



INDIAN ACADEMY OF
EVENTS & PR

THE EVENT LAB

PROSPECTUS





THE EVENT LAB

THE INDUSTRY
DOESN'T HIRE DEGREES.
IT HIRES EXPERIENCE.



INDIAN ACADEMY OF
EVENTS & PR

THE EVENT LAB

Professional Programs In

- Event Management
- Public Relations
- Experiential Marketing

*70% Practical Learning Model
Admissions Open
Limited Seats Per Batch*

Hyderabad, Telangana



Chairperson's Message

The events and public relations industry is one of the most dynamic and fast-evolving professional sectors in the modern economy. It requires creativity, discipline, strong communication skills, and the ability to execute ideas effectively.

At the **Indian Academy of Events & PR**, our vision is to create a learning environment where education reflects the realities of the industry. Our programs have been designed to combine structured learning with practical exposure so that students gain both knowledge and professional confidence.

The academy emphasizes **Practical training, mentorship, and professional development** to help students understand the operational and creative aspects of events and communications.

Our goal is to nurture individuals who are prepared to enter the industry with responsibility, professionalism, and the ability to contribute meaningfully.

We welcome students who are passionate about building careers in **events, brand communications, and public relations.**

Anuradha Janyavula

Chairperson
Indian Academy of Events & PR



About the Institute

The **Indian Academy of Events & PR (IAEPR)** is a professional training institute focused on preparing students for careers in **event management, experiential marketing, public relations, and brand communications.**

The institute integrates structured academic learning with practical exposure to help students understand how the industry operates in real-world environments.

Key focus areas include:

- Event planning and operations
- Public relations and media understanding
- Brand activations and experiential marketing
- Professional communication and client management
- Portfolio and career preparation

With **limited batch sizes and focused mentoring**, the institute aims to provide a disciplined and professional learning environment.



Why Choose IAEPR

IAEPR has been designed to provide a balanced learning experience combining knowledge, practical exposure, and professional preparation.

Key highlights include:

- 70% practical learning approach
- Structured diploma programs
- Industry exposure opportunities
- Portfolio and resume development
- Professional grooming sessions
- Placement assistance support
- Limited batch sizes for focused learning

Our Academic Philosophy

The events industry is execution-driven. Success in this field depends not only on creativity but also on planning, coordination, and discipline.

Our programs follow a structured model:

70% Practical Learning | 30% Academic Foundation

Students learn through:

- Event planning simulations
- Case studies and discussions
- Production demonstrations
- Team projects and presentations
- Industry interaction sessions

This balanced approach helps students develop both conceptual understanding and practical awareness.



Infrastructure & Facilities

The institute infrastructure supports professional learning and collaborative work environments.

Facilities include:

- Smart classrooms and seminar hall
- Event simulation workspace
- Mini stage for production demonstrations
- Sound and lighting training setup
- Faculty mentoring rooms
- Student collaboration areas
- Administrative and placement support office

These facilities are designed to provide an environment similar to professional workspaces.



Programs Offered

The academy offers two diploma programs designed for individuals interested in careers in events and communications.

Basic Diploma in Event Management

Duration : 1 Year

Regular Fee : ₹1,55,000

Launch Batch Offer : ₹1,40,000

This program focuses on developing fundamental skills required for entry-level roles in event planning and coordination.

Advanced Diploma in Event Production & Leadership

Duration : 2 Years

Regular Fee : ₹2,35,000

Launch Batch Offer : ₹2,20,000

This program offers deeper training in event production, event leadership, and brand activations.

Student Benefits & Resources

Students enrolled in the programs receive several resources to support their learning and professional development.

These include:

- Professional institute uniforms
- Professional resume development guidance
- Portfolio preparation support
- Interview preparation sessions
- Institute welcome kit
- Industry exposure opportunities
- Placement assistance support



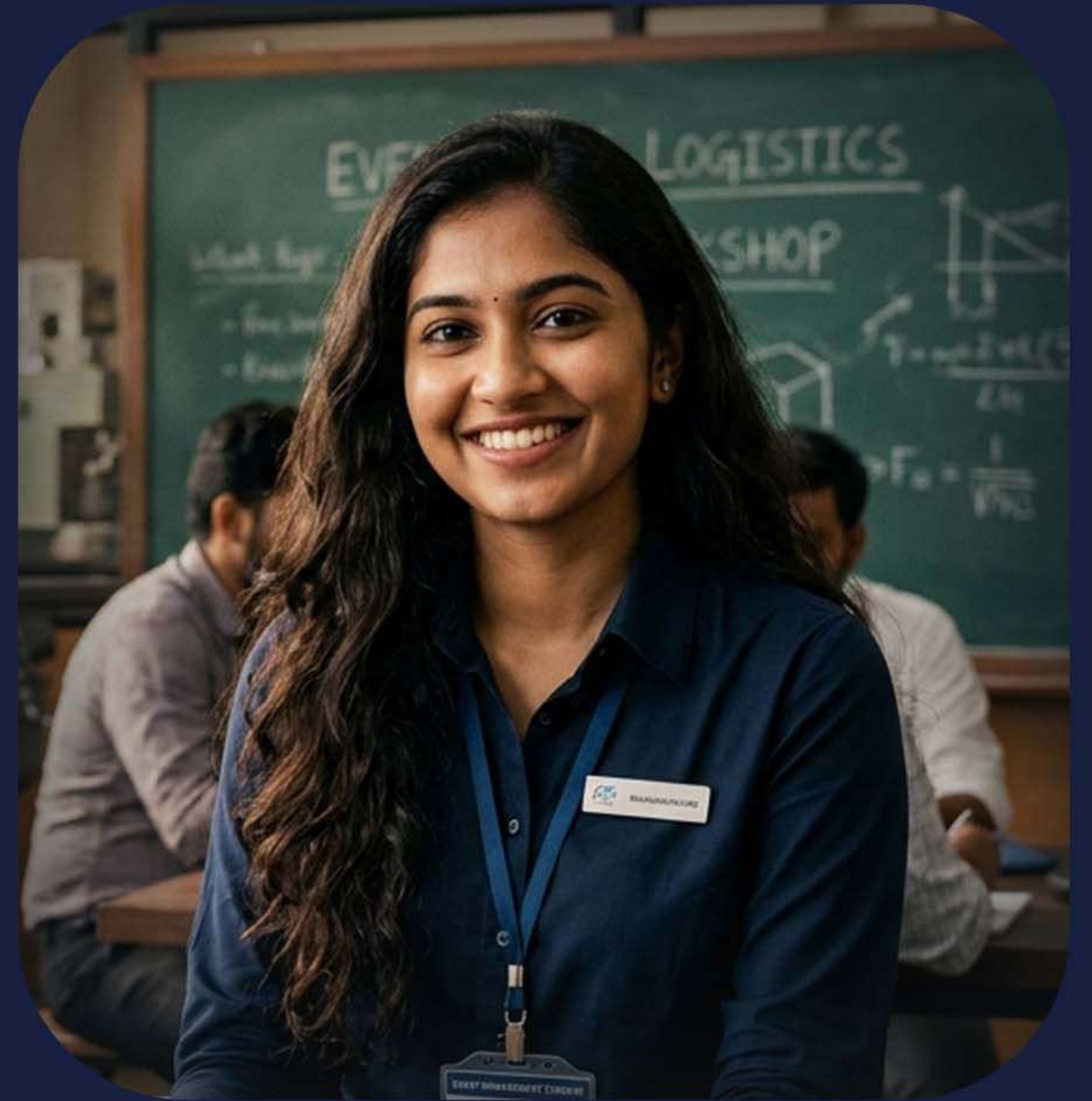
Live Event Learning Model

Understanding how events function in real environments is an important part of learning.

Where possible, students may receive opportunities to observe or assist in event environments.

This exposure may include:

- Event setup observation
- Production environment exposure
- Venue logistics understanding
- Event coordination support



Participation depends on availability and student performance.

Earn-While-You-Learn Opportunities



The events industry provides opportunities for practical experience through project-based work.

During the course, students may receive opportunities to assist in events connected with the institute or its network.

These experiences help students:

- understand real event operations
- develop teamwork and coordination skills
- gain industry exposure

In some cases, **stipend-based assignments may be available depending on the project and performance.**



Student Portfolio Development

A professional portfolio is an important asset when entering the events industry.

Students develop a portfolio throughout the program that may include:

- event planning assignments
- concept presentations
- production planning exercises
- case study analyses
- project reports

This portfolio helps demonstrate practical learning and capabilities to potential employers.

Professional Development & Discipline

The institute emphasizes professional discipline to prepare students for industry environments.

Students are expected to maintain:

- punctuality and attendance discipline
- professional conduct
- teamwork and collaboration
- respect for institute policies and safety guidelines

These standards help students build professional habits valued in the industry.

The Student Journey at IAEPR

The learning journey at IAEPR is structured to gradually prepare students for professional environments.

Step 1 – Admission & Orientation

Students begin with an orientation introducing program structure, expectations, and institute policies.

Step 2 – Academic Foundation

Students learn the fundamentals of events, communication, and operations.

Step 3 – Practical Training

Simulation exercises and assignments allow students to apply concepts.

Step 4 – Event Exposure

Students may observe or assist in event environments where possible.

Step 5 – Portfolio & Resume Development

Students develop professional portfolios and resumes.

Step 6 – Professional Preparation

Interview preparation and communication sessions help prepare students for job opportunities.

Step 7 – Entry into the Industry

Students may explore opportunities in event agencies, wedding planning firms, corporate event companies, and PR agencies.



Career Opportunities

Graduates may explore roles in:

- Event management companies
- Wedding planning firms
- Corporate event agencies
- Brand activation companies
- Public relations agencies
- Experiential marketing firms



Entry-Level Roles

- **Event Coordinator**
- **Event Executive**
- **Production Assistant**
- **Client Servicing Executive**
- **PR Executive**

Typical starting salaries may range between **₹25,000 – ₹40,000 per month** depending on role and location.

Admission Process



Admission is based on the following steps:

1. Application submission
2. Personal interaction / interview
3. Document verification
4. Seat availability

Batch sizes are intentionally limited.

Selected applicants will receive a **Provisional Admission Offer Letter**.

Documents Required

Applicants must submit:

- 10th and 12th marksheets
- Graduation certificate (if applicable)
- Government ID proof
- Four passport-size photographs
- Resume (for Advanced Diploma applicants)

Registration Fee

To confirm admission, selected candidates must pay a **non-refundable registration fee of ₹2,500**.

This amount is **adjusted in the total course fee** and secures the student's seat in the program.

ADMISSION FORM

1 APPLICANT DETAILS

Full Name: _____

Date of Birth: _____/_____/_____

Gender Male Female Other

Contact Number: _____

Email Address: _____

Full Address: _____

City: _____ PIN Code: _____ Parent/ Guardian Name: _____

Parent/ Guardian Contact: _____

Recent
Passport
Size Photo

2 EDUCATIONAL QUALIFICATIONS

| Exam | School/College | Year of Passing | Percentage |
|------------|----------------|-----------------|------------|
| 10th | | | |
| 12th | | | |
| Graduation | | | |

3 PRODRAM SELECTION

- Diploma in Event Management
 BBA in Event Management & PR
 MBA in Event Management & PR
 Other _____

4 DOCUMENTS REQUIRED

- Passport Size Photographs
 Photo ID Proof (Aadhar Card/Passport/Drivers
 10th Marksheet & Passing Certificate
 12th Marksheet & Passing Certificate
 Graduation Marksheet & Degree (or PG Courses Only)
 Address Proof _____

Date: _____