

| Event Details       |  |
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| Event Name          | Carrer Counselling   |
| Topic               | Business behind Taylor Swift's Era Tour                      |
| Date                | 2024 -04 -08 to 2024 -04 -08                                 |
| Mode                | Offline  |
| Venue               | Carnegie Hall, Rockefeller Block                             |
| Organizer Name      | Dr. Shivani Malhan , Department of SCM & General Management  |
| No. of Participants | 62   |
| SDG No              | SDG 4: Quality Education , SDG 17: Partnership for the Goals |

### Objective :

- 1.The event aligns with SDG 4 by providing attendees with valuable insights and knowledge about the business aspects of the music industry , contributing to their education and professional development .
- 2.The event explored the business dynamics behind Taylor Swift's Era Tour, the event promotes understanding of the economic impact of the music industry and the potential for sustainable growth in this sector .
3. The event highlighted the innovative strategies and logistical challenges .

### Description :

The Department of Supply Chain Management and General Management in collaboration with the Chitkara School of Mass Communication , at Chitkara Business School, Chitkara University, Punjab, organised an event , that offered a captivating insight into the business dynamics behind Taylor Swift's Era Tour. The presentation began by tracing Swift's evolution from a country singer to a global pop sensation , setting the stage for understanding the tour's significance . The attendees were astonished to learn about the remarkable consumer spending patterns during the tour , encompassing merchandise sales, VIP packages , and ticket revenues . Further exploration delved into the meticulous logistics required for such a grand production , highlighting the seamless execution crucial for an unforgettable experience . The event culminated with a mesmerizing video montage showcasing the tour's electrifying performances and elaborate stage designs . In essence , the presentation painted a vivid picture of how strategic planning , consumer engagement , and artistic brilliance converged to make Taylor Swift's Era Tour an unparalleled success in the music industry , leaving attendees with a deeper appreciation .

### Outcomes :

1. The students gained a deeper understanding of the business aspects of the music industry , particularly in organizing successful tours .
2. The students developed skills in strategic planning , consumer engagement , and logistical management .
3. The students understood Taylor Swift's journey and innovative approaches , sparking creativity in their own endeavors .
4. The students got the opportunity to network with industry experts , academics , and peers .



The students buying some Taylor Swift related merchandise from the stalls conducted for the event. 08.04.2024



Students at various stalls during event. 08.04.2024



Organising Team with Dean Dr. Neeraj Anand. 08.04.2024



Participant presenting the case study during the event. 08.04.2024