

Event Management Conestoga College

PROGRAM INFORMATION

Program name:	Event Management	Program number: 1150		
Location:	Waterloo Campus – 108 University Ave. E., Waterloo, ON N2J 2W2			
Program length:	30 weeks	Total hours / week: 20	Total Hours: 615	
Total Fees:	\$4,550.49 (estimated)			
Start dates:	1 September	2	3	4

Program overview:

This is a one year, full time graduate certificate program that is specifically designed to meet the needs of a growing industry in the planning and management of events. The ever growing industry of events is being used as a way of stimulating economies, developing a community awareness, increasing public involvement, enhancing education, improving quality of life, generating revenue, and marketing products.

Certification:

Successful graduates of this program will receive a Conestoga College Institute of Technology and Advanced Learning Certificate.

Career Opportunities:

Graduates of this program will be able to develop and implement financial incentives, coordinated effective site and facility management, program events effectively, and apply the principles of marketing, strategies for effective human resources management, business administration skills, and the principles of professionalism and ethics.

CONTACT INFORMATION

Name:	Customer Service Liaison	Phone:	519-748-5220 exts. 2722 / 2459 / 3535
Department:	Conestoga Career Centre	Fax:	519-748-3569
Address:	299 Doon Valley Drive, Main Building, Kitchener, ON N2G 4M4	Email:	careercentre@conestogac.on.ca

ADDITIONAL NOTES

Total fee includes tuition (\$2,420.00), books (\$818.15 +GST) and a parking pass (\$415.00) (if required). Total fee also includes compulsory fees of \$782.34 and a \$95.00 Ontario College application processing fee (OCAS).

An additional fee of \$30.00 is required if Math and English testing is required.

Document and fees correct at time of printing

This program meets the criteria for Second Career funding.

ADMISSION REQUIREMENTS

Admission requirements:

Two or three year college diploma or university degree from an accredited University or College

NOTE: Students must be able to receive instruction, respond and research in the English language

Completion requirements:

Students must successfully complete course/program objectives with 55% or higher grades in each course.

Admission procedure:

Interested students apply on the Ontario Colleges web site at www.ontariocolleges.ca. Please contact the program contact to discuss receiving a funding/ acceptance letter.

- Submit Admission Requirements
- Final selection is made based on review of post-secondary background.

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Courses

COURSE	Event Planning	Code: BUS8030	Hours: 45
This course emphasizes the importance of event research and needs assessment as a starting point in event planning. It illustrates how the following are necessary in a cohesive and comprehensive event plan: the development of an event concept, event goals and objectives, and an event schedule and timelines.			
COURSE	Event Finance and Budgeting	Code: BUS8040	Hours: 45
This course covers the financial aspects of event management. Students will become familiar with financial statements, operating and cash budgets; cash control principles, breakeven analysis, and government payroll legislation.			
COURSE	Human Resources and Volunteer Management	Code: BUS8050	Hours: 45
This course covers key issues such as employment law, human resource planning, staffing, training, evaluating, coaching and termination.			
COURSE	Sponsorship and Fundraising	Code: BUS8060	Hours: 45
This course discusses the strategies used for generating event revenue through fundraising and special event management. The student will be introduced to the concept of sponsorship and the process of meeting organization and sponsor needs. Legislation affecting sponsor and donor relationships will be examined, as well as legislation affecting fund-raising ventures.			
COURSE	Independent Project	Code: BUS8070	Hours: 45
Under the direction of a faculty supervisor, the class will be given the opportunity to plan, promote, operate and evaluate an event. The students will be given the opportunity to develop skills in planning, administration, marketing, and operations.			
COURSE	Site Logistics I	Code: OPER8100	Hours: 45
This course is an introduction to the various logistical elements that go into a smooth, well run event. Topics will include: site survey and analysis, security, medical, permits, licenses, contracts, signage, parking and more.			
COURSE	Supervisory Skills	Code: BUS8080	Hours: 45
This course focuses on the execution of the event plan. It allows the student to gain an understanding of the skills involved in the overall management of an event. Students apply their knowledge of critical path analysis and other project management concepts; particularly, the management of changes to the event plan.			
COURSE	Event Industry	Code: BUS8090	Hours: 45
This course gives students an overview of the event industry and makes them aware of the different components to events (meetings, conventions, trade shows, conferences, sporting events, etc.) and the types of careers in the industry.			
COURSE	Field Placement	Code: BUS8100	Hours: 120
Each student will be given the opportunity to observe and participate in the planning and operation of a special event under the supervision of an event manager for a specific organization. The student will perform appropriate duties designed to enhance their understanding of the event industry.			
COURSE	Event Management	Code: MGMT8070	Hours: 45
This course focuses on the execution of the event plan. It allows the student to gain an understanding of the skills involved in the overall management of an event. Students apply their knowledge of critical path analysis and other project management concepts; particularly, the management of changes to the event plan.			
COURSE	Event Marketing	Code: MKT8100	Hours: 45
This course focuses on the marketing and promoting of an event. The student will develop an integrated marketing plan, identifying target markets and marketing strategies.			
COURSE	Site Logistics II	Code: OPER8110	Hours: 45
This course will focus on the integrated systems that are required to operate and manage a successful event. The emphasis will be on larger scale events and will look at the following: communications, health and safety, risk management, site management, crowd control, admission, cash management, loss prevention and food services management.			

Labour Market Research

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Program: Event Management (Post-Graduate)

Program Code: 1150

National Occupation Classification Code: 1226

[National Occupation Classification](#)

[Working in Canada](#)

[Ontario Job Futures](#)

[Labour Market Information](#)

[Workforce Planning Board](#)

[Career Cruising](#) (User ID: conestoga, Password: doon)

[Ontario Skills Passport](#)

Career Path

This information is to help guide you towards programs/careers you are choosing for the future. It is not definitive and we encourage you to do further exploration to make sure your choices are suitable.

[Career Cruising – Sample Career Path](#)

[Career Cruising – Related Careers](#)

ASSOCIATIONS

[Canadian Society of Professional Event Planners](#)

RELATED WEBSITES/RESOURCES

[Employment / Placement Assistance](#)

[Conestoga College- School of Business & Hospitality](#)

[Canadian Tourism Human Resource Council](#)

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Frequently Asked Questions:

- 1. Are detailed course descriptions available to prospective students?**
Yes
- 2. What resources are available if you require additional help while in training?**
Peer tutoring
- 3. What academic counseling is available prior to starting school and during the training period?**
Career Advising
- 4. How does the school accommodate the needs of adult learners?**
There are many services on campus to help adult learners learn to balance school and life. The Learning Commons can assist you with a variety of support services. You can make an appointment with a Learning Skills Advisor to discuss time management, study and test-taking tips or with Writing Services to learn more about the expectations for college level writing and how to improve your writing skills. For more information, visit www.conestogac.on.ca/studentlife/mature/faq.jsp.
- 5. Do students have the opportunity to evaluate the instructor and the program?**
Yes
- 6. Does the institution have publicized policies dealing with human rights issues?**
Yes
- 7. Will the school provide references (e.g. signed release forms, past graduates and/or current students)?**
Freedom of Information & Confidentiality Policies do not allow us to release student information.
- 8. How does the institution support continuing education upgrading for graduates in this field of work?**
Conestoga offers credit courses and many are transferrable to other programs within the college. We offer many CE courses and programs to continue to develop skills of the employed.
- 9. How does the institution make an effort to place its graduates in jobs after completion of the program?**
Job postings, career and job fairs, workshops and one-on-one assistance. For details please visit www.conestogac.on.ca/careersvc/graduatesvc.jsp
- 10. How will the credentials you receive be recognized by the industry/employer/sector?**
Conestoga College grants approved credentials. We have a solid reputation and have been ranked the #1 college in Ontario for the past 9 out of 11 years.
- 11. What are the methods of instruction?**
Mixture of lectures, group work and discussion, student presentations, student projects
- 12. What certification will you get upon completion of this program?**
Conestoga College Institute of Technology and Advanced Learning Certificate
- 13. Please explain how your progress will be monitored and reported (Method and Frequency).**
Tests (2 – 3), assignments (2 – 3), projects, meetings with faculty.
- 14. How many hours of home study are expected per week?**
14 hours
- 15. What percentages of students who are enrolled in the program successfully complete it?**
90%
- 16. What are the qualifications of the instructor(s)?**
Instructors have Degrees and/or Masters.
- 17. Are you allowed to audit a few classes?**
Yes
- 18. Will there be a practicum or work placement? When and how long is it?**
Yes – 120 hours.
- 19. What percentage of graduates from this training find work in a field related to their training?**
90%
- 20. List employers, industries or sectors who hire graduates from this program.**
Corporations, meeting planners, festivals, event companies, Municipalities, entrepreneurs.