management
9. Parallel Tracks / Sessions
10. Basics of Food & Beverage Service
11. Introduction to Wedding Management
12. Transport & Hospitality Management
13. Role of Advertising & PR in event industry
14. Importance of legal contracts, licenses & permissions
15. Soft Services & Man Management

2.3 Training Module Fees:-

The fees as stated by you shall be payable after the completion of course and award of certificate to the students by ACTERM.

2.4 Minimum Size:-

The minimum number of students will be 25- 30. More student shall be provided after successful of first batch.

2.5 Duration:-

Total duration of the course is 60 hrs. (30 hrs classroom teaching + 30 hrs on the floor teaching)

3. Placement Assistance:

The Company does not assure and or guarantee of employment to the students enrolled in the program. The company assures that it would assist in placement activities for its candidates.

Kindly acknowledge the terms & conditions of the agreement by returning us a signed copy of this agreement.

Thanks & regards,

Anuj Mangal
Vice Chairman

Director
Mangalmay Institute of Engineering & Technology
Greater Noida (U.P.)-201310
(College Code-788)