

National Curriculum of Pakistan  
2022-23

# TECHNICAL EDUCATION

## EVENT MANAGEMENT

Grades 11-12



**NATIONAL CURRICULUM COUNCIL SECRETARIAT**  
MINISTRY OF FEDERAL EDUCATION AND  
PROFESSIONAL TRAINING, ISLAMABAD  
GOVERNMENT OF PAKISTAN



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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

**Dr. Mariam Chughtai**

Director

National Curriculum Council Secretariat

Ministry of Federal Education and Professional Training

## Event Management Grades 11-12 Progression Grid

### Domain A: Introduction to Event Management

**Standard:** Demonstrate an understanding of the fundamental concepts of event management, including the definition, importance, and various types of events, as well as the identification of industry trends and career opportunities in event management.

Grade 11	Grade 12
<b>Benchmark I: Students will be able to differentiate between different types of events and articulate the significance of events in diverse fields, connecting the concepts to potential career paths within the industry.</b>	
<b>Student Learning Outcomes</b>	
<p><b>[SLO:EM-11-A-01]:</b> Students will define the term "event management",</p> <p><b>[SLO:EM-11-A-02]:</b> Identify various types of events and provide examples.</p>	<p><b>[SLO:EM-12-A-01]:</b> Students will explore current trends in the event management industry.</p>
<p><b>[SLO:EM-11-A-03]:</b> Students will differentiate distinguishing features of at least three types of events.</p>	<p><b>[SLO:EM-12-A-02]:</b> Students will conduct research in the event management industry.</p>

<p>[SLO:EM-11-A-04]: Students will explain the importance of event management in various industries and sectors.</p>	<p>[SLO:EM-12-A-03]: Students will apply strategies for identifying target audiences, tailoring events to meet their needs and preferences.</p>
<p>[SLO:EM-11-A-05]: Students will investigate and discuss potential career paths within the field of event management.</p>	
<p><b>Benchmark II:</b> Students will identify the target audience, propose and implement tailored strategies to meet their needs and preferences.</p>	
<p><b>Student Learning Outcomes</b></p>	
<p>[SLO:EM-11-A-06]: Students will identify the primary purposes of events, such as celebration, education, or promotion.</p>	
<p>[SLO:EM-11-A-07]: Students will analyze the purpose and goals of different events, considering their social, cultural, and economic significance</p>	

[SLO:EM-11-A-08]:  
 Students will define the concept of a target audience and explain its significance in event planning.

**Domain B: Event Planning and Organization**

**Standard:** Demonstrate skills in planning events, categorizing events, creating preliminary and comprehensive plans, conducting SWOT analysis, using digital tools, and presenting proposals with clarity in simulated real-world scenarios.

Grade 11	Grade 12
<p><b>Benchmark I:</b> Students will design and present detailed event plans for major events, conduct SWOT analyses, utilize digital tools for project management, and showcase effective presentation skills.</p>	
<p style="text-align: center;"><b>Student Learning Outcomes</b></p>	
<p>[SLO:EM-11-B-01]:</p>	<p>[SLO:EM-12-B-01]:</p>

Students will demonstrate an understanding of the fundamentals of event planning, including key terminology, concepts, and the role of event planners.	Students will design an event plan for a major event, including detailed goals, objectives, tasks, and budget considerations using 7 key elements of event management.
[SLO:EM-11-B-02]: Students will categorize various types of events and articulate their objectives through case studies highlighting specific objectives associated with each type.	[SLO:EM-12-B-02]: Students will conduct a SWOT analysis for their selected event and make strategic decisions based on the analysis.
[SLO:EM-11-B-03]: Students will create a preliminary event plan for a small-scale event, outlining basic goals, tasks, and considerations.	[SLO:EM-12-B-03]: Students will develop a basic contingency plan addressing identified risks, including alternative solutions and communication strategies.
[SLO:EM-11-B-04]: Students will develop a list of at least three potential risks, explaining their likelihood and impact on the event	[SLO:EM-12-B-04]: Students will utilize digital tools for project management and collaboration in the planning and execution of events.
	[SLO:EM-12-B-05]: Students will present their comprehensive event proposal in a simulated present scenario to demonstrate ability to present event.  [SLO:EM-12-B-06]:



	students will develop event plan considering gaps identified.

**Domain C: Event Logistics, Operations, and Coordination**

**Standard:** Demonstrate skills in event coordination, both in planning and execution, using effective communication and use of digital tools.

Grade 11	Grade 12
Benchmark I: Students will create basic and comprehensive logistics plans, applying operational basics, developing strategic plans, analyzing case studies to showcase expertise in event logistics and operations management	
<p style="text-align: center;"><b>Students Learning outcomes</b></p>	
<p>[SLO:EM-11-C-01]: Students will develop a basic event logistics plan for a small-scale event, identifying key logistical elements and considerations including transportation, venue setup, and resource allocation.</p>	<p>[SLO:EM-12-C-01]: Students will create a comprehensive logistics plan for an event, addressing challenges related to transportation, equipment, and personnel.</p>
<p>[SLO:EM-11-C-02]: Students will apply basics of operations management in the context of event planning.</p>	<p>[SLO:EM-12-C-02]: Students will develop and present a strategic operations plan for an event, demonstrating their ability to anticipate and address potential challenges.</p>
<p>[SLO:EM-11-C-03]: Students will analyze case studies of events, identifying operational challenges and proposing solutions.</p>	<p>[SLO:EM-12-C-03]: Students will lead a team in coordinating a simulated event to showcase their ability to manage logistics, operations, and communication effectively.</p>

<p>[SLO:EM-11-C-04]: Students will explain the basics of event coordination, including communication, scheduling, and team collaboration using digital/non-digital tools</p>	
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**Domain D: Contracts and Vendor Management**

**Standard:** Demonstrate competence in identifying vendor needs, analyzing contracts, negotiating, and developing management plans, showcasing proficiency in effective vendor management.

Grade 11	Grade 12
<p>Benchmark I: Students demonstrate expertise in identifying vendor needs, analyzing contracts, negotiating, creating selection matrices, and developing management plans, showcasing proficiency in contractual agreements and vendor management.</p>	
<p><b>Students Learning Outcomes</b></p>	
<p>[SLO:EM-11-D-01]: Students will identify areas in which vendor services would be required like venue, refreshment, transport, decoration, etc.</p>	<p>[SLO:EM-12-D-01]: Students will create a comprehensive event contract, incorporating specific clauses related to risk management, liability, and dispute resolution.</p>
<p>[SLO:EM-11-D-02]:</p>	<p>[SLO:EM-12-D-02]:</p>

Students will analyze sample contracts, identify essential elements, and explain legal considerations in written reflections.	Students will demonstrate their negotiation skills for vendor contracts and legal considerations.
[SLO:EM-11-D-03]: Students will demonstrate negotiation skills, understanding the importance of effective negotiation in vendor management.	[SLO:EM-12-D-03]: Students will create a vendor management plan for an event, detailing strategies for ongoing communication, issue resolution, and performance evaluation.
[SLO:EM-11-D-04]: Students will create a vendor selection matrix, evaluate potential vendors for an event, and justify their choices.	
[SLO:EM-11-D-05]: Students will develop skills in contractual agreements with vendors and service providers, including negotiation skills and legal considerations.	

**Domain E: Marketing, Promotion and Sponsorship**

**Standard:** Demonstrate mastery in explaining marketing importance, conducting target audience analysis, creating detailed plans, selecting sponsors, tailoring pitches, and employing effective communication in event marketing and sponsorship using digital tools.

Grade 11	Grade 12
<b>Benchmark I:</b> Students will develop and execute comprehensive event marketing strategies, demonstrating proficiency in explaining marketing importance, conducting target audience analysis, and employing effective communication for successful event promotion and sponsorship.	
<b>Student Learning Outcomes</b>	
[SLO:EM-11-E-01]: Students will explain importance of marketing in event planning and management.	[SLO:EM-12-E-01]: Students will develop a detailed marketing plan for an event, including target audience analysis using both digital and non-digital ways/tools for marketing an event.

<p>[SLO:EM-11-E-02]: Students will conduct target audience analysis for marketing an event.</p>	<p>[SLO:EM-12-E-02]: Students will utilize various digital marketing channels, such as social media, email campaigns, and online platforms to market an event.</p>
<p>[SLO:EM-11-E-03]: Students will identify ways to market an event using banners, flyers and also through digital tools like social media platforms, etc.</p>	<p>[SLO:EM-12-E-03]: Students will analyze the effectiveness of digital marketing strategies concerning event attendance using SWOT Analysis and modify marketing plan accordingly.</p>
<p>[SLO:EM-11-E-04]: Students will identify the essentials of marketing of an event and step by step develop a marketing plan according to the target audience.</p>	<p>[SLO:EM-12-E-04]: Students will create an effective plan using strategies for gaining sponsorship for an event.</p>
<p>[SLO:EM-11-E-05]: Students will describe stages in developing an effective event sponsorship strategy</p>	<p>[SLO:EM-12-E-05]: Students will identify and select at least three sponsors for an event according to event niche</p>
<p>[SLO:EM-11-E-06]: Students will identify sponsors according to the event niche like social event, educational event, etc</p>	<p>[SLO:EM-12-E-06]: Students will create pitches and tailor them according to different sponsors and audiences.</p>

<p>[SLO:EM-11-E-07]: Students will explain the importance of communication with sponsors and identify various communication channels, including written proposals and presentations.</p>	<p>[SLO:EM-12-E-07]: Students will develop and deliver a compelling event sponsorship pitch.</p>
<p>[SLO:EM-11-E-08]: Students will develop effective communication strategies for engaging stakeholders/sponsors.</p>	<p>[SLO:EM-12-E-08]: Students will demonstrate negotiation skills and negotiate sponsorship terms and agreements.</p>
<p>[SLO:EM-11-E-09]: Students will demonstrate effective communication and relationship management skills in an event planning context.</p>	<p>[SLO:EM-12-E-09]: Students will create a comprehensive event sponsorship portfolio showcasing achievements and strategies.</p>

**Domain F: Financial Planning, Budgeting, and Management**

**Standard:** Demonstrate expertise in creating budgets, analyzing case studies, and utilizing financial tools, showcasing comprehensive financial management skills.

Grade 11	Grade 12
<p>Benchmark I: Students will create budgets and develop financial reports using Excel for small-scale events, and demonstrate skills in financial decision-making and strategic planning.</p>	

<p>[SLO:EM-11-F-01]: Students will create a basic event budget, identifying major cost categories and revenue sources for a small-scale event.</p>	<p>[SLO:EM-12-F-01]: Students will create a comprehensive budget and financial plan for an event, considering various revenue streams, expenses, and potential financial challenges.</p>
<p>[SLO:EM-11-F-02]: Students will analyze case studies, proposing budget adjustments and identifying areas for cost savings.</p>	<p>[SLO:EM-12-F-02]: Students will develop a financial risk management plan, identifying potential financial challenges and proposing strategies to address them.</p>
<p>[SLO:EM-11-F-03]: Students will create a simple financial report for a small-scale event, summarizing income, expenses, and overall financial performance using excel sheet.</p>	<p>[SLO:EM-12-F-03]: Students will demonstrate skills in financial management, including financial decision-making and strategic financial planning.</p>

**Domain G: Teamwork and Leadership**

**Standard:** Demonstrate advanced proficiency in collaborative event planning using digital and non-digital tools, showcasing comprehensive leadership skills in decision-making, problem-solving, and team dynamics.



Grade 11	Grade 12
<p>Benchmark I: Students will create event plan and collaborate using digital and non-digital tools, showcasing leadership in decision-making, problem-solving, and team dynamics, demonstrating comprehensive proficiency in teamwork and leadership.</p>	
<p style="text-align: center;"><b>Students Learning Outcomes</b></p>	
<p>[SLO:EM-11-G-01]: Students will collaborate effectively in a team using digital and non digital collaboration tools to plan and execute a small-scale event.</p>	<p>[SLO:EM-12-G-01]: Students will develop a plan and execute an event using both non-digital and digital collaboration tools.</p>
<p>[SLO:EM-11-G-02]: Students will demonstrate an understanding of basic leadership principles within the context of event management by analyzing and comparing 2- 3 case studies based on effective leadership principles.</p>	<p>[SLO:EM-12-G-02]: Students will demonstrate leadership skills in the context of event management, including decision-making, problem-solving, and crisis management using criteria  [like navigating challenges, making strategic decisions, and exhibiting clear communication and collaboration skills by arranging an event at school/college level.]</p>
<p>[SLO:EM-11-G-03]: Students will analyze and evaluate team dynamics during event planning and provide constructive feedback for improvement.</p>	

## Domain H: Event Delivery and Execution

**Standard:** Demonstrate skills in creating detailed plans, and demonstrating advanced communication and coordination skills in simulated events, showcasing overall proficiency.

Grade 11	Grade 12
Benchmark I: Students will explain fundamental principles of event execution and create detailed plans for small-scale events, emphasizing timeline management, clear responsibilities, and effective communication.	
<p>[SLO:EM-11-H-01]: Students will explain the fundamental principles of event execution, including timeline management, communication, and on-site coordination.</p>	<p>[SLO:EM-12-H-01]: Students will create a detailed event execution plan for a small-scale event, outlining key tasks, timelines, and responsibilities, resource allocation.</p>
<p>[SLO:EM-11-H-02]: Students will identify and list key tasks for event execution.</p>	<p>[SLO:EM-12-H-02]: Students will demonstrate effective communication and coordination skills in various event scenarios with team, stakeholders and vendors using role-playing exercises.</p>

<p>[SLO:EM-11-H-03]: Students will develop a detailed timeline for each task identified.</p>	<p>[SLO:EM-12-H-03]: Students will execute a simulated event, demonstrating expert-level communication and coordination skills to ensure the seamless delivery of the event.</p>
<p>[SLO:EM-11-H-04]: Students will define clear responsibilities for team members in the execution plan and coordinate task assigned to the team members.</p>	
<p>[SLO:EM-11-H-05]: Students will demonstrate effective verbal and written communication.</p>	



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