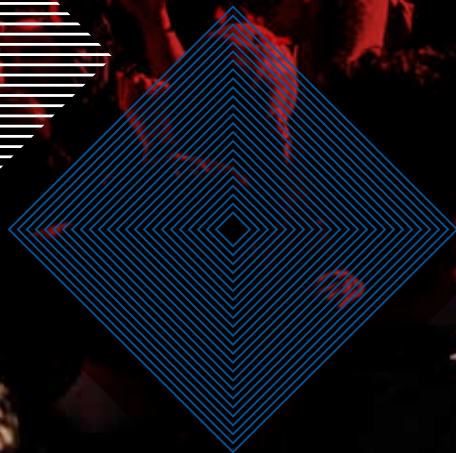




NAEMD ASIA'S BEST EVENT MANAGEMENT INSTITUTE

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 programmes with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at effectively developing 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, 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, sports media and other new age industries. This provides its institutes with an opportunity to research innovative subjects and contribute to the growth and evolution of the industry.



NAEMD

ASIA'S BEST EVENT MANAGEMENT INSTITUTE

NAEMD is an institute dedicated to effectively develop 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 recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions.

Formal education in event management equips candidates with knowledge & skills that help in better conceptualisation and delivery of events. 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

All programmes 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.

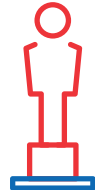


INSPIRED

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 programmes are robust and progress driven.

OUR **AWARD WINNING** JOURNEY



NAEMD ranked **33rd in India** in **Top Private Institutes** by Times of India



NAEMD ranked **47th in India** as **Top Management Institute** by Times of India



"ASIA'S FIRST & BEST INSTITUTE" to offer UG & PG Programme 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

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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 of events from weddings, exhibitions, fairs, conferences, corporate seminars, activations & live events, music festivals, sports event and 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 with **28-30%** growth, Indian events industry could reach **\$10 billion** in the next 10 years.



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**



With more than **65%** of the population being **35 years of age or younger**, India is one of the youngest populations in the world. This shows an increasing market potential for adventure events, concerts, travel, etc.



With about **850 million** consumers from the non-urban areas, the industry is primed for exponential growth.





NEW AGE MARKETING TOOL

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

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

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

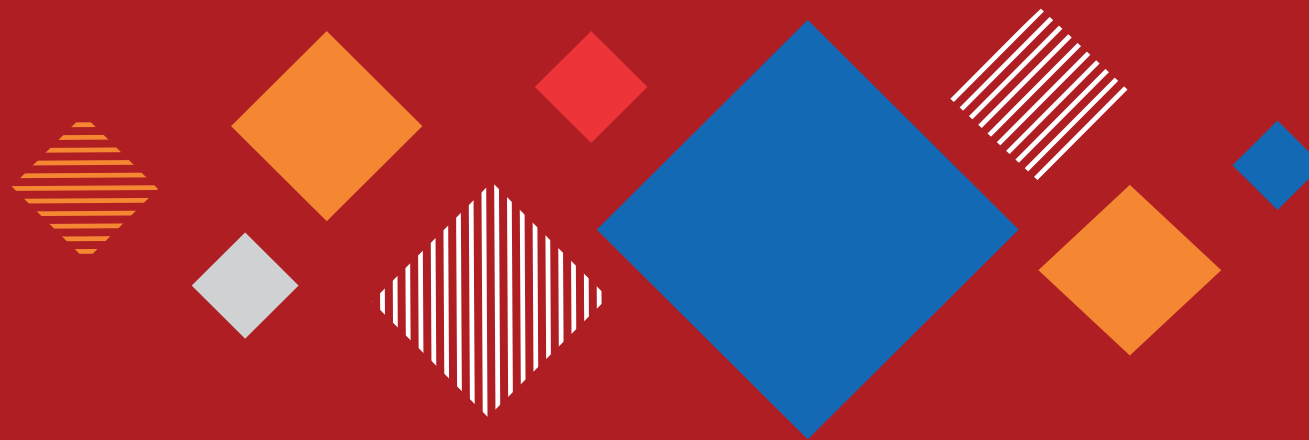
- Event Conceptualiser
 - Event Production Head
 - Event Marketing Manager
 - Hospitality Manager
 - Event Compliance & Permissions Manager
 - Event Technologist
- & many more





SOME OF THE STUDENT ENTREPRENEURS





TRAINING **METHODOLOGY**

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



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.



ASSIGNMENTS & 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



MASTER CLASS

Our 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

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.



EDUCATIONAL NEWSLETTERS

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

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.

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 stream line their writing and research.

INDIAN IDOL



FILMFARE AWARDS CEREMONY



INSCAPE FESTIVAL



SUPERSONIC



THE KRAZY KIDS CARNIVAL



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 multilevel placement process that sources opportunities at local, national and international levels.



PRO KABADDI LEAGUE



**TATA LITERATURE
LIVE!**



SUNBURN



**PASSAGE TO
PROSPERITY**



**AR RAHMAN
CONCERT**



**UNITED NATIONS
YOUNG CHANGEMAKER
CONCLAVE**



RANN UTSAV



**FEMINA
MISS INDIA**



& MANY MORE!

INTERNSHIPS AND PLACEMENTS

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
Conexions
Dazzel
Divine Celebration
DRC Entertainment
Espresso Events
Eternity Events
Event Crafter
Event Mantra
Event Tadka
Explore India
Expro Events
FICCI
Food Link
FremantleMedia

Funktions
Fusion Events
Ga4l
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.



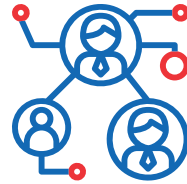
STUDENT DEVELOPMENT ACTIVITIES

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.



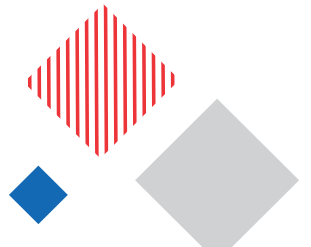
SOFT SKILLS TRAINING AND GROOMING

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, Community Services 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

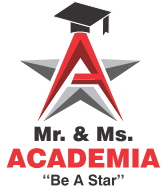
An active placement cell is at work, where students are given placement guidance and career advice.



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.



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.



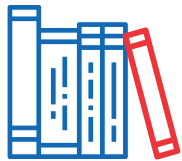
WI-FI CAMPUS

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



SEMINAR HALL

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 service providers offering good amenities, located in close proximity to the campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



ADVANTAGES OF RECOGNISED PROGRAMMES



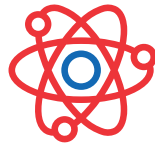
SYMBOLIZES HIGH QUALITY EDUCATION

Recognized programmes are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



PRE-REQUISITE FOR JOB PROMOTIONS

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



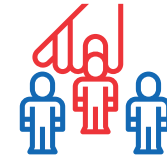
ENSURES 360-DEGREE LEARNING

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



POWER OF PRACTICAL LEARNING

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



MATCHES INDUSTRY REQUIREMENTS

A recognized programme warrants an education that is of industry standards.



EVENT MANAGEMENT PROGRAMMES

NAEMD is one of the first few institutes in India to collaborate with Universities, colleges and institutions who offer courses in Event Management.

POST GRADUATE PROGRAMMES

Designed with an optimal blend of theoretical and practical concepts, the curriculum gives a thorough understanding of key concepts and theories in event management. The programme also brings about the overall development of the student through internships and placements in various industries such as Public Relations, Advertising & Marketing, Media & Entertainment, MICE, Hospitality, Government etc.

UNDER GRADUATE PROGRAMMES

The programme creates a unique blend of Industry knowledge coupled with practical exposure that enables graduates to be skilled professionals. It has incorporated practical training with a unique academic philosophy to ensure thorough learning. The curriculum covers all aspects of event management ranging from finance, production, operations, law, regulations, innovation, vendor management, negotiation, analysing the market trends etc.

*NAEMD facilitates enrollment of students for degree options in India and abroad.
*NAEMD by itself is not a 'University' and is not a degree granting institution.

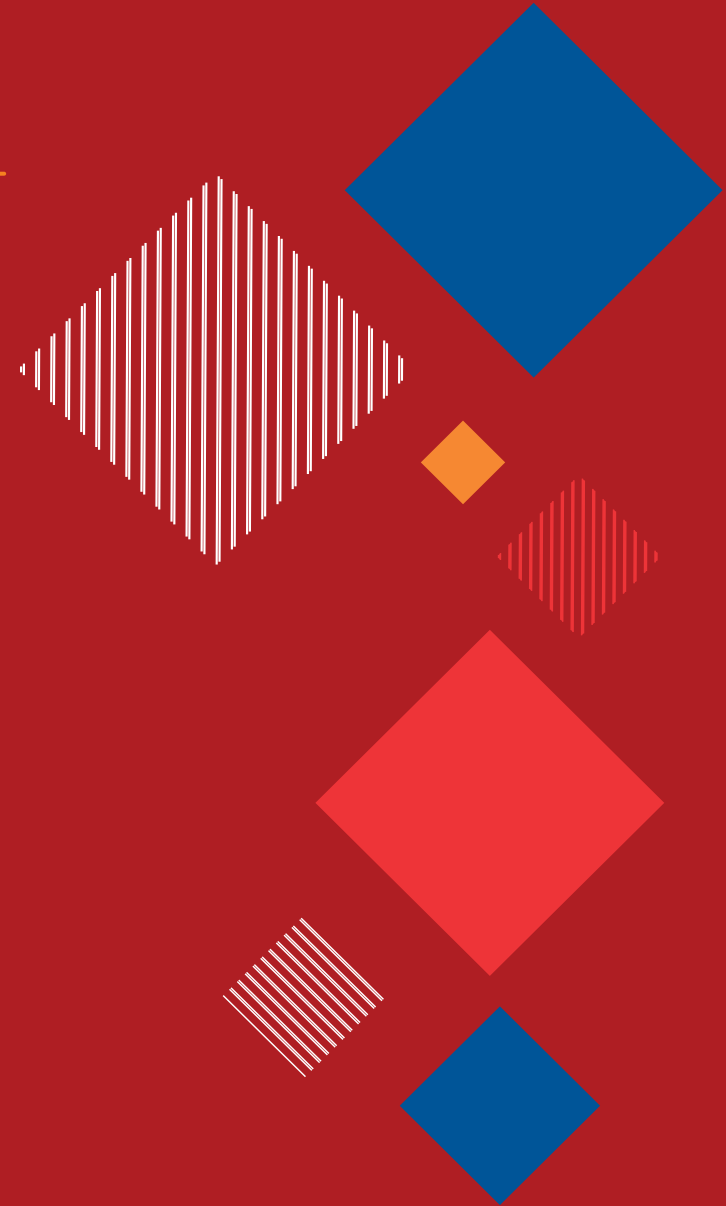


ADMISSION PROCEDURE

For Course Offered by Respective College, Institution & University

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

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



1



2



3



4

1 ELIGIBILITY



- **Under-Graduate Programmes**
Successfully appeared / cleared 10+2 examinations or equivalent from recognised Board
- **Post-Graduate Programmes**
Graduate in any stream from a recognised University.

2 APPLY



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

- 3 passport size photographs
- Photocopy of 10th marksheet and certificates
- Photocopy of 12th marksheet and certificates
- Photocopy of Graduation marksheet and Provisional Certificate / degree
(applicable only for PG Programmes Applicants)
- Candidates whose result is awaited, can submit their Exam Hall Ticket / Admit Card
- Experience Certificates (if any)
- Photo ID Proof & Address Proof (Aadhaar Card / Passport / Driving License).

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

3 ENTRANCE TEST & EVALUATION



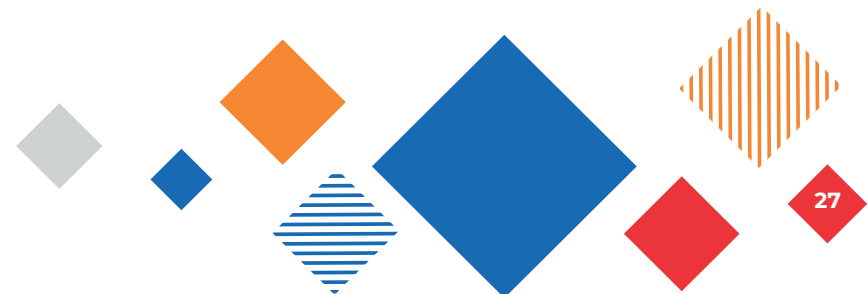
For Bachelor's and Post-Graduate Programmes

- Applicant needs to successfully complete the evaluation process including Online Test and Interview and / or Project Submission.
- Shortlisted Applicant shall be called for Personal Interview or Telephonic Interview (for outstation Applicant)
- 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



- UG Programme applicants have to make the payment of First Installment along with the Application Form
- Selected PG Programme Applicants have to make the payment of First Installment within 7 days of the announcement of selection.



TIMES OF INDIA

Now recognized 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 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.

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

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DNA

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

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INDIAN EXPRESS

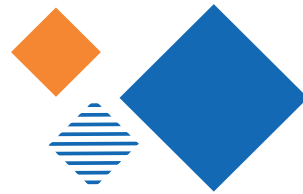
JOSH, a Success story of NAEMD students

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DAILY NEWS

Lot of things learned by NAEMD students at royal wedding

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IN THE PRESS

DIVYA BHASKAR

Now It's not difficult for students to manage mega events, Thanks to course offered by NAEMD.

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**RAJASTHAN PLUS
TIMES OF INDIA**

Wedding 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.

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 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 students can now be professionally trained in this exciting field

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MAHANAGAR TIMES

New dimension in career – Event Management

.....

DAINIK BHASKAR

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

.....



**COKE
STUDIO**



WIFT



BE A PART OF THE
**EXCITING EVENTS
INDUSTRY!!**

**BOLLYWOOD
MUSIC PROJECT**



SULAFEST



**YOUTUBE
FANFEST**



**TRAVEL &
TOURISM FEST**



MUSIC AWARDS



MAKE IN INDIA



PINKATHON



POWER ARENA
MARTIN GARRIX
CONCERT



PALM EXPO



NSICON
CONFERENCE



MISS
DIVA



WEDDING
EVENT



FOR CAREER COUNSELLING **CONNECT WITH US**



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TEN REASONS TO JOIN NAEMD

