In our creative factory, we make you industry ready.

An Institute of Event Management, Media & Communication.
National Academy of Media & Events 'NAME' is an institute that offers industry-focused education to produce trained, world-class professionals for the evolving Event and Entertainment Industry.

Started in 2014 in the heart of the ‘City of Joy’, 'NAME' evolved from the rising need for a career-focused Event Management Institute in East India. Our founders and Associates, some of the best minds from the Event and Education industry, recognized the rapidly changing event Industry dynamics and the need for young innovative minds with an integrated global perspective.

We provide specialized Professional Diploma courses in Event Management, Media & Communications. Our aim is to create meaningful education programs and provide contemporary industry exposure to our students. We form alliances with experts across the country to enhance standards in training and take structured initiatives to shape, nurture and produce the best talents for the Industry.

Going by the name of our Brand 'NAME' which refers to the identity of an individual, we believe that everyone should carve their own identity on the basis of their potentialities. And as an institution, our main objective is to aid every student in developing their aptitude so that their talents can be harnessed at best in this competitive industry.

Our idea achieved a new momentum and 'NAME' reached an important milestone in 2017 with the launch of our flagship social initiative 'Pehchaan'. The idea of the project stemmed out from the name of the Brand and was taken forward as a mega initiative by our event management students. Embarked as a grass-root talent show, the event highlighted the objective of giving an identity to lesser-privileged children by showcasing their talents through a stage show. We are incredibly proud of our students & motivated by the success of the endeavour. Our aim is to continue to grow the initiative with the students every year.

In 2018, NAME took another leap forward by expanding nationally and open its first center in Mumbai, the hub of entertainment.

To set new standards of excellence in Education for the Event, Media & Communications Industry, encouraging the intellectual & diversified development of young aspirants.

To serve the current & future leaders, managers & professionals in this industry.

To be a world class academy of specialized learning in Events, Media & Communication that develops the intellectual; creative; & entrepreneurial abilities of students. To help them carve their own identity in the competitive field of work.
COURSES

EVENT MANAGEMENT
- Professional Diploma in Event Management, Wedding Planning, & Public Relations 12 months
- Certification in Event Management 6 months
- Diploma In Event Management & Wedding Planning 12 months

FILM MAKING, T.V. & WEBSERIES MAKING
- Professional Diploma In Film Making with Specialization 12 months
- Certification in Film Making 6 months

COMMERCIAL PHOTOGRAPHY
- Diploma in Commercial Photography with specialization 6 months
- Certification in Commercial Photography 3 months

ADVERTISING & INTEGRATED MARKETING COMMUNICATION
- Professional Diploma In Advertising, IMC & Ad Film Making 12 months
- Advance Certification in Advertising & Public Relations 6 months
**PROFESSIONAL DIPLOMA IN EVENT MANAGEMENT, PUBLIC RELATIONS & WEDDING PLANNING**

**Eligibility**: Class 12 Passed  
**Selection criteria**: NAME aptitude test & personal interview  
**Duration**: One Year, Full time (10 months classroom training and practical events + 2 months internship & Placement)  
**Classes**: 3-4 lectures a week (2-3 hours/class)  

**LECTURES WITH ADVANCE MODULES HIGHLIGHTS**
- Introduction to the world of events - elements, Types, Categories  
- Event process, Stages and departments in event management  
- Brand Management & Experiential Marketing  
- Understanding of Media  
- Public Relations & Advertising  
- Business Communication, Writing & Presentation Skills  
- Introduction to wedding planning  
- Event Production & Technicals  
- Specialized events & Intellectual properties  
- Celebrity & Artist management  
- How to create a PR campaign for Events  
- Integrated Marketing Communications  
- Advanced training on Wedding planning  
- Event Budget & tax  
- Sponsorship & tie-ups  
- Entrepreneurship & business skills  
- Organise your own event  
- Personality development workshop  
- Placement Training & Job preparation  

**PROGRAM FEE: INR 90,000 + 18%GST**

**CERTIFICATION IN EVENT MANAGEMENT**

**Eligibility**: Class 12 passed  
**Selection criteria**: NAME aptitude test & personal interview  
**Duration**: 6 months, Part time (10 months classroom training and practical events + 2 months internship & Placement)  
**Classes**: 3 lectures a week (2-3 hours/class)  

**HIGHLIGHTS**
- Introduction to the world of events - elements, Types, Categories  
- Event process, Stages and departments in event management  
- Brand Management & Experiential Marketing  
- Public Relations  
- Business Communication  
- Introduction to wedding planning  
- Event Production & Technicals  
- Specialized events  
- Create your own event  
- Placement Training/ Job preparation  

**PROGRAM FEE: INR 55,000 + 18% GST**
SOME OF OUR PLACED STUDENTS

Mehak Saluja
Mohan Saha
Nisha Agarwal
Ashish Thakur
Kartik Sancheti
Radhika Bajaj
Kishore Jain
Ayush Agarwal
'Pehchaan' is a social initiative started by students of National Academy of Media & Events (NAME). An event dedicated to kids & teenagers from the lesser-privileged section of our society, the idea resonates with the core belief of the institute that true recognition, the real Identity of any individual lies in their talent, irrespective of his/her background. Started in 2017, this became Kolkata’s first ever grass-root talent show. In its second edition, we aim to make it bigger & continue our journey to discover & nurture talents from many more slums and NGOs and bring them forward to the society through a mega stage event.
Media coverage

A new identity for children on stage

Stage set for children with talent
INDUSTRY ALLIANCES
Our courses have been designed involving with experts. Our training model is based on Industry-Institute Partnerships which ensure lectures are taught and delivered through an experience transfer approach by professionals who are abreast with the evolving industry and provide practical lessons to students.

SPECIALISED LEARNING
We provide specialised courses with focused knowledge to constructively channelizes and prepare young talents for one of the fastest growing industries in the country.

REAL WORLD EXPOSURE
During the course, students are exposed to some of the most magnificent and popular events in the city. Participating in such events, and doing internships with reputed companies provides them valuable first-hand learning experience.

CURATE & LEARN
We lay emphasis on students organising their own event together. Pehchaan, our flagship social initiative is a mega project managed by students. This allows them to get a complete perspective of the process of curating a concept and to finally bring it to life. This experience not just prepares students for great placement opportunities but also nurtures their entrepreneurial abilities.

PERSONALITY DEVELOPMENT
“In Our Creative Factory, We Make You Industry Ready” is the mantra that sets the approach of NAME’s Education system!

Our course structure entails intensive communication & soft skills training that prepares students to deal with everyday work challenges. We lay strong focus on nurturing their creative potential. Through theatre and various other unique workshops, students imbibe life-skills and learn ways to think new & innovative, which is most important to be on cutting edge with industry demands.
INDUSTRY SPEAKS

"National Academy of Media and Events is doing a really good work with underprivileged children. They are organizing an event for them and around them to give them a platform to express their talent. I feel it is really a wonderful thing that the institute is doing and I hope all the people would support this initiative and help in bringing forward the beautiful talents that these kids have." - Bickram Ghosh (Grammy nominated percussionist)

"The team from NAME has had a big role to play in our event 'India Speed Week'. Through a skeleton group before the event and the whole group during the event, The Institution actively participated with us, at every stage. I salute to the entire group of students, its faculty & managers in pulling this off bravely and successfully for us and with us. I will look forward to NAME's enthusiastic participation in the future as well." - Amit Kumar Modi (Founder, India Speed Week)

"The Event Industry in East India is growing & an event academy in Kolkata was essential to give complete training to young aspirants, as per the Industry requirements. I had a wonderful interaction with NAME students. They are full of energy & have eagerness to learn. We would be happy to see them working for our events in Bombay." - Mr. Deepak Choudhury (Founder Event Capital, & Author Of An Event Management Book, Staged)

"Students of NAME are hard working and well-trained. They worked well with our team. We are looking forward to engage more with the students and the institute." - Harish Prabhu (VP - Marketing, DNA network, Bangalore)

"I have found NAME as a learning institute with significant emphasis on practical exposure for students and their hands-on learning. The ambience is highly suitable for career pursuits in events and media." - Biswajit Matilal (VP, Corporate Communication, Birla Corporation Limited)

INTERNERNSHIP AND PLACEMENT OPPORTUNITIES

[Logos and names of various companies and institutions]
MUMBAI CAMPUS

Bungalow No.127/16 RSC, 2 SVP
Nagar Park Street, Opp. Jankidevi
4 Bungalows Mhada, Andheri (W) - 400053

KOLKATA CAMPUS

Minto Park, The Regency, 4th Floor,
6 Hungerford Street, Kolkata 700017

Admission Helpline: 9830216321 | 033-40647272
admission@nameedu.com

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