



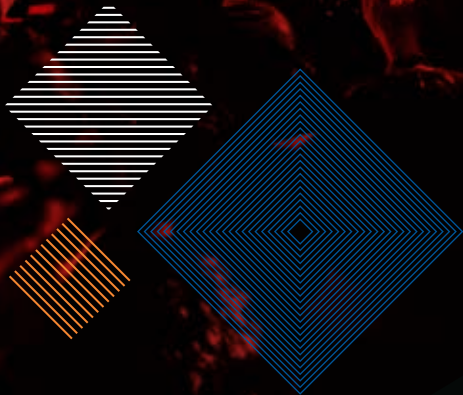
**N|A|M|E**

NEST ACADEMY OF MANAGEMENT EDUCATION

DUBAI

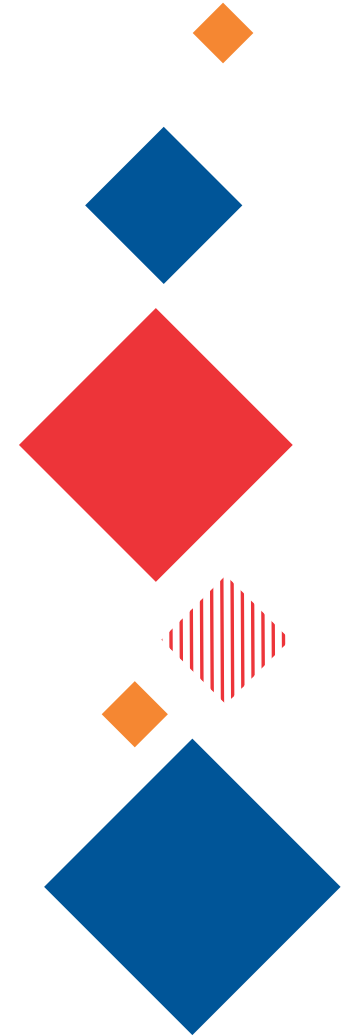
# NEST ACADEMY OF MANAGEMENT EDUCATION EVENTS MANAGEMENT

Where Passion  
meets Profession



**“Allow your Passion to become your Purpose,  
and it will one day become your Profession.”**

-Gabrielle Bernstein







# NEST ACADEMY OF MANAGEMENT EDUCATION

N|A|M|E is Licensed & Approved by KHDA and accredited by the awarding body from UK to offer British Qualifications for new age careers like Events Management, Sports Management and Business Management. We specialize in teaching methodology that blends classroom teaching with practical training and internships for making our students employment-ready.

We offer specialized University recognized courses with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs.

ACCREDITATIONS OF N|A|M|E DUBAI



KHDA Licensed  
and Approved  
Institution (TVET)

## VISION

To effectively develop leading individuals in the field of events, sports and business management with the aid of our world class education platform.

## VALUES

These values are our core competencies and aid us in fostering a collaborative working and learning environment.



**HIGH ETHICAL  
AND MORAL  
STANDARDS**



**MUTUAL  
TRUST AND  
TEAMWORK**



**PASSION FOR  
EXCELLENCE**



**RESEARCH AND  
INNOVATION AS  
A WAY OF LIFE**



**RECOGNITION  
OF EFFORTS AND  
ACHIEVEMENTS**



**SERVICE & RESPECT  
TOWARDS THE  
COMMUNITY &  
INDUSTRY**



# ACADEMIC PHILOSOPHY

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Our courses have been conceptualized in accordance with the following eight core principles:



## INNOVATIVE

We provide relevant and up-to-date curricula, one that is abreast with the developments of the Events Management industry

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## INTERESTING

We maintain our students' curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.

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## INDEPENDENT

We aspire to nurture and empower our students into well-groomed, confident and successful Events Management Professionals.

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## INDUSTRY

We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the events and corporate world.

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## INTELLECTUAL

We pursue excellence by playing a proactive role in constantly stimulating our students' intellect.

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## INSPIRED

We regularly provide challenging opportunities to motivate our students, and broaden their horizons.

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## IDEAL

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.

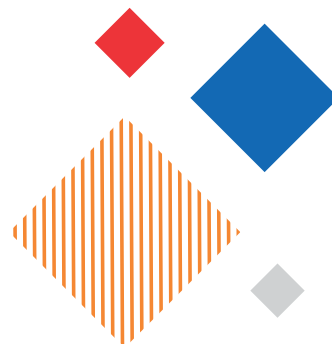
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## INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our courses are robust, and progress driven.

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# TOP 5 REASONS TO STUDY IN DUBAI.....

## 1

### ENTERTAINMENT & LIFESTYLE CAPITAL OF THE WORLD

With easy access and connectivity to the West and close proximity to the East, Dubai has become a hub for entertainment and lifestyle. The city has a high per capita income and is home to the world's richest.

## 2

### MULTI-CULTURAL EXPOSURE

Study in a campus which hosts more than 30,000 international students from 160+ nationalities to make friends with and learn from.

## 3

### EXPO 2020 & USD 125B ENTERTAINMENT & EVENTS INDUSTRY

Expo 2020 will create tens of thousands of vacancies in Event Management Industry in Dubai. The USD 125B Entertainment and Event industry of Dubai is always looking for young, talented and qualified professionals like you.

## 4

### FIND NEW INTERESTS & REDISCOVER YOURSELF

Studying in a different country offers many new activities and interests that you may never have discovered if you had stayed at home. A benefit to studying abroad is the opportunity to discover yourself while gaining an understanding of a different culture.

## 5

### TRULY INTERNATIONAL PROGRAMME

Residence Student Visa in Dubai and possibility of student work permit allows you to explore Dubai as truly international destination to work and learn. You will also have the opportunity to transfer to partner universities in the UK making it a multi country exposure.





# DUBAI CITY GLOBAL RANKING

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- 2<sup>nd</sup> Safest Country in the World
- 6<sup>th</sup> Most Visited City on Earth
- 11<sup>th</sup> Most Dynamic City in the World
- One of the Top 20 Best Cities for expats globally
- The UAE was ranked at the 22<sup>nd</sup> Position as the Best Country to live & study abroad
- Ranked among the World's Top 25 Cities on the back of its strong economy, accessibility and cultural interaction



# THE EVENTS INDUSTRY

A large crowd of people is gathered at a night event, possibly a music festival or concert. The scene is illuminated by bright stage lights and a large screen in the background. The crowd is dense and fills the foreground and middle ground. The background shows a large structure, possibly a stadium or arena, with lights and a large screen. The overall atmosphere is vibrant and energetic.

## THE PLACE TO BE!

The world is experiencing exponential growth in the events, media and entertainment industry. This makes it a suitable time to be part of the events management industry covering a spectrum from weddings, education fairs, conferences, corporate seminars, expositions, music festivals to many more.



## GROWTH TRAJECTORY

Industry stalwarts foresee a robust growth trajectory for the Events Management industry, considering the strong backing of high marketing spends from premium companies and the growth of personal events, MICE (Meeting, Incentives, Conferences and Exhibitions), activations and sports. As the world sets its eyes on Expo 2020 hosted by Dubai, a first World Expo to be staged in the Middle East, North Africa and South Asia, it also triggers a robust growth for the events industry.



Rising number of **high net worth individuals and families** directly increases the expenditure towards personal events



DWTC events drive approx **AED 13B in economic value for Dubai**, fuelling record **3.3% contribution to the Emirate's GDP**. Sales within MICE sector drive more than four-times value in overall non-trade business activity and **support over 84,000 jobs**



Expo 2020 will be creating more jobs in the events & entertainment, tourism & hospitality industry. According to research by Deloitte, **events management is one of the biggest skill sets missing for 2020.**



When the economic impact of Dubai's events is analysed, the majority USD 407M i.e 57% of the gross expenditure is estimated to come from some of the **major annual events Dubai hosts**

- Omega Dubai Desert Classic
- Standard Chartered Dubai Marathon
- Dubai Tour
- Dubai Duty Free Tennis Championships
- Dubai World Cup
- DP World Tour Championship
- Emirates Airline Dubai Rugby Sevens





## NEW AGE MARKETING TOOL

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The events management industry has always played a pivotal role in the Marketing and Communications space for companies, and has evolved over time with new opportunities and features. Due to the growth in technology, this industry has witnessed a number of innovations, one of which is the Digital Event. It is a platform that allows the marketing team to think outside the box and attract customers.

## EXPLORE YOUR CREATIVITY

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The **three cornerstones** of the industry are



CREATIVITY



IDEATION



ABILITY

This means, not just possessing the three, but utilizing all three of them in conjunction. If this description sounds like you, then you are in the right place!



# EVENTS MANAGEMENT EDUCATION

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## EVOLVING INDUSTRY



The revolutionary growth of events has created a surge in the need of professionals to manage growing individual & organizational needs for image & representation.

## RISING DEMAND FOR PROFESSIONALS



With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.

## DIVERSE CAREER OPTIONS



The industry offers opportunities to students of all personalities; leaders and role models may pursue the role of an event manager, or more hands on students can pursue positions such as event planner/coordinator.

## IDEAL FOR GO-GETTERS



Out-of-the-box thinking, adaptability, and a creative spark are the three things that make a good event management executive, and if these three qualities fit your profile, you're on the right path!



# CAREER PROSPECTS

## RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.

## TARGET INDUSTRIES



A large number of our entrepreneurial students start their own companies. Our students are placed in the following industries:

## LUCRATIVE EARNING



The number of individuals and companies hosting and organizing events has gone up in recent years. Thus, the demand for well-qualified, professional event managers has drastically increased compared to the supply, creating constant lucrative opportunities.

## VARIED DESIGNATIONS



The event management industry has numerous positions to be filled such as

- Event Planner
- Event Coordinator
- Event Production Head
- Public Relations Officer
- Event Executive (Budgeting & Finance)
- Event Legal Executive

& many more

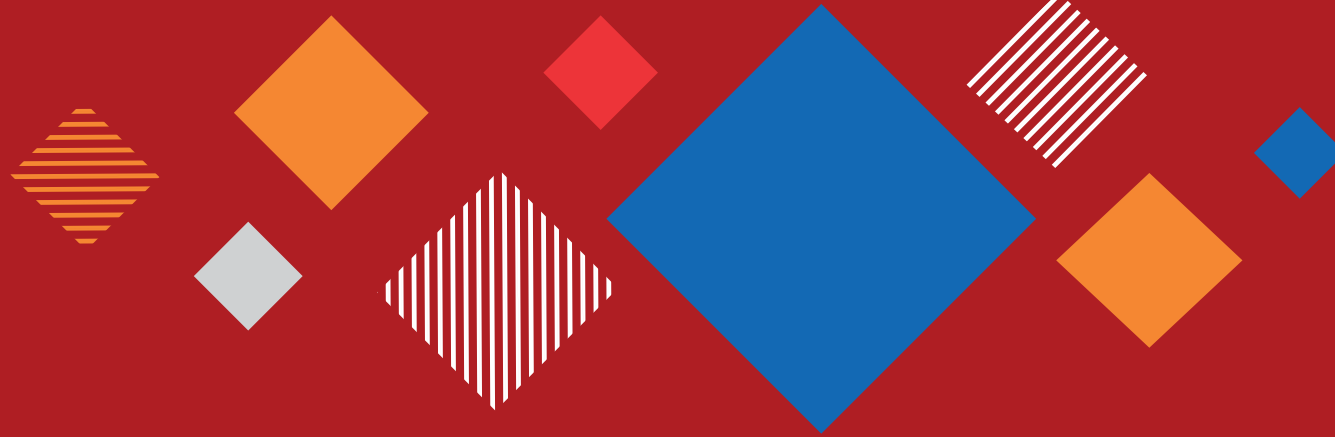






## SOME OF OUR STUDENT ENTREPRENEURS





## TRAINING **METHODOLOGY**

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At N|A|M|E Dubai we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the programme.



## CLASSROOM SESSIONS

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### REGULAR LECTURES

To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Events & PR Industry.



### ASSIGNMENT & PROJECTS

Assignments and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Events Industry, under the able guidance of our dedicated faculty.



### WORKSHOPS

To keep our students updated with the current affairs in the Events Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



### SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in realtime. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing events.





## MASTER CLASSES AND CASE STUDIES

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### MASTER CLASSES

N|A|M|E's Master Classes intend to keep students aware of the current world of events. Guest speakers from various areas of events management share their knowledge and help students form ideas and insights about the industry.



### CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.





# INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY

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## BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participate in a collaborative learning environment, thus making them tech-savvy.



## EDUCATIONAL NEWSLETTERS

N|A|M|E's Educational Newsletters features the academic highlights and students' achievements, and also report latest industry trends, growth and major events.



## PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.



Prezi

## COMMUNICATION AND COLLABORATION

We use latest Google tools to provide education to our students. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

Google

## YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.



## THE GLOBAL VILLAGE



## XPOSURE



## ULTRA MARATHON



## DUBAI MUSCLE & ACTIVE SHOW



## PLACEMENTS AND INTERNSHIPS

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N|A|M|E works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed a multi-level placement process that sources opportunities at local, national and international levels.



## ICC ACADEMY



## DUBAI SPORTS CITY





# OPPORTUNITIES INTERNSHIPS AND PLACEMENTS

N|A|M|E provides its students ample opportunities to grab lucrative Internships which could convert in a long term employment opportunity. The real work experience not only broadens the worldview of students but also gives them a chance to get acquainted with the industry professionals and build a network that will be beneficial for them in the long run. Employers today prefer candidates who have knowledge and skills beyond academics and Internship experience facilitates students to have a competitive edge. The valuable on-the-job experience enables students to apply classroom theory to actual work situations.

360 Dgree

70 EMG

7ty7 Entertainment

Aamir Khan Films

ABEC

Absolute Events

Advent Green

Al Habtoor Polo Resort

Alpcord Network

AP Events

Aspiration

Ballerina Bells & Balloons

Baqaa Wedding glamour and Events

Bliss Inc

Book Eventz

Brand Next Media

Candid Marketing

CII

ClockWork

Conexxions

Divine Celebration

Espresso Events

Eternity Events

Event Crafter

Expro Events

FICCI

Fitt GROUP

Middle East

Food Link

FremantleMedia

Funk:tions

Fusion Events

Global Village

Green Chillies

HBG Events

Hexagon Events

International Conferences and Exhibitions LLC

Let'sCampOut

Mosaic Events

N' Dimensions

Opus Media

Page3 Events

Percept D' Mark

Pico Events

Pico International

Planman Marcom

Prowess Production

Raison Detre

Razzmatazz Events

Reliance JIO

Shaimak Davar

Sharjah Govt Media Bureau Events

Showmakers

Siren Events

Snug Entertainment

Spin Entertainment

The Fridge

Thrillaz Events

Times of India

Times-Red Cell

True Events

VR1 Foundation

Weddingz.in

White Collar Hippie

Wizcraft

YRF Studios

Zion Unlimited

**& many more**



# PROFESSIONAL TRAINING CERTIFICATE

The N|A|M|E Dubai Professional Training Certificate (PTC) is a coveted reward that recognizes outstanding students by substantiating their conduct and professionalism to prospective employers. The N|A|M|E Dubai Placement Cell provides placements and jobs within the Corporates, Events, Entertainment, Media and Television industries. Excellent management, planning, communication, organizational, operations and implementation skills, coupled with a certain degree of confidence and flair, are a few of the requisite attributes necessary to be awarded the N|A|M|E Dubai Professional Training Certificate. It boosts one's resume credentials and gives an added advantage over other candidates in the job market.





# STUDENT DEVELOPMENT ACTIVITIES

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For holistic development of the students, N|A|M|E offers a host of Student Development Activities.



## ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages used widely across the globe. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



## SOFT SKILLS TRAINING AND GROOMING

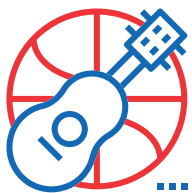
Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



## CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, etc.





## STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



## PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



## ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Master Classes and share their experiences.



# INFRASTRUCTURE AND FACILITIES

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## CLASSROOMS

Our globally acclaimed institution offers state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors..

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## WI-FI CAMPUS

Our campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



## LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



## ACCOMMODATION

We have tied-up with housing providers offering good amenities, located in close proximity to our campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



# ADVANTAGES OF KHDA APPROVED CREDIT-BEARING BRITISH QUALIFICATIONS.....



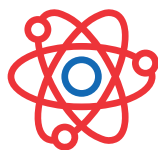
## SYMBOLIZES HIGH QUALITY EDUCATION

Credit-bearing UK programmes are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



## PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate courses may help one acquire a job. However, a UK credit-bearing and recognized programme opens doors to higher positions and career advancements.



## ENSURES 360-DEGREE LEARNING

A well-structured UK accredited programme ensures the candidate's abilities in both theoretical as well as practical management, providing comprehensive education.



## POWER OF PRACTICAL LEARNING

KHDA recognized programmes provide immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



## MATCHES INDUSTRY REQUIREMENTS

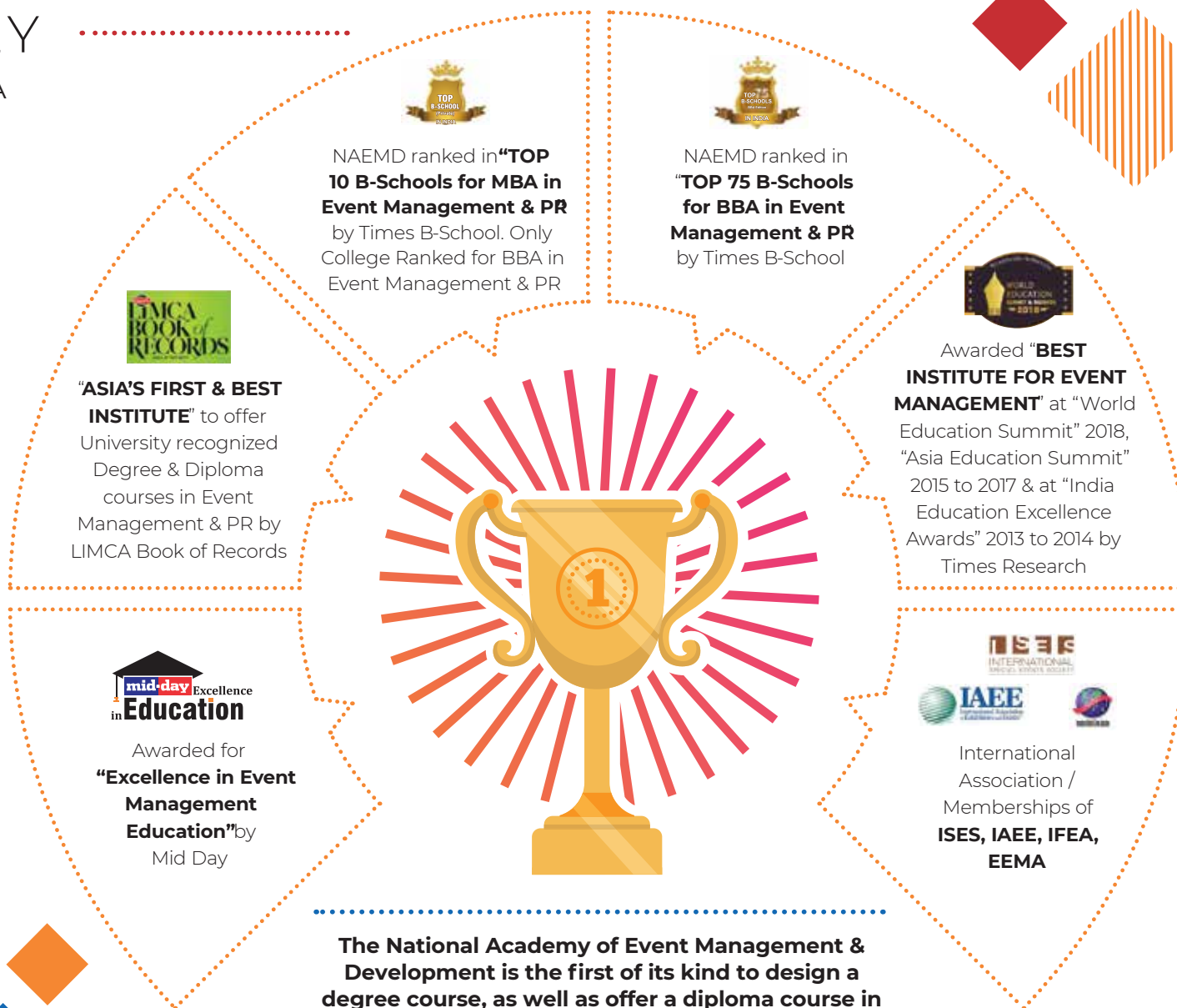
A programme recognised by the UK awarding and regulatory bodies warrants an education that is of industry standards.





# AWARD WINNING JOURNEY

OF NAEMD INDIA



The National Academy of Event Management & Development is the first of its kind to design a degree course, as well as offer a diploma course in the field. The institute has secured a number of awards and achievements over the years of its

# GET IN TOUCH WITH US

## DUBAI



NAME Dubai Campus  
306, 3rd Floor, Block 10  
Dubai International  
Academic City  
UAE



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+971 5851 01234  
+971 4 2431119



admissions@namedubai.ac.ae



[www.namedubai.ac.ae](http://www.namedubai.ac.ae)



## OUR INDIA PRESENCE



MUMBAI

DELHI

AHMEDABAD

JAIPUR

JODHPUR

[www.naemd.com](http://www.naemd.com)









# TEN

REASONS TO  
JOIN N|A|M|E DUBAI

1

**KHDA APPROVED  
BRITISH  
QUALIFICATIONS**

4

**TRULY  
GLOBAL  
PROGRAMME**

7

**GUEST LECTURES &  
WEBINARS BY THE  
TOP EVENT  
PROFESSIONALS**

6

**STATE-OF-THE-ART  
INFRASTRUCTURE &  
HI-TECH FACILITIES**

9

**NEW AGE JOB  
ORIENTED  
PROGRAMMES**

3

**HIGHLY QUALIFIED  
& EXPERIENCED  
FACULTY FROM THE  
INDUSTRY**

5

**BEST  
INTERNATIONAL  
PRACTICAL  
TRAINING**

8

**HIGHLY ENRICHING  
INTERNSHIP OPPORTUNITIES  
OFFERED TO STUDENTS**

2

**INTERNATIONAL  
& MULTICULTURAL  
EXPOSURE**

10

**100% PLACEMENT  
ASSISTANCE**

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