EVENT MANAGEMENT

Program Outline

Major: EVNT
Length: 1 Year
Delivery: 2 Semesters
Credential: Ontario College Graduate Certificate
Effective: 2017-2018
Location: Barrie
Start: Fall (Barrie)

Description
The event management program provides students with the skills and knowledge for successfully running various special events in such sectors as entertainment, sports and recreation, business and the entertainment industry.

Graduates will have experienced the many facets of event management ranging through research, planning, programming, marketing, financing and analyzing events.

Career Opportunities
Special events happen in virtually all industries, geographical areas and climates. Communities hold festivals and public events, businesses hold meetings, conferences and live events. There is also a demand for qualified professional planners in event planning in the not-for-profit sector. Graduates may find employment with trade associations, corporations, governments, communities, marketing services, event planning companies and freelance meeting and event management.

Program Learning Outcomes
The graduate has reliably demonstrated the ability to:
- apply the principles of marketing and research to special events and exhibitions;
- analyze, summarize, develop and design the requisite elements for special events;

- analyze, summarize, develop and design the requisite elements for exhibitions;
- plan, execute and assess preparations for special events and exhibitions;
- analyze and develop promotional materials which communicate important messages coherently;
- develop and implement financial initiatives based on the objectives of special events or exhibitions, using methods such as sponsorship programs, applications for grants and subsidies and fundraising initiatives;
- create, establish and coordinate on site activities effectively;
- assess and apply strategies for effective management of human resources during preparations for special events and exhibitions;
- apply their knowledge of and skills in accounting and finance during preparations for special events and exhibitions;
- apply their skills in business administration during preparations for special events and exhibitions;
- assess the sector's professional standards, legislative requirements and principles of ethics and apply them to management of special events and exhibitions;
- incorporate best practices in environmental sustainability in the planning and execution of events.

The Program Progression:
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Fall Intake - Barrie

Sem 1 | Sem 2
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Fall  | Winter
2017  | 2018
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Articulation:
A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at http://www.georgiancollege.ca/admissions/credit-transfer/

Admission Requirements:
- Post-secondary diploma, or degree, or equivalent.

Applicants who are lacking the above requirements may be considered upon submission of a resume, letter of intent and portfolio showing evidence of experience in a related field with a minimum of three years event management experience.

Graduation Requirements:
10 Mandatory Courses

Graduation Eligibility:
To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Mandatory Courses
EVNT1000   Introduction to Event Management
EVNT1001   Event Planning and Programming
EVNT1002   Event Accounting and Finance
EVNT1003   Event Operations
EVNT1004   Event Technology
EVNT1005   Ethics and Law for Events
EVNT1006   Networking and Fundraising
EVNT1007   Event Human Resources Management
EVNT1008   Event Marketing
EVNT1009   Event Management

Course Descriptions:
EVNT1000 Introduction to Event Management   42.0 Hours
This survey course introduces students to the many facets of event management from initial research through execution and post-event analysis. In addition, students learn about the significance of event management in terms of economic, social and cultural impact as they consider their various stakeholders.

EVNT1001 Event Planning and Programming   42.0 Hours
Core to a successful event is conducting research in advance and planning accordingly. Students must conduct a needs assessment as a start for event planning. An understanding of the needs of event organizers and attendees determines factors such

as the size and length of an event as well as the programming components and delivery format including such elements as sourcing and evaluating suppliers, and site survey and analysis. Students are expected to demonstrate an understanding of production schedules, timelines and the preparation of a comprehensive business plan.

EVNT1002 Event Accounting and Finance   42.0 Hours
The financial management of an event is key to its success. Students must demonstrate skills in terms of budgeting, cost control and breakeven analysis. Students receive an overview of budgeting theory so that they may organize a successful event dealing with a variety of revenues and expenses. These include such elements as direct and indirect costs, registration fees, exhibitor fees, fundraising efforts, cash and in-kind sponsorships, and revenue generating opportunities.

EVNT1003 Event Operations   42.0 Hours
This course provides students with the knowledge and skills required to execute meeting and event activities. The focus is primarily on the execution of a large event. All facets of the critical path and logistics must be addressed such as: transportation, lodging, registration, food and beverage, sound, lighting, staging, parking and contingency planning.

EVNT1004 Event Technology   42.0 Hours
Project management software and event industry specific software are used to ensure smooth planning and execution of an event. Other technology used in the industry includes audio-visual equipment, lighting, video and web conferencing, and evolving forms of new media that allow for virtual events and meetings.

EVNT1005 Ethics and Law for Events   42.0 Hours
Professionalism must be defined for event planners given the many challenges that will be faced in terms of ethics, business and law. Professional relationships must be healthy and ethical. This course, with a substantial orientation to case studies, examines the practical aspects of event planning in terms of ethical and legal implications. Consideration is also given to risk management issues as arising in the planning and operation of an event.

EVNT1006 Networking and Fundraising   42.0 Hours
Event planners must also be exceptional networkers. Sponsorship and fundraising are key to successful event management. Planners must be able to create connections amongst delegates, customers, service providers, human resources (including volunteers), and the general public. Generally termed 'soft skills', this course focuses students on refining abilities to establish and maintain contacts with a diverse population with diverse needs.

EVNT1007 Event Human Resources Management   42.0 Hours

Events are successful because of the employees and volunteers who provide exceptional customer service. This course focuses the event manager on successful human resource management skills and knowledge, oriented to the recognition of people as pivotal to successful event planning and implementation.

EVNT1008 Event Marketing   42.0 Hours
Marketing of an event requires the ability to conduct extensive research and to create engaging products. Students are required to design and develop a variety of themed activities, displays and exhibits and to appropriately strategize their marketing. Students will be required to develop a comprehensive event or festival marketing plan including market research, segmentation and the communications mix.

EVNT1009 Event Management   126.0 Hours
This course brings together the theoretical and practical applications of event planning. Students are required to plan, implement and conduct an analysis of an actual event. This course provides a synthesis of all planning, execution and post-event analysis. Such an event may be a benefit, arts and design industry event, entertainment event, trade show or an event in the fields of hospitality, marketing and advertising, or sports.
C- EVNT1000 Introduction to Event Management and C- EVNT1001 Event Planning and Programming and C- EVNT1002 Event Accounting and Finance and C- EVNT1003 Event Operations and C- EVNT1005 Ethics and Law for Events and C- EVNT1008 Event Marketing

Course Description Legend
P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.