

EVENT MANAGEMENT

Program: EVNT

Credential: Ontario College Graduate Certificate

Delivery: Full-time

Work Integrated Learning: 1 Field Placement

Length: 2 Semesters

Duration: 1 Year

Effective: Fall 2022

Location: Barrie

Description

Events can be used to stimulate economies, develop community awareness, increase public involvement, improve quality of life, raise funds and market products. Managing a successful event of any size requires extensive know-how and planning. In Georgian's Event Management program, students gain the skills and experience to prepare them for an exciting career in a fast-paced industry that relies on client satisfaction. The curriculum, designed by industry professionals, enables students to explore current trends and technologies that drive the industry. Students have an opportunity to gain hands-on experience planning, marketing, executing and evaluating events. By the end of the program, they are equipped with the knowledge, skill, and practical experience to find employment in the event industry.

Career Opportunities

Special events happen in virtually all industries, geographical areas, and climates. Communities hold festivals and public events, 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 Charitable organizations/Not for profits, Community and Sports Associations, Meeting and Convention planning, Hotels and Resorts, Convention Centres, Destination Management and Marketing and PR firms.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. create, plan, and design an event to meet organizational and/or client needs;
2. coordinate event site logistics, and staging, to achieve the event objectives;
3. plan, promote and produce marketing plans and communications for events that meet organizational and/or client objectives;
4. coordinate staff, contractors and volunteers to deliver the desired results of an event;
5. manage the financial aspects of an event to meet event objectives;
6. manage the business operations for administration, procurement, and oversight of event projects, to meet organization and/or client needs;
7. develop strategies to mitigate risk and liability to ensure the safety and security of participants during an event;

8. conduct oneself in an ethical and professional manner with clients, contractors and participants of events in order to create positive experiences and relationships;

9. formulate strategies that support intercultural awareness and inclusion to create events that meet the needs of diverse populations;

10. select industry standard technology platforms, systems, tools and applications to support the planning and operation of events;

11. develop and implement funding mechanisms to support event objectives such as sponsorship programs, fundraising initiatives, and/or grants;

12. engage in ongoing learning for professional and career growth;

13. apply basic knowledge to make appropriate recommendations in a catering enterprise.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2022
- **Sem 2:** Winter 2023

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 Program Courses

1 Field Placement

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%.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
EVNT 1002	Event Finance and Management	42
EVNT 1008	Event Marketing	42
EVNT 1010	Project Management	42
EVNT 1012	Sales, Sponsorship and Fundraising	42
EVNT 1014	Human Resources and Volunteer Management	40
EVNT 1016	Event Branding and Digital Communication	40
Hours		248
Semester 2		
Program Courses		
EVNT 1011	Applied Event Operations	84
EVNT 1013	Risk Management	40
EVNT 1015	Catering Management	40
EVNT 1017	Entrepreneurship and New Ventures	40
Field Placement		
EVNT 1018	Field Placement	140
Hours		344
Total Hours		592

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.