



**ALPHA**

INSTITUTE OF FINESSE

IN RECOGNITION WITH



RENAISSANCE UNIVERSITY  
INDORE



## ABOUT US

**A** **LPHA** is India's Elite Institute formed with the objective to create future leaders and professionals by offering superior learning opportunities, engaging in research and scholarly activities along with a perfect blend of practical training on some of the most glittering sets of the world's biggest events. The institute aims to cater to the needs of the huge multidimensional Event & Entertainment Industry.

### EYEING THE FUTURE

**ALPHA** was established with a determination of producing highly trained and skilled professionals in the field of Events and Entertainment. Our mission is to set new standards in imparting education for vocational courses. ALPHA offers comprehensive and tailor-made education in the field of **Wedding Planning, Event Management, DJ-ing, and Artist Management.**

Our classrooms take a maximum of 30 students per class in accordance with UNDP (United Nations Development Program) survey guidelines; to ensure individual attention to each student.

### ALPHA'S AIM IS TO:

- ▶ Create esthetically knowledgeable managers.
- ▶ Provide creative and technical master minds in the event and entertainment industry.
- ▶ Create skillful and competent Event Managers, Wedding Planners, Artist Managers and DJs
- ▶ Generate more talented work force in all department of Events and Entertainment.

*ALPHA continues to blaze its success story through innovative methods of imparting education.*

# 1

## WEDDING PLANNING & MANAGEMENT

**A** far cry from the monotonous office jobs, careers in wedding planning are exciting, gratifying and energetic in nature. Exploring exotic wedding destinations, meeting diverse people every day, limitless earning with no investment, established goodwill and moreover enjoying the freedom of being YOUR-OWN-BOSS are all the perks of being a successful Wedding Planner. Certificate in Professional Wedding Planning is an intensive program crafted to educate students on the business best practices, methods, and techniques to kick start the career in the wedding planning industry right away. On completion of this course, you will be able to design, plan, organize, and deliver any wedding event.



## A

### FOUNDATION COURSE

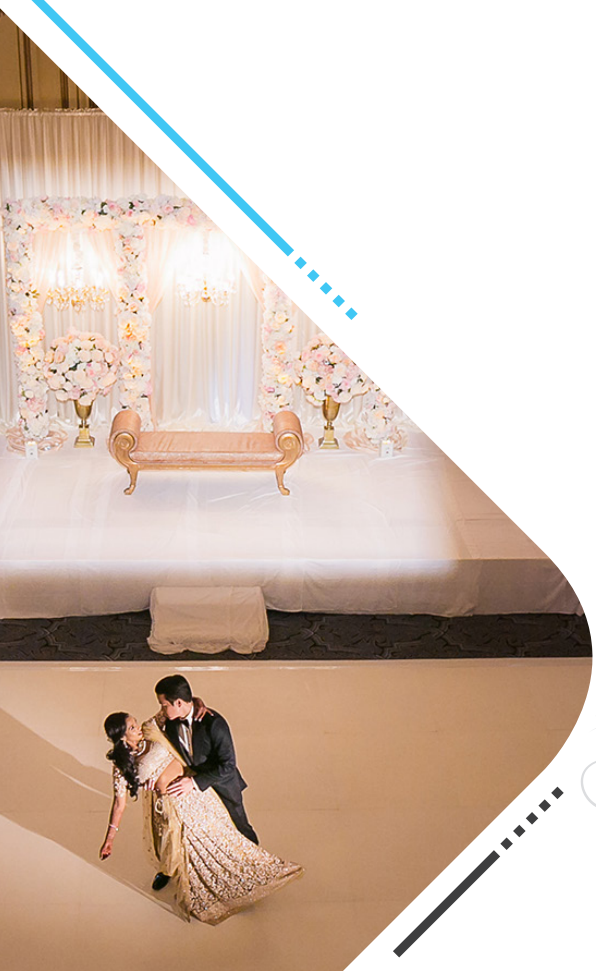
DURATION: 45 DAYS

ELIGIBILITY: 12TH PASS

**I**f wedding planning really is your dream job, why wait any longer to make that first move? Worldwide, the demand for talented wedding planners is growing at record-pace. It's simply a case of priming yourself with the skills, knowledge and industry insights you'll need to make things happen. Take the first step towards being a Wedding Planner with this course and get an insight into different wedding cultures, understanding client needs, making presentations and budgets.

### HIGHLIGHTS

- Introduction to the Wedding Industry
- Stages in Wedding Planning
- Wedding Cultures
- Client Servicing & Team Management
- Wedding Presentation & Sales
- Budgeting & Costing





## **ADVANCED CERTIFIED COURSE**

**DURATION: 4 MONTHS+ INTERNSHIP**

**ELIGIBILITY: 12TH PASS**

**T**his wedding planning course provides a comprehensive introduction to one of the most relevant wedding planning specializations. Building on an existing interest in the modern wedding industry, this intensive course gradually builds candidates' knowledge and expertise to professional levels. Beginning with an overview of the modern industry, course content on advanced certification, outlines a variety of wedding cultures. Students also explore building and managing vendor relations, along with food and beverage provision, décor, team management and production technical. The course concludes with an introduction to starting, managing and marketing a private wedding planning business. Ultimately, successful candidates will have the opportunity to pursue positions with established brands, or setup into business for themselves as private wedding consultants.

### **HIGHLIGHTS**

- Introduction to the Wedding Industry
- Stages in Wedding Planning
- Wedding Cultures
- Wedding Venue Selection
- Wedding Venue-Recee & Layout
- Client- Servicing
- Wedding Coordination
- Wedding Invitation & Gifting
- Team Management
- Vendors & Partners Management
- Décor & Designing
- Production & Technical Learning
- Hospitality & Logistics
- Technical- Sound & Light- Recee
- Food & Beverages- Introduction
- Wedding Photography & Video-Introduction
- Wedding Entertainment Introduction
- Wedding Presentation & Sales
- Budgeting & Costing
- Introduction to Destination Wedding

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## **CERTIFIED MASTER IN WEDDING PLANNING**

**DURATION: 6 MONTHS +INTERNSHIP**

**ELIGIBILITY: 12TH PASS**

**B**ecome a Pro in wedding planning. Study every step of the wedding planning process in detail, explore different types of weddings, learn how to offer professional wedding consultations, manage the financial aspects of planning a wedding and create a comprehensive wedding checklist! Enjoy the leverage of one-to-one doubt clearing sessions from the industry experts, with no deadlines or time-restrictions to worry about! Along with the add-ons attached to this course students are eligible for lifetime access to course content and consultation. If you've ever dreamed of starting your own wedding planning business and becoming your own boss, start your journey towards Certified Master in Wedding Planning today!

### **ADD ONS**

- Field Training
- Live Events
- Technical Training
- Online Instructor/Video Lectures
- Assignment/Projects
- Mentoring by an expert to own company

### **HIGHLIGHTS**

- Introduction to the Wedding Industry
- Stages in Wedding Planning
- Wedding Cultures
- Theme Wedding
- Exploring-Market& Vendors
- Wedding Venue Selection
- Wedding Venue- Recee & Layout
- Client Servicing
- Wedding Coordination
- Wedding Invitation & Gifts
- Team Management
- Vendor & Partners Management
- Décor & Designing
- Production & Technical Learning
- Hospitality & Logistics
- Permission & Licensing
- Technical- Sound & Light – Recee
- Food & Beverages- Designing & Management
- Wedding Photography & Video
- Wedding Entertainment
- Wedding Presentation & Sales
- Budgeting & Costing
- Destination Wedding detailed

# 2

## EVENT MANAGEMENT



**S**eeing IIFA, Flim-Fare, IPL, Big-boss, Roadies, Mumbai Marathon.....sounds exciting, Event Managers are the invisible architects behind them to make it a reality. Career in Event management has turned up as one of the most profitable opportunities in recent years. However, the supply of qualified and skilled event managers is insufficient compared to the growing demand of the industry. The size of the Event management industry has grown at an alarming rate in the past decade. According to the surveys done by leading Research agencies, the organized Event Industry in India is poised to grow by at least by 20% annually and is estimated to reach INR 120000 crores. Our Courses in Event Management are practically oriented and are taught by the industry experts. On the completion of the course you will be able to Plan, Organise, Execute and Evaluate any kind of event.

# A

### **CERTIFIED EVENT PLANNER (CEP)**

**DURATION: 6 MONTHS**

**ELIGIBILITY: 12TH PASS**

**T**his course (CEP), investigates the practical skills, theoretical knowledge and personal traits required to succeed in this highly-competitive industry. Course content of this event planning certification introduces candidates to a variety of common event types, breaking the event planning process down to its core elements and exploring each in-depth. Candidates build an advanced understanding of event budgeting, venue selection criteria, event theme and concept considerations, event marketing strategies and closing/evaluating events. Ultimately candidates will have the opportunity to seek positions with event management agencies, media houses and MNC's or to start their own private event planning businesses.

### **HIGHLIGHTS**

- Event Planning
- Event Accounting
- Event Sponsorship
- Logistic and Production

### **ADD ONS**

- Video Lectures
- Case Studies
- Live Events and Training
- Field Trips
- Workshops

# B

## **ADVANCE DIPLOMA IN EVENT MANAGEMENT (ADEM)**

**DURATION: 1 YEAR (INCLUDING INTERNSHIP)**

**ELIGIBILITY: 12TH PASS**

Explore the fascinating field of event management in our most advanced course, which covers the planning, implementation, supervision and optimisation of all types of events! Learn how to put your ambition and enthusiasm to use in the field, studying contingency management, the event marketing process and the importance of quality customer service! If you've ever dreamed of starting your own event management business, now's your chance to make it happen! Get started with our Advance Diploma in Event Management today and the future is yours! Become a Pro in event management and have the opportunity to seek positions with event management agencies, media houses and MNC's or to start their own private event planning businesses. Along with the add-ons attached to this course students are eligible for lifetime access to course content and consultation.

### **HIGHLIGHTS**

- Event Planning
- Event Accounting
- Event Communication
- Team Leadership
- Event Sponsorship
- Logistic and Production
- Permission and Licensing

### **ADD ONS**

- Video Lectures
- Case Studies
- Live Events and Training
- Field Trips
- Workshops
- Computer Training on software:-
  - MS Word
  - MS Excel
  - MS Power Point
- Basic of Internet
- Introduction to digital Marketing
- 100% Job Assistance
- Mentoring by expert to own a company



# 3

## DISC JOCKEY (DJ)

**T**his course will give you a solid grounding in DJing, and access to practice during your training. From the start date of your course, you'll benefit from this intensive course to access all our DJ practice suites. Including basic and advanced mixing techniques, you can use with any DJ Software. If you are looking for a complete DJ Mixing course, you are now in the right place! Beyond your training you'll also have access to gig opportunities that come throughout the course duration

## A

**FOUNDATION COURSE**  
**DURATION: 2 MONTHS**  
**ELIGIBILITY: 12TH PASS**

**T**his course will lay a solid foundation for your startup in the field of Music. In-depth knowledge of the basics of DJing will help you understand the concepts well. Hands on experience on basic and advanced mixing techniques will lead you to experiment in the early stages. On course completion you will be able to take up opportunities with clubs and personal gigs.

### HIGHLIGHTS

- What is a DJ?
- Introduction to the equipments & the Industry
- Introduction to the music genres around the world
- What is a Cue Point?
- Beat matching • Mixer & Eq
- How to use equalization effectively
- Basic and Advanced Mixing Techniques
- How to Use Effects, Filters and Loops Effectively
- How to Manage Your Music Collection

## B

**ADVANCED  
CERTIFICATE COURSE**  
**DURATION: 6 MONTHS**  
**ELIGIBILITY: 12TH PASS**

**T**he Advanced certificate course deals with advanced techniques such as mixing on turntables, CD players and using the mixer for advance effects to not only create a seamless blend between your tracks but also allows you to create moments within your sets using your own variations and customizations of effects to enhance transitions. A comprehensive course guide for using Software and Virtual Decks for the DJ sets. On completion of this course you will become a pro at DJing and would be able to do shows from Individual Gigs, Club Events or do Corporate Shows or Media Parties or play sets in Music Festivals

### HIGHLIGHTS

- What is a DJ?
- Introduction to the equipments& amp; The Industry
- Introduction to the music genres around the world
- What is a Cue Point? • Beat matching
- Mixer & Eq. • How to use equalization effectively
- Basic and Advanced Mixing Techniques
- How to Use Effects, Filters and Loops Effectively
- How to Manage Your Music Collection
- Introduction to digital djjing/ Virtual Decks
- Everything about DJ software applications
- How to Create and Organize Playlists
- The Aesthetics of Sound and the Harmonic Mixing



# 4

## ARTIST & MUSIC MANAGEMENT

**B**ehind every talented artist there is a great manager. The artist manager is the mediator between the artist and the rest of the world and are also called 'band managers', 'artist managers', 'music managers', or 'talent managers'. This course explores the roles and necessity of an artist manager, what they do and how they do it. Our in-depth courses train you on planning, tie-ups, contracts, money management, and leadership dynamics to be a perfect artist manager.

### A

#### DIPLOMA COURSE

DURATION: 2 MONTHS

ELIGIBILITY: 12TH PASS

**B**eing an artist manager is one of the most fulfilling and respected jobs in the music business, and our diploma course will provide you with all the skills and knowledge you need to succeed in the industry today. On course completion you will be able to:-

#### ARTIST MANAGEMENT & BOOKING

- Artist as a brand
- Managers Vs Agents
- Exclusive Vs non-exclusive
- Why and when should an artist get a manager
- Being your own manager
- Management contracts
- Making the business plan – Setting milestones, Budgeting
- Payment policies
- Press kits
- Ending of management agreement

#### RECORD LABELS & DIGITAL DISTRIBUTION

- Overview of the record industry
- Major and independent record labels
- Types of deals – 360 Degree Deals, album deals, Single song assignment deals
- Royalties
- Advances
- Agreements
- Determining the budget

**PLANNING**



# B

## MASTER DIPLOMA COURSE

DURATION: 4 MONTHS+ INTERNSHIP

ELIGIBILITY: 12TH PASS

This course is highly regarded in both music business education and the industry at large. It will prepare you to become one of the next generation of Artist industry leaders and entrepreneurs. This is an intense course, but one which can help you to progress your career across a wide range of artist business disciplines. This course has a unique curriculum. You will be able to combine a strong underpinning of key business skills (entrepreneurship, leadership, organizational management, and marketing with essential artist/music industry management knowledge (strategic innovation technology, intellectual property and copyright) and academic concepts and theories relevant to the industry today. On completion of this course you will be able to:

### ARTIST MANAGEMENT & BOOKING

- Artist as a brand
- Managers vs Agents
- Exclusive vs non-exclusive
- Why and when should an artist get a manager
- Being your own manager
- Management contracts
- Making the business plan – Setting milestones, Budgeting
- Payment policies
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- Ending of management agreement

### RECORD LABELS & DIGITAL DISTRIBUTION

- Overview of the record industry
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- Royalties
- Agreements
- Advances
- Determining the budget

### LIVE: CONCERTS, FESTIVALS & TOURING

- The Promoter, The Agent, The Venue
- The Riders
- The Artist's Fee, gate share, bar share etc.
- Live performance as a revenue and promotion opportunity
- International touring
- Sponsorship and endorsement opportunities
- Merchandise
- Working at a venue or festival
- Finding the right venues for your live shows
- Business basic for putting on a show
- Advancing the show
- Understanding basic sound set up
- Contracts & dissecting of a contract
- Payment policy

### ADD ONS

- Final Project
- Video Lectures Series



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TO THE WORLD OF  
INNOVATIVE  
EDUCATION  
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