



# IDEA Center (Institute of Design, Events & Arts)

Where Creative Minds Find Their Direction

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[www.ideacenter.in](http://www.ideacenter.in)

## | Our Guide & Mentor's Note



**Mr. Rajeev Chhikkara**

It is with immense pride and gratitude that I welcome you to the IDEA Center.



The IDEA Center—a place where we honor the lessons of the past and look forward to nurturing the next generation of event professionals.

To my colleagues, mentors, clients, and loved ones—thank you for your unwavering support and trust. At the IDEA Center, our mission is clear: to share our collective wisdom, inspire innovation, and foster the growth of passionate, capable leaders. We are dedicated to providing an environment where learning and creativity thrive, and where every individual is empowered to realize their full potential. I am excited and look forward to seeing the remarkable impact our students will make in the world of events.

Thank you for joining us as we embark on this meaningful journey.

## | Founder's Note



**Dr. Ravindra Kirti**

**Welcome to the IDEA Center.**



As we open our doors, my heart is filled with gratitude and hope. This center is the realization of a dream shaped by years of experience in the events industry and by the incredible people who have supported me along the way. To my teachers, partners, clients, friends, and family—thank you. Your belief, collaboration, and encouragement have been the foundation of this journey. Every lesson learned and every challenge overcome has brought us to this moment. The IDEA Center stands as a promise to the next generation of event professionals. Here, we are committed to sharing our knowledge, passion, and experience to nurture and inspire young minds. Our goal is to empower future leaders to dream boldly, work passionately, and shape the future of this dynamic industry. May the IDEA Center be a beacon of learning, creativity, and transformation for all who join us. We look forward to making a lasting impact—one student, one event, and one IDEA at a time.

Thank you for being part of our journey.  
With gratitude,

## ABOUT US

IDEA Center is a professional learning hub dedicated to helping young talent turn passion into successful careers. Located in the heart of Delhi NCR, the institute focuses on practical, industry-driven training across four dynamic fields: Event Management, AI-Powered Digital Marketing & PR Communications, Travel & Tourism, and Photography.

Recognized as one of the top institutes in its segment, IDEA stands out for its hands-on approach to teaching. Every course is designed in collaboration with real industry experts, ensuring students learn what actually works, not just what's printed in textbooks. From day one, students are exposed to live projects, tools, and real client scenarios to build the confidence they need to thrive professionally.

With a strong team of expert mentors, personalized guidance, and access to the latest tools and technologies, students at IDEA graduate with a complete portfolio, real-world experience, and over 30+ recognized certifications, depending on their course.

Our programs are short-term but high-impact. You don't just finish a course—you walk away with clarity, confidence, and industry readiness. Whether you're planning weddings, managing influencer campaigns, booking tours, or capturing powerful visuals, IDEA prepares you to own your space in the industry.

And yes, we go beyond training. Every course at IDEA Center comes with a 100% job guarantee, resume-building support, and paid internship opportunities that give you the entry you need into your chosen career.

If you're looking for career-focused learning that's practical, personal, and future-ready, IDEA Center is where you start.

Feature	What You'll Get at IDEA Center
Duration	3-12 Months
Location	Sector 63, Noida
Placement Support	100% job guaranteed
Certifications	IDEA Center Recognized Certificate + Google Certifications
Key Highlights	Hands-On Training, Live Projects, Case Studies, AI Tools, Paid Internship, Freelancing

# WHY CHOOSE IDEA?

## Why Students Pick IDEA

- Career-focused courses with live projects and real client work
- Company tie-ups for placement, internships & collaborations
- Expert mentors from the field
- Paid internship opportunities during training
- Free one-on-one counseling session
- Practical exposure from day one
- Limited batch size for personal guidance
- Easy monthly fee payment plans

[www.ideacenter.in](http://www.ideacenter.in)



# OUR COURSES AT A GLANCE

Explore skill-focused programs designed for today's creative, digital, and travel industries, each packed with practical learning, certifications, and career-ready outcomes.



## Courses You Can Join



**Event Management**  
12 Months



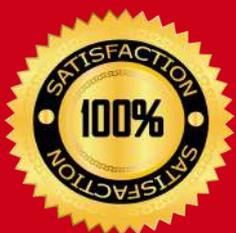
**Travel & Tourism**  
6 Months



**AI-Powered Digital Marketing & PR Communications**  
6 Months



**Photography**  
3 Months



**100% Job Guaranteed  
Paid Internship**

Get in touch



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# EVENT MANAGEMENT CURRICULUM

Duration - 12 Months

*Build unforgettable experiences, one event at a time!*

A one-year deep dive into the world of weddings, concerts, brand activations, fashion shows, and more. With real work experience and guidance from top planners, this course is your gateway to the industry.



Introduction to Event Management



Event Planning and Budgeting



Event Marketing and Promotion



Event Production and Logistics



Event Presentation and Communication Skills



Vendor and Supplier Management



Corporate Event Management



Wedding and Social Event Management



Festival and Cultural Event Management



Risk Management and Legal Aspects in Event Management



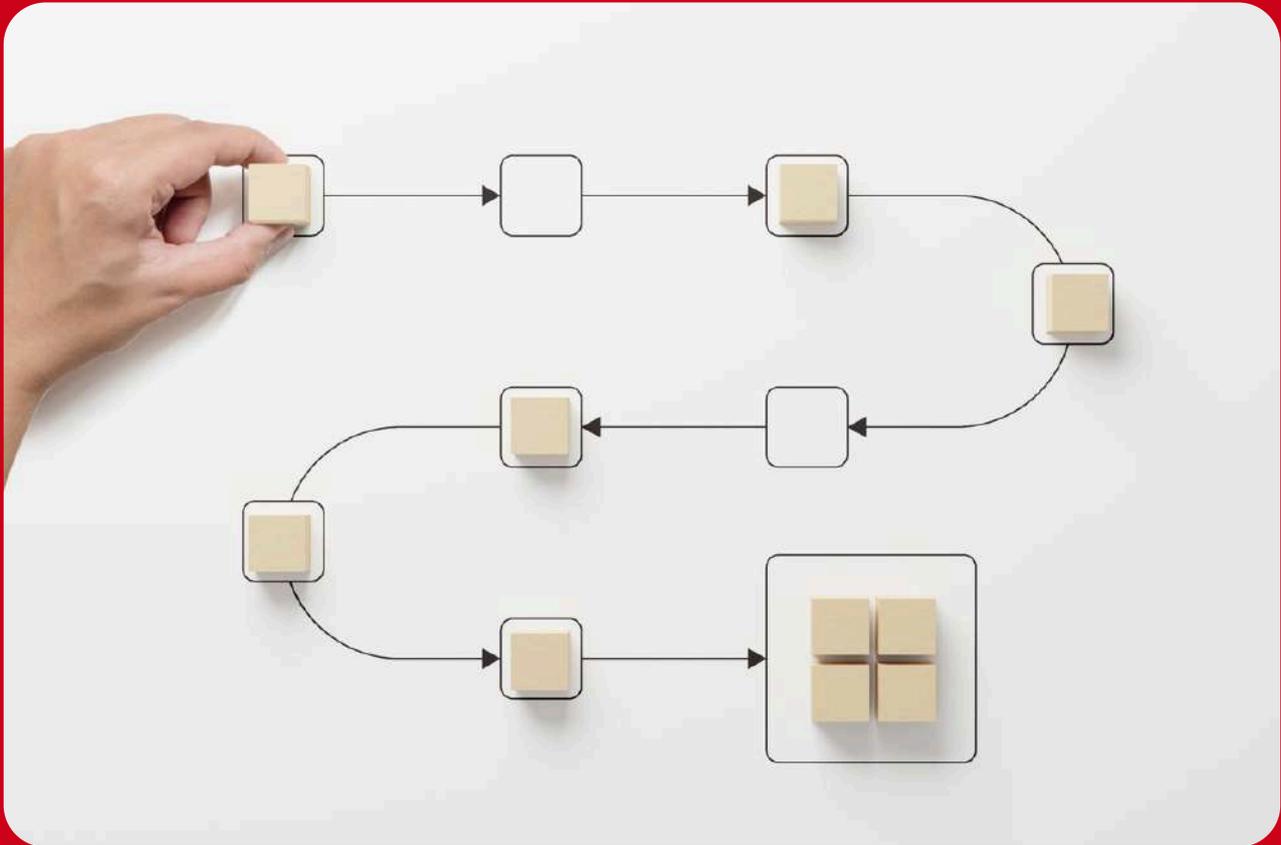
Event Technology and Innovations



Post-Event Evaluation and Reporting

# EVENT INDUSTRY CAREER PATHS

Where This Course Can Take You



Event Coordinator



Wedding Planner



Stage Manager



Brand Activation Lead



Experiential Marketing Assistant



Corporate Event Executive



Freelancer / Agency Owner

# | AI-POWERED DIGITAL MARKETING CURRICULUM

Duration - 3 to 4 Months

A future-ready course designed for marketing lovers, content creators, and brand storytellers. Learn to run ad campaigns, design reels, pitch to media, and build brands that people trust.



Get in touch



# 50+ Modules | AI-Powered | 100% Job Guaranteed | Tools Training + Certifications

 Introduction to Digital Marketing	 Basics of Marketing & Branding	 Content Planning	 Content Creation / Canva	 Professional Blogging	 WordPress Creation	 Domain + Hosting Integration
 Website Creation without Codes	 Chat Bots	 Search Engine Algorithms	 Search Engine Optimization (SEO)	 Google Search Console	 Bing Webmaster	 Google Analytics
 Local Business Listing	 Competitor Analysis	 Voice Search Optimization	 Google Ads	 Online Display Advertising	 Remarketing Concepts	 Gmail Ads
 Optimization Conversion Rate	 Lead Generation for Business	 Mobile Marketing	 Google Tag Manager	 Bing Ads	 Social Media Optimization	 Social Media Marketing
 Meta Business Suite	 Social Media Parameters	 YouTube Marketing	 Email Marketing	 E-Commerce Store Creation	 E-Commerce Marketing	 Affiliate Marketing
 Drop Shipping with Shopify	 Google AdSense	 Tools of Digital Marketing	 Influencer Marketing & Personal Branding	 Online Reputation Management	 Funnel Marketing	 Content Marketing
 Inbound Marketing	 Podcast Marketing	 Case Study Discussion	 Case Study Discussion	 Freelancing as a Career / Earn as Freelancer	 AI Prompt Engineering	 Resume Building
 Digital Marketing Interview Preparation	 Placement Session	 Assessment Session	 <b>Training Program &amp; 30+ Certifications</b>			

# DIGITAL MARKETING CAREER PATHS



**Digital Marketing Executive**



**Social Media Manager**



**SEO Expert**



**Paid Ads (PPC) Specialist**



**Content Creator/Strategist**



**Email & Automation Marketing Assistant**



**DIGITAL MARKETING**

# Tools You Will Master

Get hands-on with powerful, up-to-date tools used by top digital marketers and content creators:

## Master 15+ Marketing and AI Automation Tools

		
		
		
		
		
		
	 <b>30 + Certifications</b>	



# | PR & COMMUNICATIONS CURRICULUM

Duration - 3 Months

**5+ Core Modules | Industry-Relevant Tools | Campaign Practice + Certification**

- Foundations of Public Relations & Media Landscape
- Writing for PR, Media & Corporate Communication
- PR Planning, Campaign Execution & Crisis Handling
- Event & Influencer Engagement for Brand Visibility
- Portfolio Building & PR Career Launch



## | CARRER PATH PR & COMMUNICATIONS

*Where Our Students Get Hired*



**PR Executive / Assistant**



**Brand Communications Coordinator**



**Media Relations Specialist**



**Corporate Communications Intern**



**Press Release & Content Writer**



**Influencer Outreach Executive**

*Learn the tools that brands, startups, and agencies trust every day.*

# TRAVEL & TOURISM CURRICULUM

Duration - 3 Months

Learn international and domestic ticketing systems, airport protocols, customer care and travel itinerary creation. Prepares students for airline and travel agency jobs.



Introduction to the Travel Industry



Basics of Air Ticketing and Reservations



Airline Fare Construction



Global Distribution Systems (GDS)



Domestic and International Travel Documentation



Visa and Passport Guidance



Travel Insurance and Safety



Hotel and Accommodation Bookings



Tour Packages and Itinerary Planning



Customer Service in Travel Industry



Travel Regulations and Policies



Practical Training and Case Studies

## CAREER PATHS IN TRAVEL & TOURISM



Travel Consultant / Planner



Tour Operations Executive



Airline & Airport Ground Staff



Cruise & Hospitality Coordinator



Destination Marketing Executive



Foreign Exchange & Visa Assistance Officer

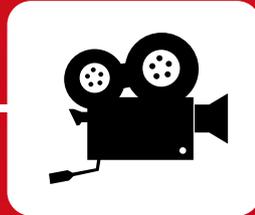
# PHOTOGRAPHY CURRICULUM

Duration - 3 Months

Ideal for beginners looking to understand lighting, lenses, product and portrait photography. Includes basics of editing and live photo projects.



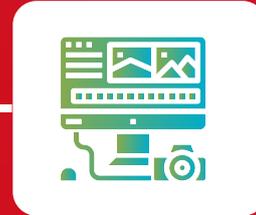
Introduction to Photography and Camera Basics



Advanced Camera Functions and Techniques



Lighting and Composition Techniques



Post-Processing and Editing Techniques



Equipment and Camera Handling



Lighting and Composition



Camera Settings and Exposure



Composition and Framing



Lighting Techniques



Post-Event Evaluation & Reporting



Technology in Event Management



Risk Management and Legal Aspects in Event Management

## CAREER PATHS IN TRAVEL & TOURISM



Fashion & Lifestyle Photographer



Event & Wedding Photographer



Product & Commercial Shoot Specialist



Photo Editor & Retoucher



Travel & Wildlife Photographer



Content Creator / Visual Storyteller

# EXPERT MENTORS & INDUSTRY GUIDANCE

## Learn From Professionals

Our faculty comes with real industry background. From planners to marketers, PR experts to photographers, students learn directly from those doing the work.

Get in touch



# COMPANY TIE-UPS & PLACEMENT SUPPORT

## Your Career Team

We've partnered with event companies, media & advertising agencies, studios, wedding planners, travel firms, and marketing companies to offer you:

- Paid Internships
- Job Interviews
- Case studies
- Live Projects
- Freelancing
- 100% Job Guarantee
- Professional Resume Building & Review



Our placement support begins from Day 1, because your career deserves more than just a certificate.



## LIFE @ IDEA

*More Than Classrooms*

From hands-on projects and real case study simulations to friend-filled learning, life at IDEA is fast-paced, practical, and full of discovery-driven growth.



# | Frequently Asked Questions (FAQs)

## **1. Are these courses suitable for beginners with no prior experience?**

Yes, all our programs are designed to start from the fundamentals and gradually move to more advanced and professional-level training.

## **2. I'm not from a marketing background. Can I still apply?**

Of course! Many of our students come from various backgrounds like commerce, IT, law, design, and even hospitality. No prior experience is required—just curiosity and commitment.

## **3. Will I receive official certifications after completing the course?**

Yes. You'll get industry-recognized certifications, including IDEA's in-house certificate and relevant platform-based credentials such as Google, Meta, HubSpot, and others, depending on the course.

## **4. Are the projects and activities part of the course based on real work?**

Yes, students work on 2–4 live assignments, case studies, or client briefs—based on the course—to build a strong, job-ready portfolio.

## **5. Do these courses come with any job placement support?**

Yes, we offer a 100% job guarantee along with resume support, mock interviews, paid internship opportunities, and access to real industry job openings.

## **6. What kind of support do I receive after finishing the course?**

You'll receive post-course guidance, portfolio reviews, career mentoring, and job referral support from our placement cell.

## **7. Can I fast-track the course and finish earlier than 6 months?**

Each course is designed as a 6-month program for effective learning and project completion. However, faster learning is possible if you're consistent, though we recommend completing all modules as planned.

## **8. I'm currently in college. Can I enroll alongside my studies?**

Yes! Many of our students are in their final year or pre-final year. Timings are kept flexible so you can manage both.

## **9. What's the expected starting salary after completing the course?**

Freshers generally start at ₹25,000–₹35,000/month, and with a year or two of experience, this can go up to ₹40,000+ depending on your skills and specialization.

## **10. What if I miss a class or session?**

You'll have access to recorded sessions, backup classes, and mentor support to help you stay on track.

### 11. Is having a laptop necessary for these courses?

Yes, a personal laptop is essential for all our programs, as you'll need it for tool-based practice, assignments, and hands-on tasks.

### 12. What kind of tools or software will I learn?

Based on the course, you'll use platforms like Google Ads, SEMrush, Meta Suite, Canva, Lightroom, GDS, Mailchimp, and others widely used across the industry.

### 13. Are classes conducted online or offline?

All courses are delivered offline through on-site classroom sessions at the IDEA Center to ensure real-time learning and practical engagement.

### 14. I'm working in another industry. Is it possible to switch careers with these courses?

Yes, all programs are beginner-friendly and ideal for professionals looking to move into digital, creative, events, or tourism-related careers.

### 15. How many certifications will I receive after completing the course?

You'll receive over 30 certifications, including the IDEA certificate and additional ones from platforms like Google, Meta, HubSpot, SEMrush Academy, etc., based on your chosen course.

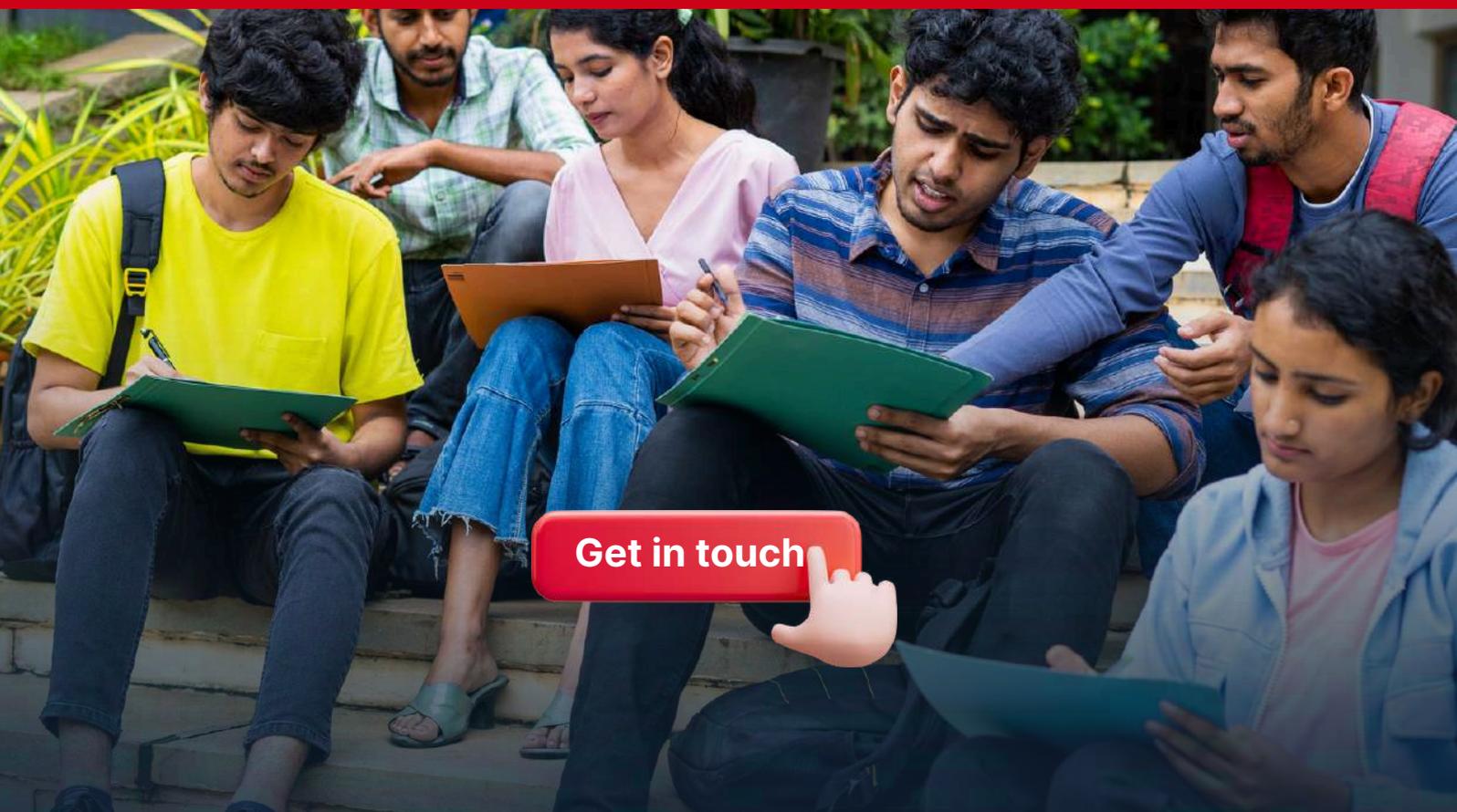
## ADMISSIONS & COUNSELING

*Ready to Get Started?*

**Free counseling session with a career expert**

**Easy monthly fee plans**

**Early bird discounts available**



**Get in touch**

# | STUDENT TESTIMONIALS

## What Students Say



*"So I joined digital marketing and PR communications course at IDEA center last year and trust me I had zero clue about marketing and all that...but the way they teach here is sooo amazing and hands-on like you're not just listening you're actually working on live projects, internships, mock interviews..everything is part of it...also vibe of the classes is not boring at all, feels like a workspace and not a classroom. Honestly this was one of my best decisions."*

**-Arushi Varshney**

*"Digital marketing course in greater noida finally worth it. IDEA Center is such a great place. So happy with all the trainers and mentors there!!"*

**-Sagar Garg**



*"My daughter was confused after college so we enrolled her for the digital marketing and pr communications course at IDEA center greater noida and I'm just glad we did that...she's already doing freelance projects and got a paid internship also through the institute...they guide students properly, very satisfied as a parent."*

**-Prabhjot Kaur**

*"This course at IDEA was mad helpful like I didn't even know what SEMrush or Google Ads were and now I'm literally handling a local brand's ads all because of the live training and support they give here"*

**-Nitika Kulkarni**



*"Good place for learning new skills. My son got job support also after this digital marketing training course in greater noida, not bad at all."*

**-Ashmit Pratap Singh**

*"Tbh didn't expect the course to be this practical ngl, most places just teach theory but here at IDEA they throw you into real work situations...pr stuff plus digital strategy is covered properly...really helped me figure out what I actually enjoy doing in digital marketing."*

**-Kiran Tejwani**



Get in touch





Certification & Inspection

## Certificate of Registration

This is to certify that the  
Quality Management System  
of  
**IDEA CENTER**  
(SURABHI SKILLS PVT LTD)  
at

E-53, SECTOR 63 RD, E BLOCK, SECTOR 63, NOIDA,  
UTTAR PRADESH 201301, INDIA.

has been independently assessed and is  
compliant with the requirements of:

**ISO 9001:2015**

For the following scope of activities:

PROVIDING SERVICES OF EDUCATION, TRAINING, ENTERTAINMENT, SPORTS & FITNESS  
ACTIVITIES, CULTURAL ACTIVITIES, CSR & COMMUNITY OUTREACH PROGRAMS, CHILDREN  
& YOUTH ENGAGEMENT PROGRAMS, EVENT PLANNING AND MANAGEMENT.

**Certificate Number: UQ - 2025061902**

Validity of this certificate can be verified at [www.ukcertifications.org.uk/verify](http://www.ukcertifications.org.uk/verify)

Date of Certification	19th June 2025
1 <sup>st</sup> Surveillance Audit Due	18th June 2026
2 <sup>nd</sup> Surveillance Audit Due	18th June 2027
Certificate Expiry	18th June 2028

*Daniel..*  
Authorised Signatory



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Company No: 11847851



# LET'S TALK

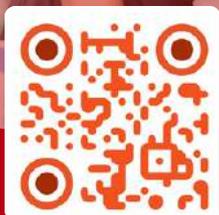
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