

RAVI SARIN
FILM INSTITUTE

S C H O O L O F
P R & E V E N T S



ABOUT

RSFI

471

Education
Rank

20+

Years in
Education

50+

Faculty

300+

Events

1000+

Celebrity
Interactions

2M+

Subscribers



Our BOARD OF ADVISOR

Mr. Saurabh Malhotra
Founder of Shaadi Squad

Our Event Management course is proud to have industry mentor Saurabh Malhotra, co-founder of Shaadi Squad, one of India's leading wedding and event planning companies. With a background in film production and years of hands-on experience in executing high-profile destination weddings—including those of celebrities like Virat Kohli and Anushka Sharma—Saurabh brings a wealth of real-world knowledge to the classroom. His expertise in ground operations, logistics, and creative problem-solving provides students with a unique insider perspective on the dynamic world of large-scale event management. Under his mentorship, students gain valuable insights into the meticulous planning, execution, and innovation required to succeed in the industry.



SHAADI SQUAD™



BOARD OF ADVISORS

RSFI's Board of Advisors comprises seasoned experts from the film industry, bringing invaluable insights to our institute. Their collective expertise ensures a comprehensive and industry-relevant approach to education and training.



Saurabh Malhotra



Aanand L. Rai



Shaad Ali



Vivek Agnihotri



Kumar Mangat Pathak



Akiv Ali



Sooraj R. Barjatya



Sunil Rodrigues



Leena Yadav



Aseem Bajaj



Honey Trehan



Rajat Rawail



#RAVISARINFILMINSTITUTE

A portrait of Mr. Ravi Sarin, a middle-aged man with a mustache, wearing a white button-down shirt. He is looking directly at the camera with a neutral expression. The background is a blurred indoor setting with warm lighting.

MESSAGE FROM THE **PRESIDENT**

Mr. Ravi Sarin

Welcome to the RSFI School of Event Management. We are committed to nurturing the next generation of creative and organizational leaders in the entertainment and event industries. Our comprehensive curriculum blends project management, creative direction, and industry insights, delivered by accomplished professionals in cutting-edge learning environments. Emphasizing practical experience, we offer internships, real-world projects, and collaborations with industry leaders to hone your skills. Our program prepares you for exciting roles such as Event Manager. Join us at RSFI to launch a dynamic and fulfilling career in event management.

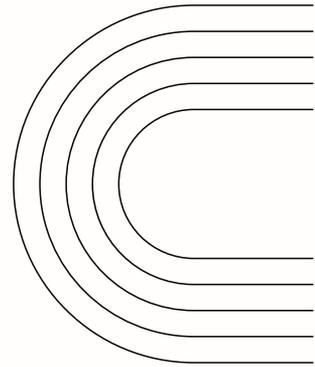


EVENT MANAGEMENT

Our Event Management course prepares you for exciting careers in the event industry.

Event management involves planning and executing events like weddings, festivals, and corporate meetings.

This course combines practical training with industry insights, providing the skills to excel in high-pressure roles. A career in this field offers creativity, growth opportunities, and global exposure in a thriving industry.



COURSE OVERVIEW

Our Event Management provides a comprehensive understanding of the event industry. Event management involves the creative and logistical planning required to execute successful events, such as weddings, corporate conferences, music festivals, and exhibitions. The course combines theoretical knowledge with hands-on training to prepare students for industry demands. Students will explore the process of conceptualizing events, managing vendors, marketing, budgeting, and handling risk assessments. They will also develop the expertise to manage on-ground operations, including location scouting, resource allocation, timeline management, and problem-solving in high-pressure situations. By the end of the course, students will possess the skills and confidence to excel in event management roles.



The people responsible for
making the most
memorable occasion of
our lives peaceful and
beyond beautiful.
**Anushka Sharma &
Virat Kohli**



SHAADI SQUAD PROJECTS

AS AN EVENT MANAGER

At RSFI, we've successfully completed 250+ films as line producers and managed over 300 events with precision and creativity. With our extensive experience in the industry, we are dedicated to teaching our students the skills and expertise needed to master this dynamic field and build a successful career.



Anushka & Virat

Tuscany, Italy



Katrina & Vicky

Ranthambore, India



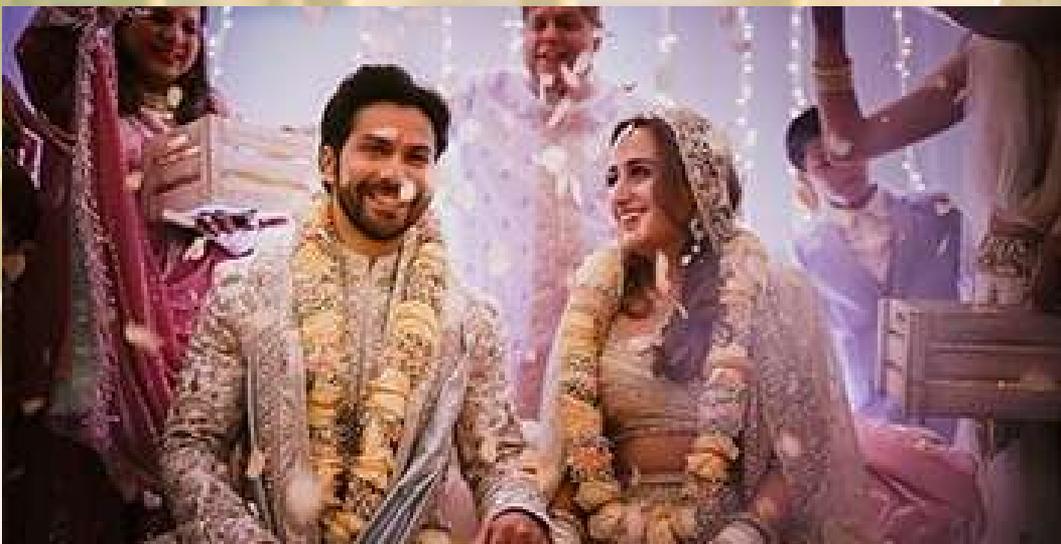
Athiya & KL Rahul

Khandaḷa, India



Natasha & Varun

Alibaug, India

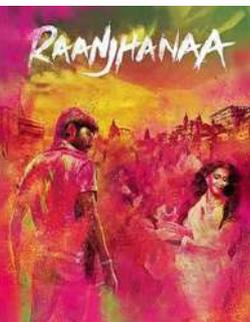
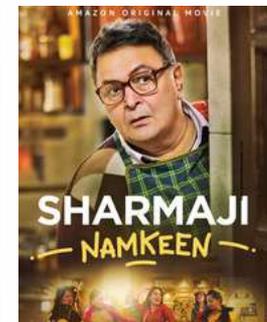
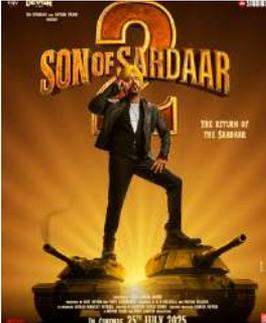


Destination **Wedding**



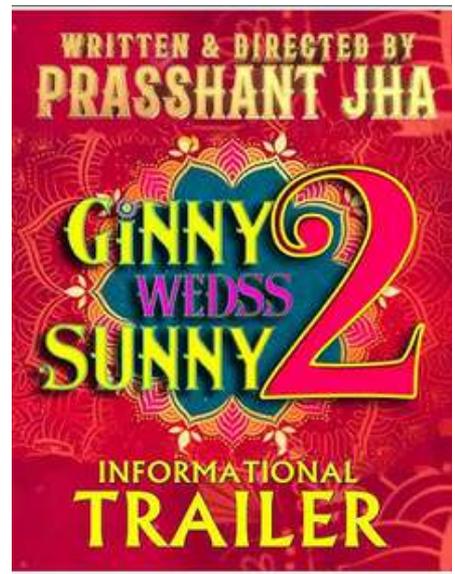
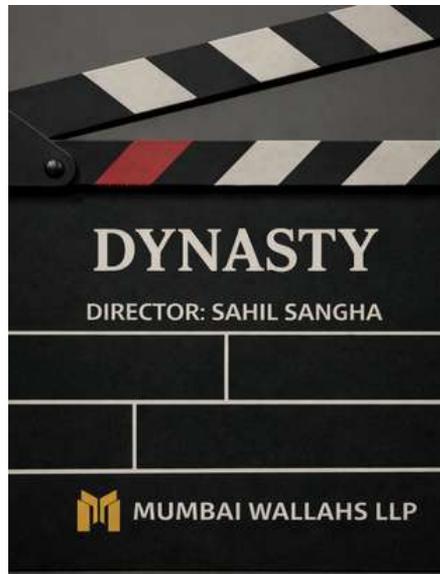
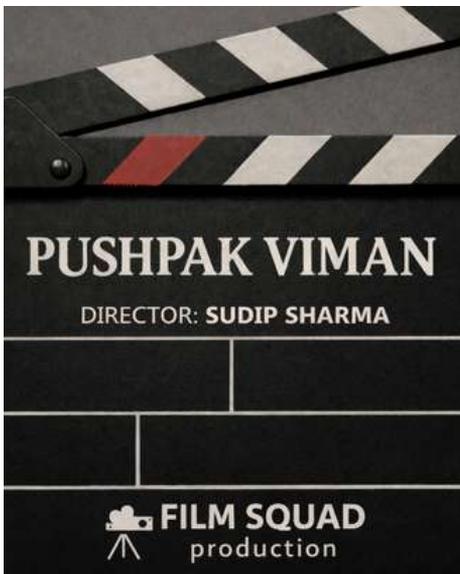
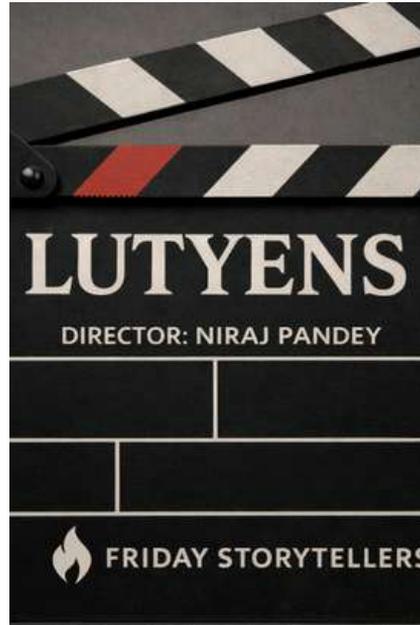
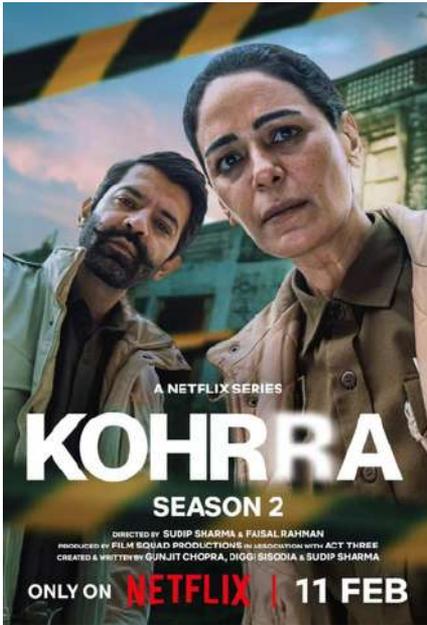


RSFI PRODUCTIONS



RECENT PROJECTS

as a Line Producer



Recent Film Promotion

Jaan Abhi Baaki Hai



Corporate Events

Videocon



Reliance



Airtel



Corporate Events

Microsoft



LG



Yes Bank





PROGRAM HIGHLIGHTS



Specialised
Courses



Certified
Faculty



Industry
Exposure



Resume
Building

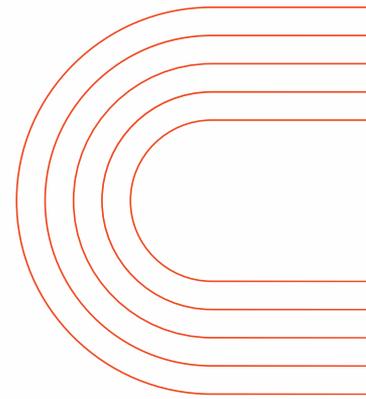


Educational
Events



Career Mapping &
Career Counseling

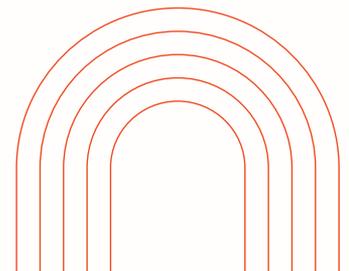
Our distinguished faculty, leaders in their fields, guide students to success with rich experience. They empower with insights, shape professionals, and nurture talent, serving as mentors for impactful careers and meaningful lives.





WHO SHOULD ENROLL?

- Beginners interested in event management.
- Aspiring event managers.
- Students or graduates from any field.
- Professionals in hospitality, marketing, or PR.
- Entrepreneurs looking to start event ventures.
- Business Owners and Marketers
- Creative individuals passionate about organization and execution.



CAREER OPPORTUNITIES

Event Manager

Wedding Planner

Corporate Event Manager

Event Planner

Exhibition Organizer

Venue Manager

Conference Coordinator

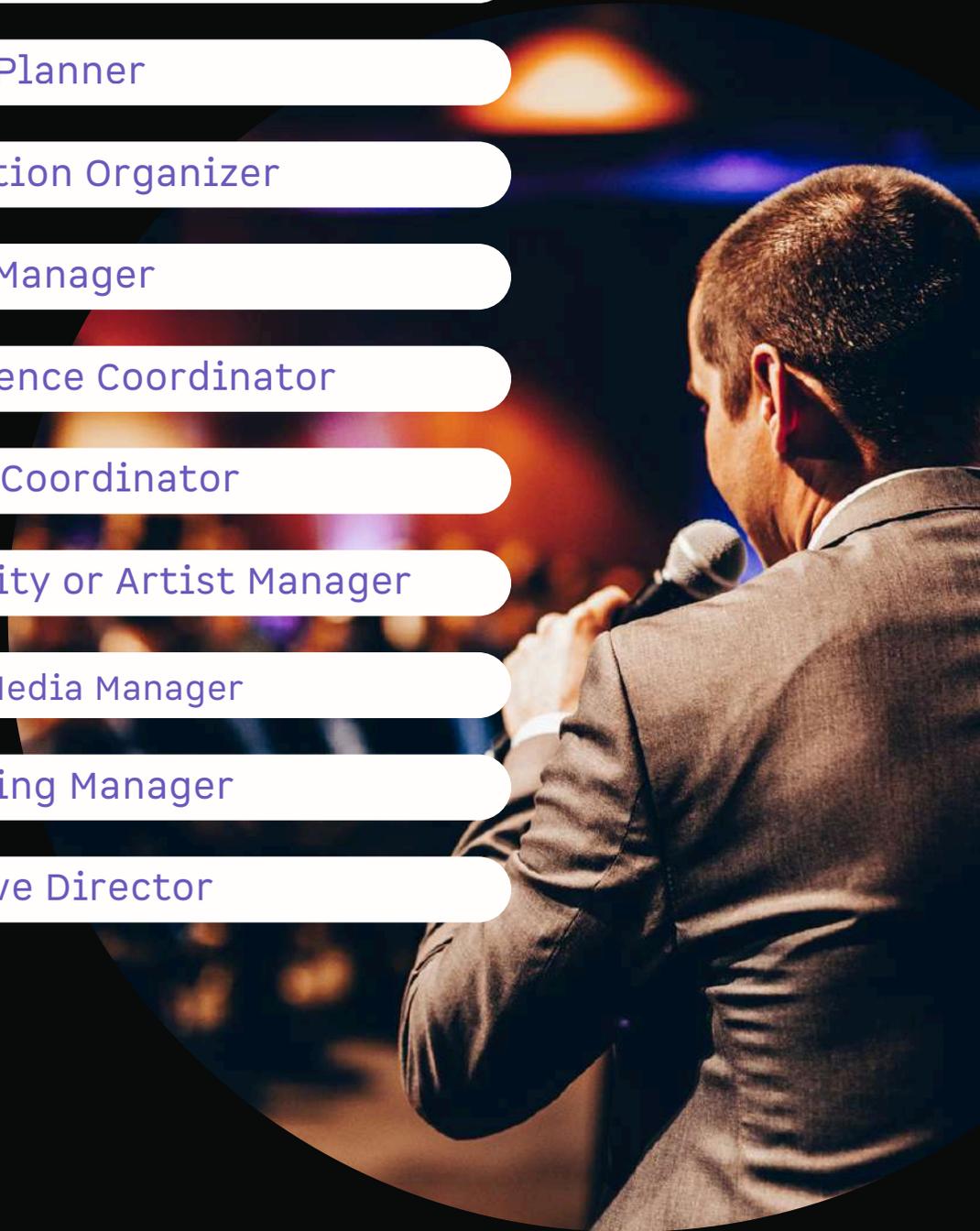
Talent Coordinator

Celebrity or Artist Manager

Social Media Manager

Marketing Manager

Creative Director



WHAT YOU'LL LEARN IN EVENT MANAGEMENT

Introduction to Event Management

Event Planning & Budgeting

Venue Selection & Logistics

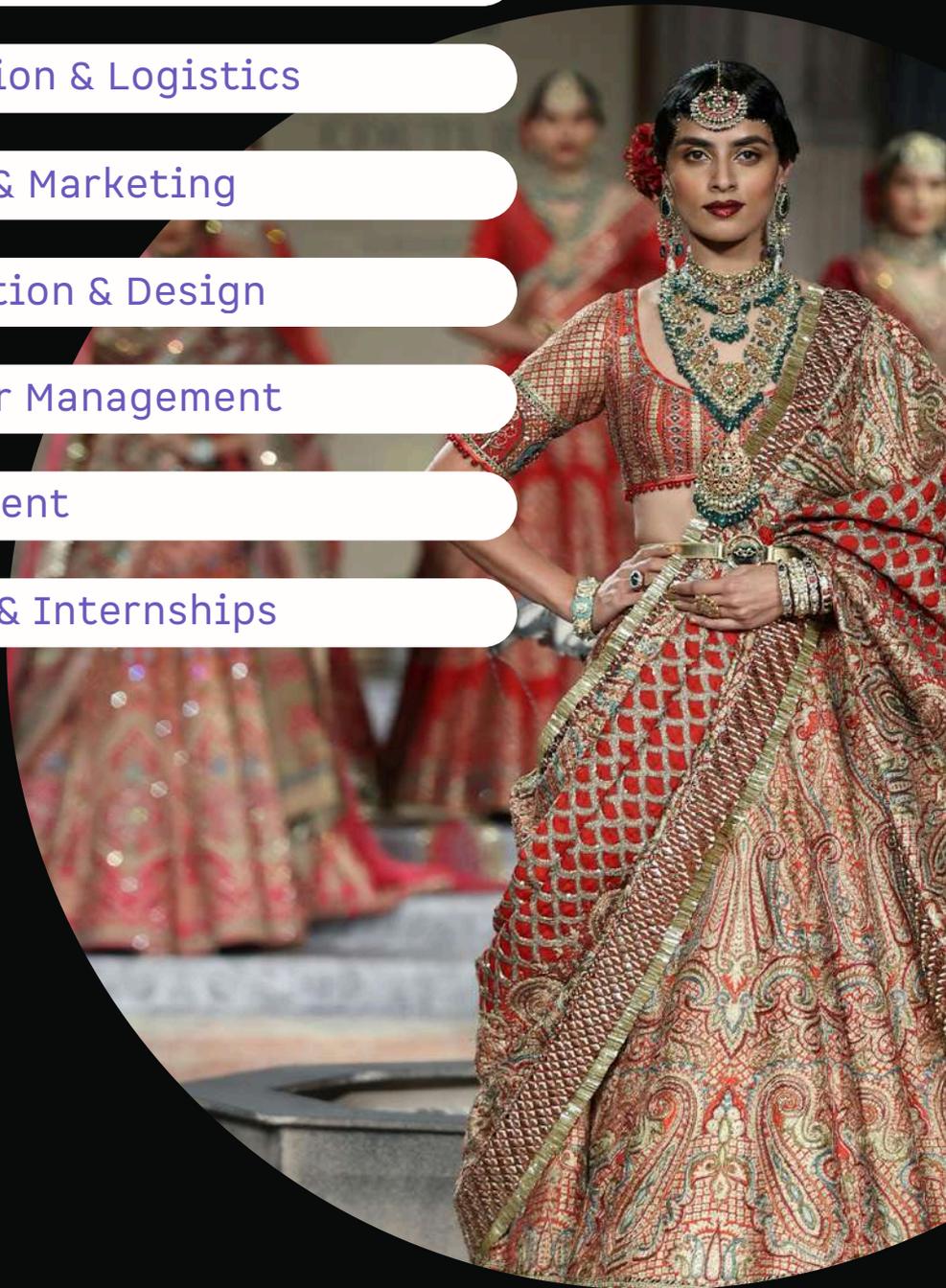
Sponsorship & Marketing

Event Production & Design

Team & Vendor Management

Risk Management

Live projects & Internships



WHAT YOU'LL LEARN IN WEDDING PLANNING

Fundamentals of Wedding Planning

Budgeting & Timeline Creation

Theme & Décor Designing

Vendor Sourcing & Management

Venue Scouting & Legal Formalities

Hospitality & Guest Management

Ceremony Coordination & Protocol

Crisis Management & Execution



WHAT YOU'LL LEARN IN PUBLIC RELATIONS

Introduction to PR & Media Relations

Crafting the PR Strategy

Press Release & Content Creation

Relationship Building

Crisis Communication Management

Digital PR & Influencer Engagement

Event & Campaign Execution

Performance Tracking & ROI



DIPLOMA IN PUBLIC RELATIONS AND EVENT MANAGEMENT

HANDS-ON PROJECTS

- PRESS SIMULATION – CONDUCTING MOCK PRESS BRIEFINGS
- PR STRATEGY – CREATING CAMPAIGNS FROM CONCEPT TO PITCH
- CSR CAMPAIGN DESIGN – DEVELOPING SOCIALLY RESPONSIBLE BRAND STORIES
- EVENT BLUEPRINT – BUILDING A COMPLETE EVENT PROPOSAL AND STRATEGY
- FIELD STUDY – INVESTIGATING NGOS AND THEIR COMMUNICATION MODELS
- SOCIAL BUZZ – DESIGNING SOCIAL MEDIA CAMPAIGNS FOR EVENTS

SEMESTER 1 HIGHLIGHTS

- FOUNDATIONS OF MEDIA AND COMMUNICATION INDUSTRIES
- GLOBAL COMMUNICATION PERSPECTIVES AND CULTURAL CONTEXTS
- MEDIA LAW, ETHICS, AND REGULATORY FRAMEWORKS
- ORGANIZATIONAL STRUCTURES AND MANAGEMENT FUNDAMENTALS
- INTRODUCTION TO INTERNATIONAL MARKETING ENVIRONMENTS
- BASICS OF STILL PHOTOGRAPHY AND VISUAL STORYTELLING
- TERM-BASED CREATIVE PROJECT

SEMESTER 2 HIGHLIGHTS

- IN-DEPTH EXPLORATION OF PUBLIC RELATIONS AND REAL-WORLD APPLICATIONS
- DISTINGUISHING PR FROM OTHER PROMOTIONAL TOOLS LIKE ADVERTISING AND PUBLICITY
- CORPORATE COMMUNICATIONS AND INTERNAL BRAND MESSAGING
- EVENT LIFECYCLE MANAGEMENT AND STRATEGIC EXECUTION
- UNDERSTANDING THE ROLE OF CSR IN BRAND PERCEPTION
- FUNDAMENTALS OF CLIENT RELATIONSHIPS AND CONSUMER PSYCHOLOGY

DIPLOMA PROGRAMS

- 1 Year Diploma in PR & Event Management

SHORT-TERM PROGRAMS

- 6 Months Certification in **PR & EVENT MANAGEMENT**
- 3 Months Certification in **Wedding Planner**



What You Will Learn

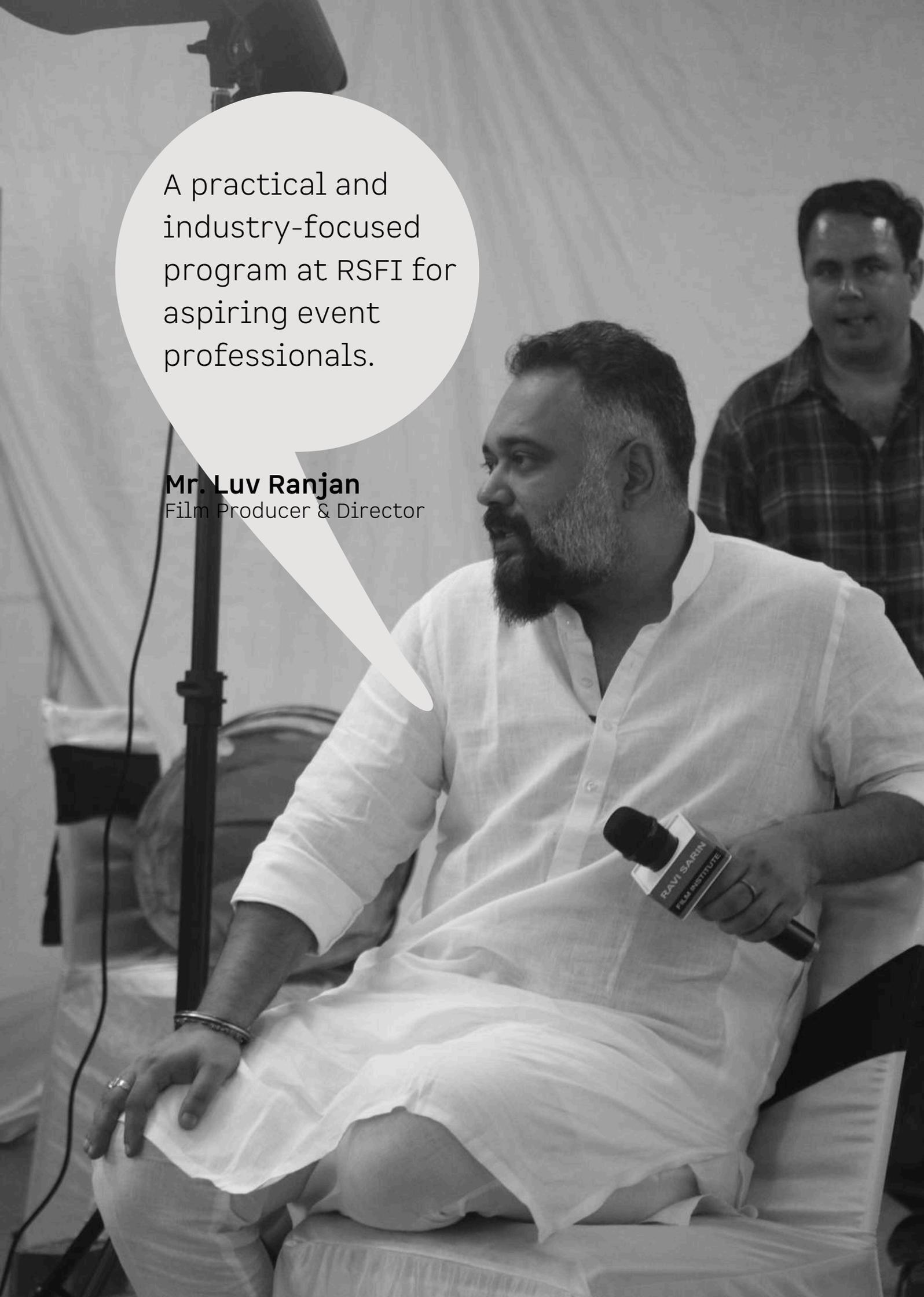
- Understanding global media trends and communication frameworks
- Creating effective digital marketing plans for B2B and B2C segments
- Mastering the art of integrated marketing communications
- Gaining hands-on expertise in event planning and execution
- Exploring specialized areas in PR including CSR and crisis communication

A comprehensive, hands-on course that expertly prepares you for dynamic career in event management.

Mr. Manoj Mitra

Co-founder
Shaadi Squad





A practical and industry-focused program at RSFI for aspiring event professionals.

Mr. Luv Ranjan
Film Producer & Director



INFRASTRUCTURE



CAMPUS

The RSFI School of Cinema, situated as a spacious and top-tier educational institute nestled in the heart of Film City Noida, North India's eminent media and film production hub, embodies a steadfast commitment to excellence. We prioritize blending practical exposure with theoretical knowledge, ensuring a comprehensive grasp of the dynamic art of Cinema.





Podcast Studio

The RSFI Podcast Studio, a spacious and state-of-the-art facility located in the heart of Film City Noida—North India's leading media and production hub—stands as a testament to creative excellence. We focus on blending hands-on experience with conceptual understanding, ensuring a complete mastery of the dynamic art of podcasting.





OUR FACULTY

Our distinguished faculty, leaders in their fields, guide students to success with rich experience. They empower with insights, shape professionals, and nurture talent, serving as mentors for impactful careers and meaningful lives.



Mr. Abhishek Saroha
Acting



Mr. Vinesh Kumar
Cinematography



Mr. Raman Thakur
Drama



Mr. Bharat Banga
Film Making



Dr. Pushkar Kumar
Academic Head



Mr. Pawan Kumar Juneja
PR & Media Consultant



Mr. Shubham Raj
Music Production Trainer



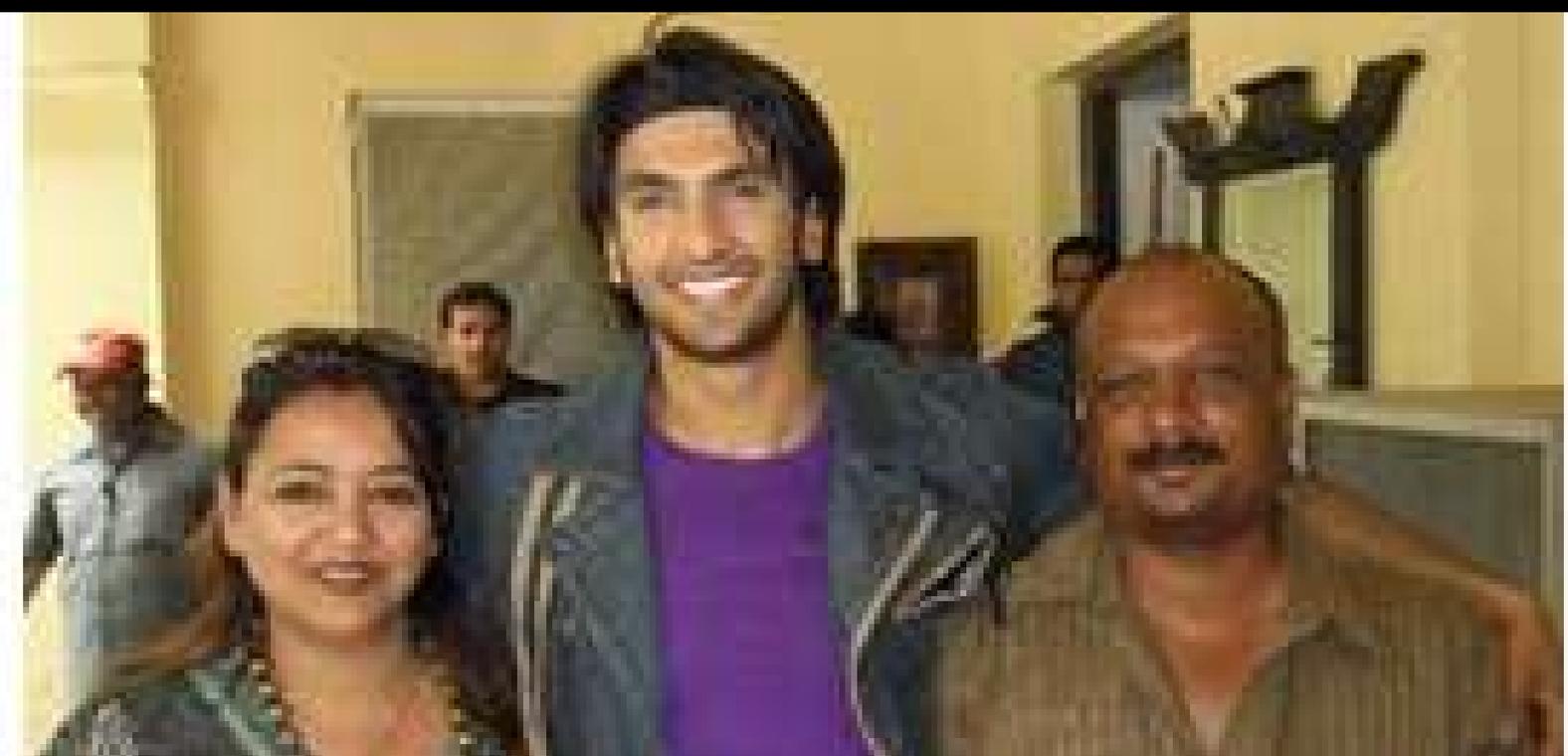
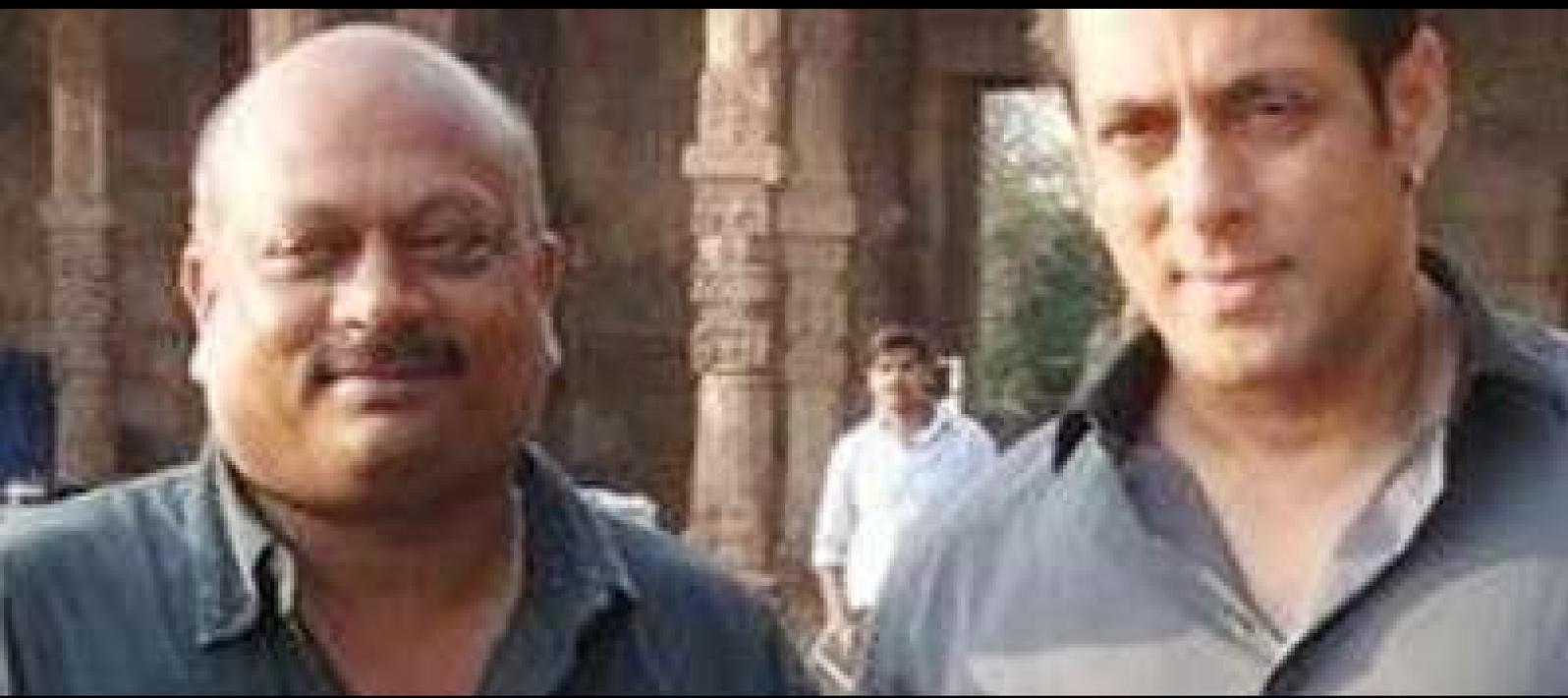
Mrs. Yukta
Animation and VFX

RSFI boasts a cutting-edge infrastructure tailored to foster a productive learning environment. Our campus features air-conditioned classrooms for optimal comfort during classes. Our **computer labs** are outfitted with the latest **Apple iMacs and high-end Windows PCs**, enabling advanced work in technical fields. Students benefit from fully-equipped photography studios and professional camera gear, perfect for hands-on practice. The on-site canteen provides a range of meals and snacks to keep students fueled throughout the day. Additionally, our expansive library offers a rich collection of books and resources, supporting research and study.



With these top-notch facilities, RSFI ensures that students have access to a comprehensive array of tools and resources crucial for their academic and professional success. By providing advanced equipment, comfortable learning spaces, and ample resources, we empower students to excel in their chosen fields and prepare them for successful careers.



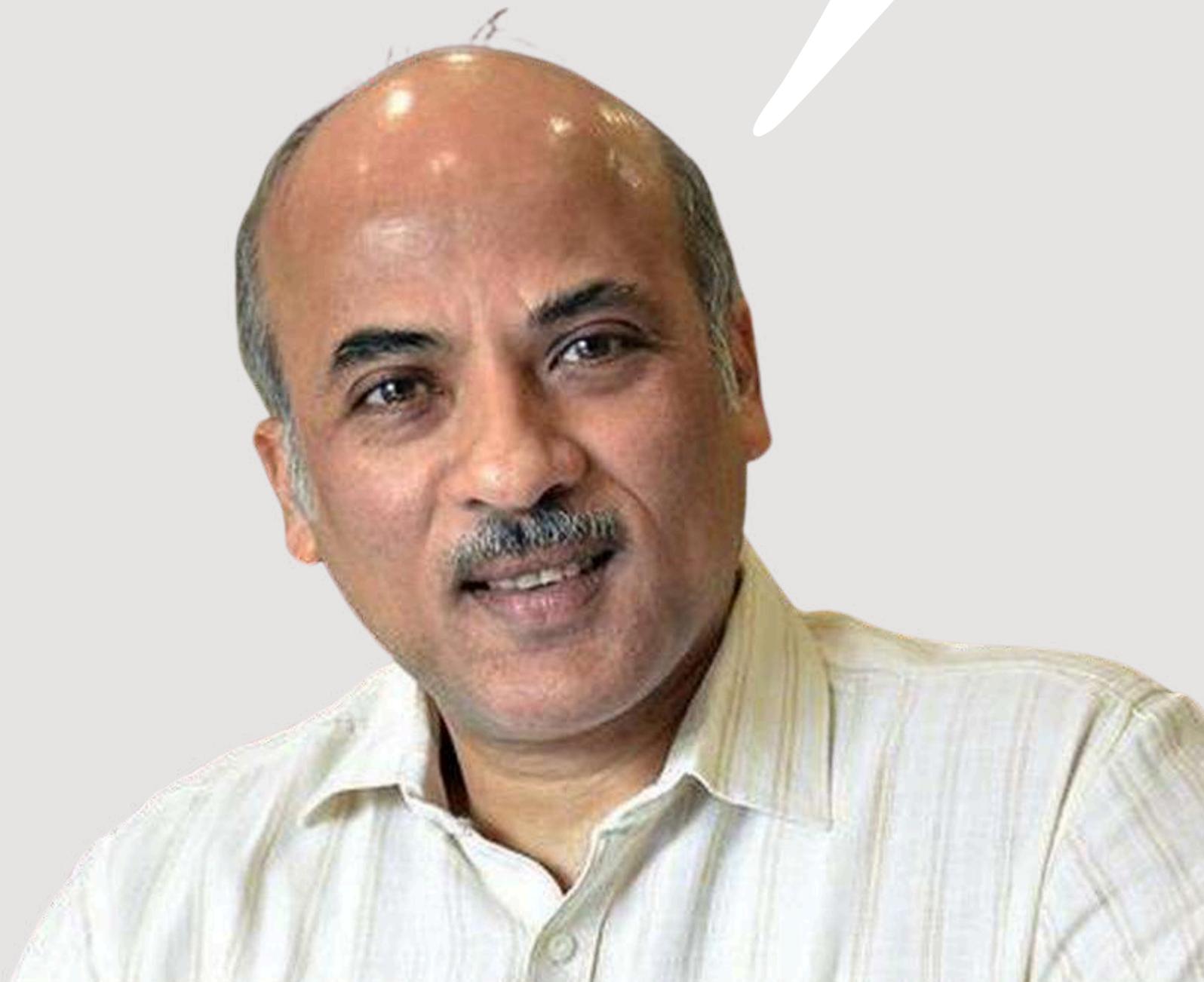




The wedding of my child was beautifully planned and executed to perfection. Every detail was handled with care, making it an unforgettable day for all of us.

Mr. Sooraj Barjatya

Director of Rajshri
Productions



WORKSHOPS & WEBINARS



MASTERCLASS BY **INDUSTRY EXPERTS**

MR. LUV RANJAN
FILM PRODUCER
& DIRECTOR

Sharing Experience
and Expertise with
Our Students.



Masterclasses and workshops serve as invaluable platforms for students to acquire firsthand industry exposure, playing a pivotal role in delivering practical training. We consistently engage distinguished and award-winning industry experts to provide essential hands-on knowledge, equipping students for forthcoming opportunities and challenges. This facilitates their readiness for diverse roles and responsibilities within the field.

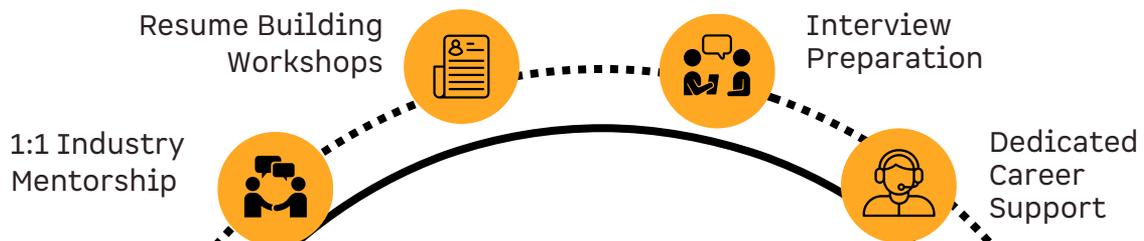
Students are immersed in the historical and contemporary works from diverse cultures, offering them a chance to grasp various facets of the Fashion industry. These workshops cover a range of integral topics crucial for the comprehensive development of fashion students. Throughout these sessions, experts not only demonstrate but also endorse the actual processes and practices intrinsic to the craft. The enthusiastic participation of students is evident as industry experts generously share their knowledge and experiences.

We firmly believe that seminars and masterclasses led by renowned industry figures are effective tools for nurturing academic excellence and providing valuable industry insights. In the digital age, webinars have revolutionized knowledge-sharing, facilitating engaging discussions on ideas, information, and opinions for a global audience.

Our commitment to exposure extends to the organization of numerous seminars and webinars featuring both national and international experts and celebrities. This ensures that students gain relevant insights into the diverse spectrum of work, philosophies, ethos, and cultures prevalent in fashion globally. These sessions empower students with in-depth knowledge on specific topics, keep them abreast of the latest industry developments, and foster the acquisition of new skills. Furthermore, these events enhance networking opportunities for students, as industry insights and motivation from renowned experts play a crucial role in supporting students on their journey and sustaining their success in the creative industry.

Preparing you To Become Job-Ready

At RSFI Institute, our placement cell is committed to guiding students towards fulfilling career paths. Through industry connections, career counseling, and skill workshops, we facilitate internship opportunities and job placements tailored to students' aspirations, ensuring they transition seamlessly from academia to the professional world with confidence and competence.



RSFI stands out with its world-class infrastructure and top-tier faculty, making it the best in the game for Event Management.

Ms. Maanya Singh
*FEMINA MISS INDIA
RUNNER UP 2022*





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