



DEPARTMENT OF BBA

Report Submission: 31/08/2026

Semester: I	Academic Year: 2026–27	Venue: AIGS Seminar Hall, Acharya Institutes
Event Date: 11/08/2026	Time: 10:00 AM to 01:00 PM	Duration: 03:00 HRS

TYPE OF EVENT: GUEST TALK

**EVENT NAME: BEYOND EVENT MANAGEMENT-CREATING
EXPERIENCES, BUILDING CAREERS & LEADING WITH PURPOSES**

Target Audience: I Sem BBA Students	Number of Participants: 50	Event Coordinator: Mrs. Vineela L
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Objectives:

1. To help students understand the importance of creating engaging and memorable experiences in event management.
2. To introduce students to the applications of Artificial Intelligence (AI) in planning, organizing, and managing events.
3. To provide practical insights into current trends, technologies, and innovations used in the event management industry.
4. To enable students to learn from the experiences and best practices shared by the industry expert.

Program Introduction:

The Department of BBA, Acharya Institute of Graduate Studies (AIGS), organized a Guest Talk on 11th August 2026 at AIGS Seminar Hall from 10:00 AM to 01:00 PM. The session was conducted to provide students with practical insights into the event management industry including Event planning, AI technology and career opportunities. The event was coordinated by Mrs.Vineela L, under the guidance of Dr. Asha S, HOD, department of BBA.



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Theme of the Event:

Innovation, AI Technology in Event Management

The theme focused on highlighting the importance of employability skills, professional attitude, communication abilities, adaptability, leadership qualities, emotional intelligence, and continuous learning in achieving career success. The session emphasized that while academic performance provides a foundation, workplace success largely depends on practical skills and professional competencies.

Detailed Report:

The Department of Business Administration (BBA) at Acharya Institute of Graduate Studies (AIGS) organized an insightful Guest Talk titled Beyond Event Management – Creating Experiences, Building Careers & Leading with Purpose on 11th August 2026 (Tuesday). The event took place from 10:00 AM to 1:00 PM at the AIGS Seminar Hall, drawing enthusiastic participation from students and faculty eager to explore the evolving landscape of the events industry.

Centering around the core theme of Innovation, AI & Technology in Event Management, the session aimed to bridge the gap between traditional management concepts and modern, tech-driven practices. The guest speaker for the occasion was Mohan R, Founder and Senior Event Specialist at Vybogham Weddings. Drawing from his extensive industry experience, Mr. Mohan delivered an engaging address that emphasized four key pillars: Innovate with Ideas, Automate with AI, Elevate with Technology, and Lead with Purpose.

The session commenced with a formal welcome and intro, setting an energetic tone for an interactive learning experience. During his talk, Mr. Mohan highlighted how artificial intelligence and advanced technology are revolutionizing event planning, operational automation, and guest experience personalization. He encouraged students to look beyond execution, focusing instead on crafting immersive experiences, establishing sustainable career pathways, and leading industry initiatives with clarity and intent.

The interactive segment allowed students to discuss real-world challenges, industry trends, and the future where creativity meets technology. The program concluded with a vote of thanks and a token of appreciation presented to the guest speaker for sharing his valuable expertise. Overall, the guest talk was a resounding success, fulfilling its promise of "Designing Moments. Inspiring Futures" and leaving attendees with actionable insights into the intersection of technology, passion, and leadership.



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in event management. Ultimately, it profoundly motivated young mindsets to pursue visionary paths across the dynamic creative sector ahead with practical exposure.

Geotagged Photographs:



Welcoming Guest Mr.Mohan to the session with Sapling



Mr. Mohan Engaging students with interactive session



Students actively listening the session



Students participating in Event Planning Activity



Faculty Coordinator Mrs.Vineela is presenting Appreciation letter to Guest Mr. Mohan.

Outcomes:

- Students will understand how to create engaging and memorable event experiences for different audiences.
- Students will be able to Identify and use AI-based tools and technologies that support event planning, promotion, registration, and audience engagement.
- Students can enhance their creativity, communication, teamwork, and problem-solving skills required for successful event management.
- Students can apply the concepts and practical insights shared by the guest speaker while planning and executing academic or professional events.

Conclusion and Audience Feedback Summary:

The Guest Talk on "Beyond Event Management – Creating Experiences, Building Careers & Leading with Purpose" was an enriching and transformative session that successfully bridged the gap between academic theory and real-world industry practices. By highlighting the pivotal role of artificial intelligence, innovative design, and technological integration, the event provided students with invaluable insights into the modern landscape of event management and guest experience design.



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Audience Feedback Summary:

- Students appreciated the speaker's practical and real-world approach to career guidance.
- Participants found the session highly relevant, informative, and motivating.
- The examples shared from the corporate world helped students understand workplace expectations more clearly.
- Many students expressed that the session enhanced their confidence regarding career planning and employability.
- Faculty members appreciated the interaction, engagement, and clarity of the presentation.
- Overall, the feedback indicated that the event was insightful, inspiring, and beneficial for students' professional development.

Student Feedback:

