



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2).

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Affiliated to G.G.S.I.P University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Organized by: Department of Journalism & Mass Communication

Report on Workshop on Exciting Careers in Media And Communication

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| Title of Activity* | Workshop on "Exciting Careers in Media and Communication: A Perspective on Event Management" |
| OBE Values | Creativity, Critical Thinking, Professional Competence, Collaboration, and Experiential Learning |
| Event – Awareness/Outreach | Awareness Programme |
| Program Theme* | Career Opportunities in Media and Event Management |
| In association with (Dept./ Centre/ Cells/Clubs/ Committees Name) | Delhi School of Communication |
| Objectives | <ul style="list-style-type: none">• To create awareness among students about diverse career prospects in the media and event management industry.• To bridge the gap between academic learning and industry expectations through experiential insights.• To encourage students to explore creative and managerial skills relevant to event management.• To provide hands-on understanding of the professional workflow involved in organizing events. |
| The context | With the rapid growth of the media and entertainment sector, event management has emerged as one of the most dynamic and rewarding career fields. To help students understand the intersection between media communication and event management, the Delhi School of Communication conducted a Participative Learning Workshop titled "Exciting Careers in Media and Communication: A Perspective on Event Management." The workshop aimed to expose students to real-world opportunities and skill sets required in event planning, branding, public relations, and media coordination. |
| Learning Outcomes | <ul style="list-style-type: none">• Students gained an understanding of career pathways in event management, media planning, and public relations.• Improved creative thinking and organizational planning skills.• Enhanced industry readiness through interaction with professional experts.• Strengthened teamwork, problem-solving, and communication competencies. |
| External Expert | Dr. Manik Katyal and Dr. Rupanjali Lahiri |
| Internal Expert | Dr. Upasana Khurana |
| List of Volunteers | Mr. Pragyansh Tiwari Ms. Dyanshi Sharma |

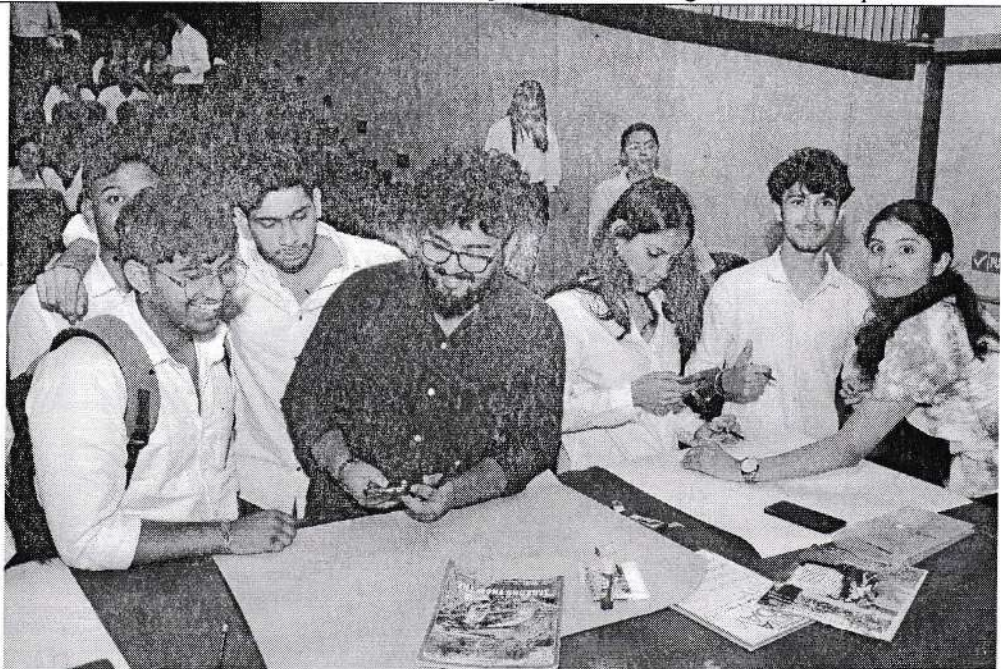
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| Resources | Presentation material, multimedia projector, discussion handouts, group activity resources | |
| Evidence of Success | <ul style="list-style-type: none"> • Students actively participated in brainstorming sessions and case-based discussions. • Enhanced confidence and interest in pursuing event management as a career. • Positive student feedback indicating a better understanding of career prospects in the media industry. | |
| Challenges | <ul style="list-style-type: none"> • Limited session time restricted deeper exploration of sub-fields within event management. • Some students required guidance in connecting academic concepts with industry practices. | |
| Date* | 6 th October, 2025 | |
| Time* | 01:00 PM Onwards | |
| Venue | TIAS Auditorium | |
| Poster/Flyer/Notice* | | |
| No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) | 88 | |
| No. of Faculty* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) | 1 | |
| No. of External Participants (students + faculty) [write NA if not applicable] | NA | |

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Photograph*



Dr. Manik Katyal addressing students during the workshop



Students participating enthusiastically in a group activity during the workshop

Dr. Manik Katyal



Students showcasing teamwork and creativity during the participative learning workshop

Report: Description in (min 250 to max 800 words)*



The Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies organized a participative learning workshop on “Exciting Careers in Media and Communication: A Perspective on Event Management” in collaboration with the Delhi School of Communication on 6th October 2025. The workshop was conducted as part of the subject Event Management to expose students to emerging professional avenues and to strengthen their practical understanding of media-linked event management.

The session commenced with an introduction to the growing significance of event management within the broader media and communication industry. Experts from the Delhi School of Communication highlighted how events serve as a vital tool for brand communication, audience engagement, and public relations. Students learned about the different stages of event planning — concept ideation, budgeting, logistics, client servicing, sponsorship management, and execution.

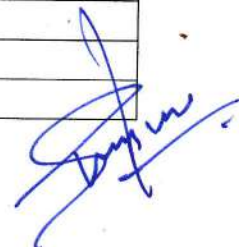
The workshop emphasized how media professionals can build successful careers in fields such as corporate events, entertainment shows, conferences, product launches, and digital event marketing. Real-life examples were shared to demonstrate how communication skills, creativity, and strategic planning intersect to make events impactful and memorable.

As part of the participative learning approach, students were divided into small groups and tasked with designing mock event proposals based on real-life case scenarios. Each group presented its ideas, showcasing creativity, teamwork, and understanding of event logistics. This activity fostered hands-on learning and problem-solving abilities while integrating theoretical knowledge with industry practices.

The internal expert, Dr. Upasana Khurana, guided students to reflect on how effective communication is central to successful event management. She emphasized the importance of interpersonal skills, leadership, and

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| | <p>innovation in building a strong career foundation in this fast-evolving domain.</p> <p>Students enthusiastically participated in Q&A rounds, sharing their aspirations and receiving valuable insights from the experts. The session concluded with an interactive discussion on employability skills, internship opportunities, and the growing demand for communication professionals in event-based roles.</p> <p>The Workshop on “Exciting Careers in Media and Communication: A Perspective on Event Management” proved to be an engaging and informative session that bridged classroom learning with industry realities. It not only broadened students’ career outlook but also strengthened their understanding of how event management serves as a vibrant extension of the media and communication field.</p> |
| Resource Person Profile | NA |
| Attendance Sheet* | <i>Attached at the end of Report</i> |
| Report Submitted by Nodal Officer/Event Coordinator <i>(write faculty coordinator name)</i> | Dr. Upasana Khurana |
| For Office Use: Notification No. | |
| Signature of Event Coordinator |   |

| List of Participants | | |
|-----------------------------|-------------------|---------------|
| S. No. | Name | Course |
| 1. | Mehak Wasan | BAJMC |
| 2. | Kartik | BAJMC |
| 3. | Jyoti Kushwaha | BAJMC |
| 4. | Jäitsri Kaur | BAJMC |
| 5. | Uday | BAJMC |
| 6. | Mohak Seth | BAJMC |
| 7. | Abhinav Gupta | BAJMC |
| 8. | Kamakshi | BAJMC |
| 9. | Nupur | BAJMC |
| 10. | Vaibhav | BAJMC |
| 11. | Anmol Abichandani | BAJMC |
| 12. | Divija Bhandari | BAJMC |
| 13. | Atishay Jain | BAJMC |
| 14. | Vani | BAJMC |
| 15. | Vani | BAJMC |
| 16. | Evyan Kumar | BAJMC |
| 17. | Shaurya Jayaswal | BAJMC |
| 18. | Harshita Soni | BAJMC |
| 19. | Harshita Gupta | BAJMC |



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|-----|---------------------|-------|
| 20. | Kavya Sharma | BAJMC |
| 21. | Kushal Sharma | BAJMC |
| 22. | Tanishka Jain | BAJMC |
| 23. | Sarthak Sharma | BAJMC |
| 24. | Pooja | BAJMC |
| 25. | Khushi Das | BAJMC |
| 26. | Tanushka | BAJMC |
| 27. | Khanak | BAJMC |
| 28. | Abhinav Kumar | BAJMC |
| 29. | Rupansh | BAJMC |
| 30. | Sangini Ghosh | BAJMC |
| 31. | Aarti Sehdev | BAJMC |
| 32. | Jaanasheen | BAJMC |
| 33. | Dolly Chawla | BAJMC |
| 34. | Sneha | BAJMC |
| 35. | Abhay Kumar Solanki | BAJMC |
| 36. | Nishant Kumar Singh | BAJMC |
| 37. | Gunn Arora | BAJMC |
| 38. | Harsh | BAJMC |
| 39. | Aarav Arora | BAJMC |
| 40. | Niyati Bist | BAJMC |
| 41. | Pratham Sethi | BAJMC |
| 42. | Mehak Jain | BAJMC |
| 43. | Naman Kumar | BAJMC |
| 44. | Chaitanya Gandhi | BAJMC |
| 45. | Mehak Kaushik | BAJMC |
| 46. | Bhoomi | BAJMC |
| 47. | Rivanshi Thakur | BAJMC |
| 48. | Dyanshi Sharma | BAJMC |
| 49. | Kriti Malhotra | BAJMC |
| 50. | Anshul Sharma | BAJMC |
| 51. | Smiti | BAJMC |
| 52. | Jasveen | BAJMC |
| 53. | Yash Singh Bisht | BAJMC |
| 54. | Kritika | BAJMC |
| 55. | Palak Oberoi | BAJMC |
| 56. | Anannya Goel | BAJMC |
| 57. | Deepika | BAJMC |
| 58. | Vanshika Rohira | BAJMC |
| 59. | Ishaan Sirohi | BAJMC |
| 60. | Pranav Vashisth | BAJMC |
| 61. | Manya Khurana | BAJMC |
| 62. | Garima Singh Rajput | BAJMC |
| 63. | Bhumika Sharma | BAJMC |
| 64. | Amul | BAJMC |



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| 65. | Mehak | BAJMC |
| 66. | Pragyansh | BAJMC |
| 67. | Daksh Bajaj | BAJMC |
| 68. | Bhumika Sharma | BAJMC |
| 69. | Anshika | BAJMC |
| 70. | Ujjwal Gupta | BAJMC |
| 71. | Heenakshi Wadhwa | BAJMC |
| 72. | Digonto Banerjee | BAJMC |
| 73. | Anjali | BAJMC |
| 74. | Manvi Sharma | BAJMC |
| 75. | Rumesa Khan | BAJMC |
| 76. | Kripa Grover | BAJMC |
| 77. | Rachit Dimri | BAJMC |
| 78. | Abhishek Mishra | BAJMC |
| 79. | Suhani Naraina | BAJMC |
| 80. | Sanjana Singh | BAJMC |
| 81. | Vidhi Sikka | BAJMC |
| 82. | Divya Chawla | BAJMC |
| 83. | Piyush Kathuria | BAJMC |
| 84. | Krishnandu Das | BAJMC |
| 85. | Tushar Verma | BAJMC |
| 86. | Krish Khatri | BAJMC |
| 87. | Dev Gupta | BAJMC |
| 88. | Dhruv Yadav | BAJMC |


Dr. Shivesh Kumar Rai
HoD
BA(JMC)-TIAS