



ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY AWANTIPORA, KASHMIR.

Office of the Public Relations

Journalism Department IUST organises lecture on Event Management

Awantipora, July 03: Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST) on Tuesday organised a skype interactive session and guest lecture on ‘Event Management and its Challenges’.

Having expertise in Artist Management, Managing Intellectual Property (IP’s) and International Business, Sabaa Malik who is based in Mumbai dealt in length about the event management and building a career in it. She described in detail all the nuances of organising an event right from idea to settling budget and different requirements and challenges that that various types of events throw up. “From handling celebrities during the IPL opening ceremony to working at box office, managing the VIP moment has most challenging,” she said.

Saba, who has worked as a manager with Sushmita Sen also talked about different career opportunities in mass communication field today vis-a-viz advertising, public relations, production, designing, editing, photography etc. She also offered various tips for this and said, “working in various fields of client servicing require a hardcore research on the competitors, absorbing the work culture, building relationships, make a smart use of social media like Facebook, Instagram, WhatsApp etc.”

Talking about the session, Monisa Qadri, course instructor of Public Relations and organiser said, “these interactions are held so that our students explore alternative career paths which are not saturated and offer multiple opportunities. Saba being the alumni of the department is an apt person to inspire them.”

The lecture was followed by question answer session during which different queries about multi-tasking, balancing of various roles and challenges in event management as well as PR industry.

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