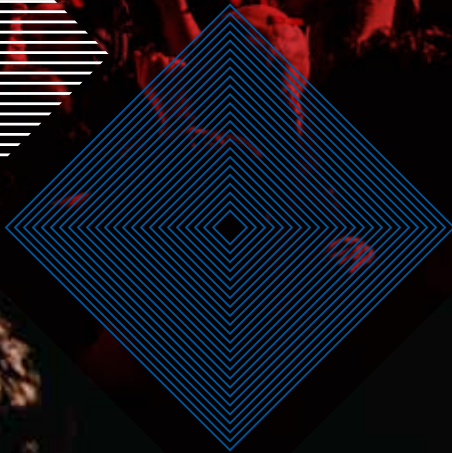




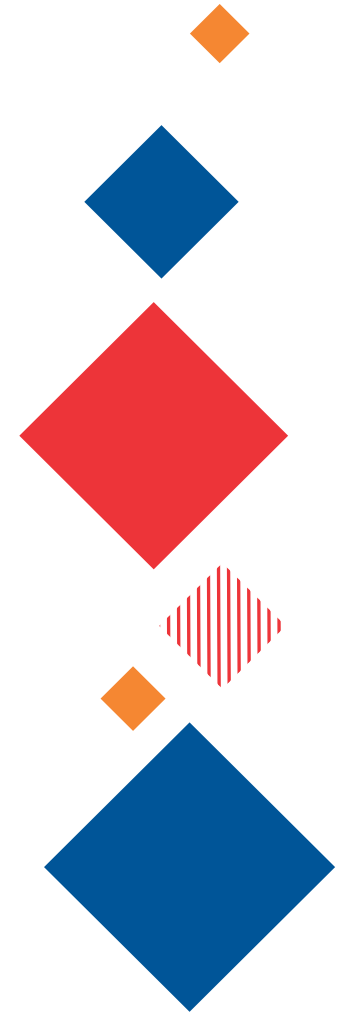
# NAEMD ACADEMY OF EVENT MANAGEMENT AND DEVELOPMENT

Where Passion  
meets Profession



**“Allow your Passion to become your Purpose,  
and it will one day become your Profession.”**

-Gabrielle Bernstein







## ABOUT **NEST ACADEMY**

Established as a Management Education Institute, NEST Academy was conceptualized in the year 2000. Over a span of almost two decades, the institute has grown to be recognized as a leading name in the field of education. The group collaborates with colleges, institutions and universities offering specialised courses with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, led us towards growth and excellence.

NEST Academy has grown exponentially by setting up institutes like NAEMD Academy of Event Management & Development (NAEMD), NASM Academy of Sports Management (NASM), and NASCA Academy of Science & Creative Arts (NASCA), with campuses across India and Dubai. The group is associated with eminent brands in the Industry for practical training, internships and placements. NEST Academy is also the first of its kind to set up a Research Cell for events, media and sports. This provides its institutes with an opportunity to research innovative subjects and contribute to the growth and evolution of the industry.



# NAEMD ACADEMY OF **EVENT** **MANAGEMENT & DEVELOPMENT**

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NAEMD Academy of Event Management & Development, is an institute dedicated to producing highly professional individuals in the field of Event Management. With the focused aim of creating professionally, academically and ethically sound event managers and executives, NAEMD contributes to this burgeoning space in India.

NAEMD is the first institute in India to collaborate with colleges, institutions and universities that offer courses in Event Identifying the need for experts in the industry, NAEMD instils its students with basic and advanced theories and techniques in the discipline of management, marketing, public relations, finance, tourism, law etc. related to the field of events.

## VISION

To effectively develop leading individuals in the field of event management, with the aid of our world class education platform.

## VALUES

These values are our core competencies and aid us in fostering a collaborative working and learning environment.



**HIGH ETHICAL  
AND MORAL  
STANDARDS**



**MUTUAL  
TRUST AND  
TEAMWORK**



**PASSION FOR  
EXCELLENCE**



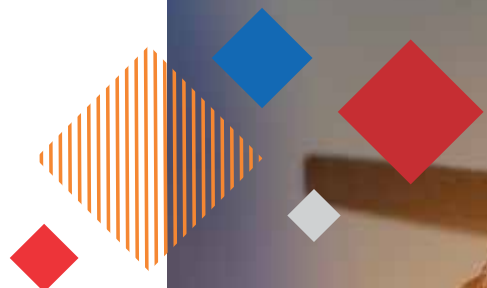
**RESEARCH AND  
INNOVATION AS  
A WAY OF LIFE**



**RECOGNITION  
OF EFFORTS AND  
ACHIEVEMENTS**



**SERVICE & RESPECT  
TOWARDS THE  
COMMUNITY &  
INDUSTRY**



# ACADEMIC PHILOSOPHY

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All courses have been conceptualized in accordance with the following eight core principles:



## INNOVATIVE

We provide relevant and up-to-date curricula, one that is abreast with the developments of the Event Management Industry.

## INTERESTING



We maintain our students' curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.



## INDEPENDENT

We aspire to nurture and empower our students into well-groomed, confident and successful Event Management Professionals.

## INDUSTRY



We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the events and corporate world.



## INTELLECTUAL

We pursue excellence by playing a proactive role in constantly stimulating our students' intellect.



## INSPIRED

We regularly provide challenging opportunities to motivate our students, and broaden their horizons.

## IDEAL

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



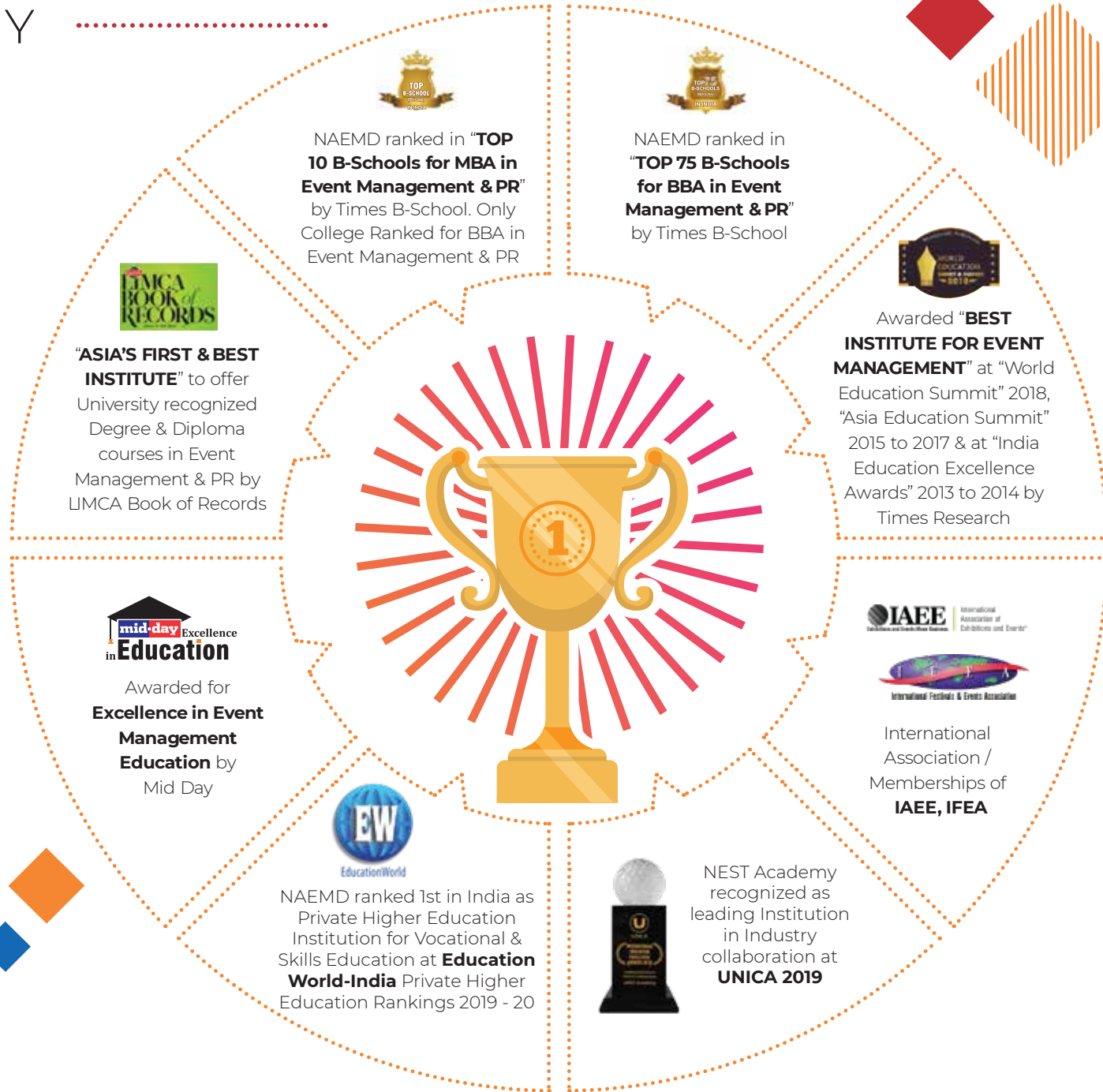
## INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our courses are robust, and progress driven.



# OUR AWARD WINNING JOURNEY

The NAEMD Academy of Event Management & Development is the first of its kind to design a degree course, as well as offer a diploma course in the field. The institute has secured a number of awards and achievements over the years of its existence.



NAEMD ranked in **"TOP 10 B-Schools for MBA in Event Management & PR"** by Times B-School. Only College Ranked for BBA in Event Management & PR



NAEMD ranked in **"TOP 75 B-Schools for BBA in Event Management & PR"** by Times B-School



**"ASIA'S FIRST & BEST INSTITUTE"** to offer University recognized Degree & Diploma courses in Event Management & PR by LMCA Book of Records



Awarded **"BEST INSTITUTE FOR EVENT MANAGEMENT"** at "World Education Summit" 2018, "Asia Education Summit" 2015 to 2017 & at "India Education Excellence Awards" 2013 to 2014 by Times Research



Awarded for **Excellence in Event Management Education** by Mid Day



International Association / Memberships of **IAEE, IFEA**



NAEMD ranked 1st in India as Private Higher Education Institution for Vocational & Skills Education at **Education World-India** Private Higher Education Rankings 2019 - 20



NEST Academy recognized as leading Institution in Industry collaboration at **UNICA 2019**

# EVENT MANAGEMENT INDUSTRY

## THE PLACE TO BE!

India is experiencing exponential growth in the events, media and entertainment industry. This makes it a suitable time to be part of the event management industry covering a spectrum from weddings, education fairs, conferences, corporate seminars, expositions, music festivals to many more.



## GROWTH TRAJECTORY

Industry stalwarts foresee a robust growth trajectory for the Event Management industry, considering the strong backing of high marketing spends from premium companies and the growth of personal events, MICE (Meeting, Incentives, Conferences and Exhibitions), activations and sports.

It is predicted that by 2020-21, the market for events and activations is set to rise by **16%**, reaching **INR 10,000+ Cr**, owing to the following expectations.



Rising number of **high net worth individuals and families** directly increases the expenditure towards personal events



Government spending to grow at **14%**.



Activations will boost with the **increasing number of metro cities**



By 2020, **60% of India is expected to be 35 years of age** or younger. This shows an increasing market potential for adventure events, concerts, travel, etc.



**300 million consumers** are expected to be from non-urban areas giving a further boost to the industry.





## NEW AGE MARKETING TOOL

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The event management industry has always played a pivotal role in the Marketing and Communications space for companies, and has evolved over time with new opportunities and features. Due to the growth in technology, this industry has witnessed a number of innovations, one of which is the Digital Event. It is a platform that allows the marketing team to think outside the box and attract customers.

## EXPLORE YOUR CREATIVITY

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The **three cornerstones** of the industry are



CREATIVITY



IDEATION



ABILITY

This means, not just possessing the three, but utilizing all three of them in conjunction. If this description sounds like you, then you are in the right place!

# EVENT MANAGEMENT EDUCATION

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## EVOLVING INDUSTRY



The revolutionary growth of events has created a surge in the need of professionals to manage growing individual & organizational needs for image & representation.

## RISING DEMAND FOR PROFESSIONALS



With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.

## DIVERSE CAREER OPTIONS



The industry offers opportunities to students of all personalities; leaders and role models may pursue the role of an event manager, or more hands-on students can pursue positions such as event planner/coordinator.

## IDEAL FOR GO-GETTERS



Out-of-the-box thinking, adaptability, and a creative spark are the three things that make a good event management executive, and if these three qualities fit your profile, you're on the right path!





# CAREER PROSPECTS

## RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.

## TARGET INDUSTRIES



A large number of our entrepreneurial students start their own companies. Our Students are placed in the following Industries :

## LUCRATIVE EARNING



The number of individuals and companies hosting and organizing events has gone up in recent years. Thus, the demand for well-qualified, professional event managers has drastically increased compared to the supply, creating constant lucrative opportunities.

## VARIED DESIGNATIONS



The event management industry has numerous positions to be filled such as

- Event Planner
- Event Coordinator
- Event Production Head
- Public Relations Officer
- Event Executive (Budgeting & Finance)
- Event Legal Executive

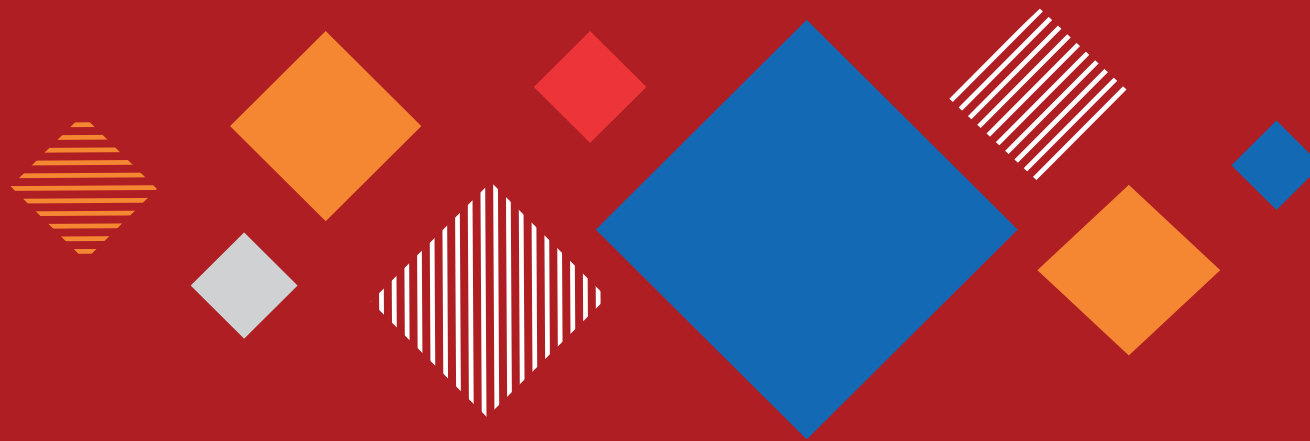
& many more





**SOME OF THE STUDENT ENTREPRENEURS**





## TRAINING **METHODOLOGY**

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We are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the programme.



## CLASSROOM SESSIONS

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### REGULAR LECTURES

To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Events & PR Industry.



### ASSIGNMENT & PROJECTS

Assignments and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Events Industry, under the able guidance of our dedicated faculty.



### WORKSHOPS

To keep our students updated with the current affairs in the Events Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



### SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing events.





## MASTER CLASS AND CASE STUDIES

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### MASTER CLASS

NAEMD's Master Class intend to keep students aware of the current world of events. Guest speakers from various areas of event management share their knowledge and help students form ideas and insights about the industry.



### CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.



# INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY

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## BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participate in a collaborative learning environment, thus making them tech-savvy.

## PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.

## YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.

## EDUCATIONAL NEWSLETTERS

Our Educational Newsletters feature our institutes' highlights and students' achievements, and also report latest industry trends, growth and major events.

## COMMUNICATION AND COLLABORATION

Being one of the first institutes to provide education on Google Apps, our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.



## THE VOICE INDIA



## FILMFARE AWARDS CEREMONY



## INSCAPE FESTIVAL



## SUPERSONIC



## PLACEMENTS AND INTERNSHIPS

NAEMD works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed a multi-level placement process that sources opportunities at local, national and international levels.

## PRO KABADDI LEAGUE



## THE KRAZY KIDS CARNIVAL



**TATA LITERATURE  
LIVE!**



**XPOSURE**



**PASSAGE TO  
PROSPERITY**



**AR RAHMAN  
CONCERT**



**UNITED NATIONS  
YOUNG CHANGEMAKER  
CONCLAVE**



**RANN UTSAV**



**& MANY MORE!**

**FEMINA  
MISS INDIA**





# OPPORTUNITIES INTERNSHIPS AND PLACEMENTS

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360 Dgree  
70 EMG  
7ty7 Entertainment  
A3 Events  
Aamir Khan Films  
ABEC  
Absolute Events  
Adobe  
Advent Green  
Alpcord Network  
AP Events  
Aspiration  
Ballerina Bells & Ballons  
Big Boss  
Bliss Inc  
Book Eventz  
Brand Aid  
Brand Next Media  
Buds and Roses  
Candid Marketing  
CII  
ClockWork  
Coconut Media  
Conexxions  
Dazzel  
Divine Celebration  
DRC Entertainment  
Esspresso Events  
Eternity Events  
Event Crafter  
Event Mantra  
Event Tadka  
Explore India  
Expro Events  
FICCI  
Food Link  
FremantleMedia

Funktions  
Fusion Events  
Ga4i  
Global Pharma  
Go Bananas  
Green Chillies  
Hexagon Events  
Interface Data Design  
IT Voice  
Kalra Tours  
Karsun International  
Kothari Jewellers  
Let'sCampOut  
Live Creation  
Mapsor  
MiDi  
Miltzar

Mosaic Events  
N-Dimension  
N' Dimensions  
Opus Media  
Page3 Events  
Party Creators  
Percept D' Mark  
Pico International  
Planman Marcom  
Prasang Events  
Prowess Production  
R One  
Rachnotsav  
Raison Detre

Rajasthan Patrika  
Razzmatazz Events  
RC Events  
Red Events  
Reliance JIO  
Saksham Events  
ShadiKings  
Shaimak Davar  
Showmakers  
Shrishti Sanchar  
Snug Entertainment  
Spin Entertainment  
Sterling Hospital  
The Refuge

Thrillaz Events  
Time Box (sab)  
Times of India  
Times-Red Cell  
True Events  
Vanishka Entertainment  
Viva Events  
VRI Foundation  
Weddingz.in  
White Collar Hippie  
Wizcraft  
YRF Studios  
Zion Unlimited  
**& many more**





# PROFESSIONAL TRAINING CERTIFICATE

The NAEMD Professional Training Certificate (PTC) is a coveted reward developed by the institute to recognize outstanding students by substantiating their conduct and professionalism to prospective employers. The NAEMD Placement Cell provides placements and jobs within the Corporates, Events, Entertainment, Media and Television industries. Excellent management, planning, communication, organizational, operations and implementation skills, coupled with a certain degree of confidence and flair, are a few of the requisite attributes necessary to be awarded the NAEMD Professional Training Certificate. It boosts one's resume credentials and gives an added advantage over other candidates in the job market.



# STUDENT DEVELOPMENT ACTIVITIES

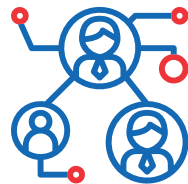
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For holistic development of the students, NAEMD offers a host of Student Development Activities.



## ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages in India. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



## SOFT SKILLS TRAINING AND GROOMING

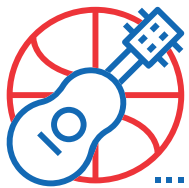
Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



## CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, etc.





## STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



## PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



## ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Master Classes and share their experiences.



# IN-HOUSE EVENTS



## MR. & MS. ACADEMIA

Mr. and Ms. Academia is a pageant that embodies the spirit of today's educated youth and their talent. This competition offers our students a platform to present their confident, intelligent and charming selves.



## JOSH

As the name suggests, JOSH, our intercollegiate youth festival is all about the energy, enthusiasm and excitement of the students. Started in the year 2006, this festival endorses a different theme every year, that puts to test students' potential talent, skills and creativity.



## YUVA PREMIER LEAGUE

It is a national-level intercollegiate sports competition that provides our students with hands-on practical experience in planning, organizing and executing a sports event.



StudentIdol  
Change your life !

## STUDENT IDOL

The purpose of this competition is to encourage students to showcase their singing, dancing and other unique skills. We recognize, appreciate and celebrate their special talent.



# INFRASTRUCTURE AND FACILITIES



## CLASSROOMS

Our institutes offer state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors.



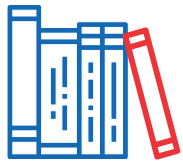
## WI-FI CAMPUS

Our campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



## MINI THEATRE

Equipped with quality sound and picture devices, we conduct screening sessions of various sports.



## LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



## ACCOMMODATION

We are tied-up with housing providers offering good amenities, located in close proximity to our campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



# ADVANTAGES OF RECOGNISED UNIVERSITY COURSES

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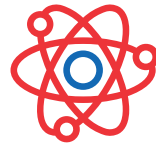
## SYMBOLIZES HIGH QUALITY EDUCATION

University recognized courses are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



## PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate programs may help one acquire a job. However, a University recognized course opens doors to higher positions and career advancement.



## ENSURES 360-DEGREE LEARNING

A well-structured university degree ensures the candidate's abilities in both theoretical as well as practical engagement, providing comprehensive education.



## POWER OF PRACTICAL LEARNING

University recognized programs provide immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



## MATCHES INDUSTRY REQUIREMENTS

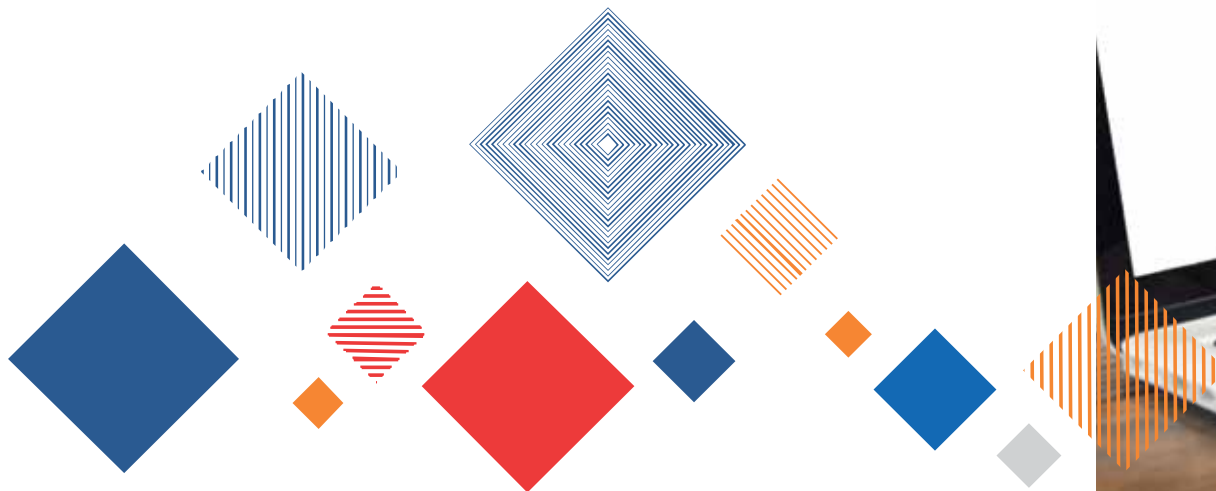
A course recognized by a university warrants an education that is of industry standards.





# EVENT MANAGEMENT

**#** *Where Passion  
Meets Profession*



# ADMISSION PROCEDURE

## INTERNATIONAL STUDENTS

For admission to any of the event management programmes offered at our campuses, candidates must comply with application guidelines. The admissions process helps us select students whose ambitions and abilities align with the event management industry.

By following our step-by-step admissions guide, we'll find out more about you while you decide which event management programme fits your goals.



1



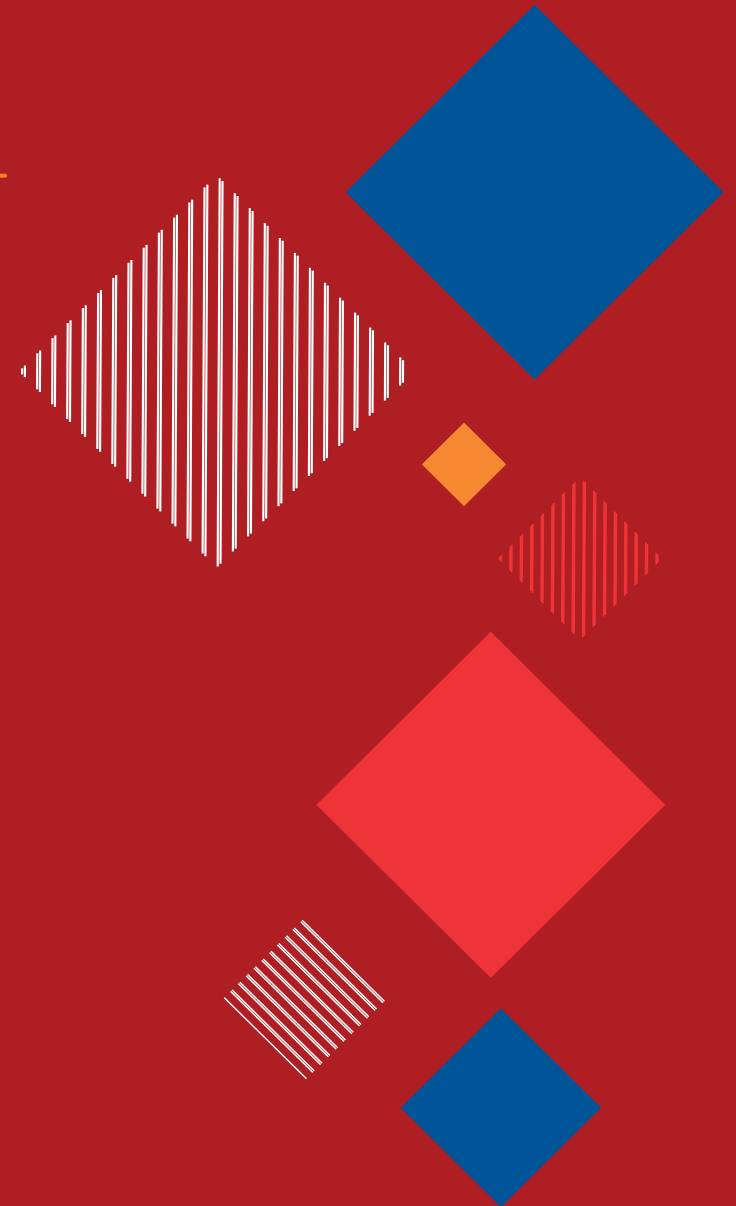
2



3



4



# ADMISSION PROCEDURE FOR COURSES OFFERED BY RESPECTIVE COLLEGE, INSTITUTION & UNIVERSITY

## 1 ELIGIBILITY



### Under-Graduate Courses

Successfully completed Secondary and Higher Secondary examinations or equivalent (12th Grade/High School Diploma) from a recognized Board & subject to equivalence confirmation from Association of Indian Universities (AIU)

### Post-Graduate Courses

Graduate in any subject from a recognized University and confirmation from Association of Indian Universities (AIU)

## 2 APPLY



**Submit duly filled Provisional Application Form along with the following Self Attested documents:**

- 3 passport size photographs (not more than 6 months old)
- Signature: Pen down the signature on a paper and upload a clear scanned image of the student's signature
- Photocopy of Secondary Marksheet and Passing Certificates (10th Grade or equivalent)
- Photocopy of Higher Secondary Marksheet and Passing Certificates (12th Grade or equivalent). Additional document if applicable for AIU
- Migration Certificate (if applicable)
- Photocopy of Graduation Marksheet and Provisional Certificate / Degree (applicable only for Post Graduate Courses)
- Candidates whose result is awaited, can submit their results to date and exam admit details
- Experience Certificates (if any)
- Photo ID Proof and Address Proof – Passport (Country ID Card acceptable for students of Nepal & Bhutan)
- Student's Birth Certificate, PIO (Person of Indian Origin) /OCI (Overseas Citizen of India) card required (if applicable)
- English Language Proficiency Test (if applicable)
- Sponsorship documents required for Non Resident Indians (if applicable)

**Kindly note that students need to submit the Original copy of all of the above mentioned Academic documents at the time of admission.**

- All uploaded documents shall be a scanned copy of the Original Documents only, not photocopies
- All uploaded documents must be in English (Translate to English if need be)
- It is mandatory that the Marksheet is attested by either the issuing authority/school/Ministry of Education/Indian Embassy in your country or by Country Mission i.e your Embassy or Consulate in India or the designated authority at the court in India i.e lawyers etc.
- It is mandatory for all students to produce all the same documents in original along with certified true copies (attested photocopies) at the time of physical verification of documents

## 3 ENTRANCE TEST & EVALUATION



- Applicant needs to successfully complete the evaluation process including Telephonic Interview or Skype call and Project submission (if applicable)
- The prime objective of evaluation process is to check the candidate's personality traits, academics, goals and self awareness level
- Applicant will have to submit the Original certificates and documents as required
- Selected Applicant shall be informed by phone / email regarding their selection and payment of fees

## 4 PAYMENT



- Selected Applicants have to pay the First Installment consisting of University admission and administrative charges within 2 weeks of the announcement of selection



**TIMES OF INDIA**

“Now recognized Degree & Diploma in Event Management! NAEMD is 1st Institute in Asia to offer Recognized Degree and Diploma courses in Event Management”

“Event Management is sunrise industry, NAEMD Academy of Event Management & Development institute offers exclusive course in event management”

“Opportunities for NAEMDians at International level Mumbai Marathon and International Film Festival at Pune”

“Gateway to Event Management Industry, Specialized course in Event management by NAEMD Academy of Event Management & Development “

“NAEMD Academy of Event Management & Development has been recognized and awarded as Asia's First & Best Event Management Institute by LIMCA BOOK OF RECORDS”

**DNA**

“At NAEMD Students are professionally trained with classroom lectures, case study, guest speakers & most importantly practical training”

**INDIAN EXPRESS**

“JOSH, a Success story of NAEMD students”

**DAILY NEWS**

“Lot of things learned by NAEMD students at royal wedding”



**IN THE PRESS**

**DIVYA BHASKAR**

“Now It's not difficult for students to manage mega events, Thanks to course offered by NEST Academy of Event Management & Development”

**RAJASTHAN PLUS  
TIMES OF INDIA**

“Marriage too is a Business, Event Management Course by NAEMD will help you to become Wedding Planner”

**EDUCATION TIMES,  
TIMES OF INDIA**

“NAEMD students fare at FilmFare”

“An Exciting Plunge in Events by NAEMD Academy of Event Management & Development”

“NAEMD organized Workshop on International Event Management scenario gives inside knowledge to students about practices and opportunities available at international level”

“Event Management course by NAEMD Academy of Event Management & Development is key for becoming Wedding Planner- NAEMD send students at much talk about weddings across India”

“Event Management has recently become one of the top few careers a student would want to opt for”

“Diploma, Post Graduate Diploma courses for Event Management can be pursued by under graduates & graduates on a part time basis for a period of one year. Institute that offers Event Management courses in India is NAEMD”

“Until now however, there was no streamlined churning out this breed (Event Managers). But with the recent operating of NAEMD Academy of Event Management & Development, students can now be professionally trained in this exciting field”

**MAHANAGAR TIMES**

“New dimension in career – Event Management”

**DAINIK BHASKAR**

“Event Management – A high paying career option, NAEMD offers Diploma in Event Management”







# TEN REASONS TO JOIN NAEMD

1

ASIA'S FIRST & BEST INSTITUTE  
TO OFFER WELL RESEARCHED  
EVENT MANAGEMENT  
CURRICULUM

4

WORLDS HIGHEST  
EVENT MANAGEMENT  
PROFESSIONALS  
PRODUCING INSTITUTE

7

GUEST LECTURES &  
WEBINARS BY THE  
TOP EVENT  
PROFESSIONALS

3

HIGHLY QUALIFIED &  
EXPERIENCED FACULTY  
FROM THE  
INDUSTRY

6

STATE-OF-THE-ART  
INFRASTRUCTURE WITH  
HI-TECH FACILITIES

9

IN HOUSE EVENTS -  
JOSH, STUDENT IDOL,  
MR. & MS.  
ACADEMIA

5

BEST NATIONAL  
& INTERNATIONAL  
PRACTICAL  
TRAINING

8

HIGHLY ENRICHING  
INTERNSHIP OPPORTUNITIES  
OFFERED TO STUDENTS

2

COLLABORATION WITH  
BEST COLLEGES,  
INSTITUTIONS &  
UNIVERSITIES

10

100% PLACEMENT  
ASSISTANCE WITH  
PROVEN TRACK  
RECORD

