

Area of Interest: Culinary, Hospitality and Tourism

## Event Management

Ontario College Graduate Certificate

Program Code: 0390X01FWO

1 Year

Ottawa Campus

### Our Program

**Turn your passion for planning into an exciting career.**

The Event Management Ontario College Graduate Certificate program prepares you for many exciting roles in the fast-paced event planning industry. Gain the experience, knowledge and real-world practice needed to be successful in this high-demand field.

Learn the logistics of planning in-person, virtual and hybrid events, including risk management, project development and planning, accounting and financial skills, and marketing.

Gain critical event management skills, from acquiring sponsorships, to providing entertainment and creating programming, to people management and working in teams.

The highlight of the program is a real-world team-based fundraising event that provides you with an opportunity to make a difference in the community. You also benefit from 112 hours in an industry field placement, gaining more real-world experience and valuable industry contacts.

Graduates may find employment in:

- corporations or associations
- museums or attractions
- sports organizations
- wedding planning companies
- tourism organizations
- festivals or cultural organizations
- hotels or cruise lines
- government and non-profit organizations - locally, nationally or globally.

Positions include:

- event planner/coordinator/manager
- corporate event planner or event tourism planner
- wedding planners or consultants
- festival managers

You may also choose to pursue self-employment opportunities.

### SUCCESS FACTORS

This program is well-suited for students who:

- Have a passion for planning, enjoy putting their plans into action and organizing events.

- Are able to meet tight and evolving deadlines, through the use of strong organizational and time management skills.
- Are able to manage and prioritize personal and professional responsibilities.
- Possess exceptional teamwork skills and the ability to motivate others
- Thrive in high-energy, challenging environments.
- Enjoy brainstorming and problem solving.
- Have strong computer skills.

## Employment

Graduates may find employment as event planners, event coordinators, meeting and conference coordinators, trade show coordinators, corporate event planners, event tourism planners, entry-level event managers, wedding planners and consultants and festival managers. Graduates may also pursue self-employment opportunities.

## Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Create, plan, and design an event to meet organizational and/or client needs.
- Coordinate event site logistics, and staging, to achieve the event objectives.
- Plan, promote and produce marketing plans and communications for events that meet organizational and/or client objectives.
- Coordinate staff, contractors and volunteers to deliver the desired results of an event.
- Manage the financial aspects of an event to meet event objectives.
- Manage the business operations for administration, procurement, and oversight of event projects, to meet organization and/or client needs.
- Develop strategies to mitigate risk and liability to ensure the safety and security of participants during an event.
- Conduct oneself in an ethical and professional manner with clients, contractors and participants of events in order to create positive experiences and relationships.
- Formulate strategies that support intercultural awareness and inclusion to create events that meet the needs of diverse populations.
- Select industry standard technology platforms, systems, tools and applications to support the planning and operation of events.
- Develop and implement funding mechanisms to support event objectives such as sponsorship programs, fundraising initiatives, and/or grants.
- Engage in ongoing learning for professional and career growth.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

## Program of Study

Level: 01	Courses	Hours
FAE1304	Logistics, Operations and Risk Management	56.0
FAE1334	Computer Applications for Events	28.0
FAE1342	Event Management Strategies	56.0
FAE1347	Event Projects I Practical	28.0
FAE1349	Event Projects I Theory	28.0
FAE1351	Marketing and Revenue Concepts	56.0
FAE1353	Event Programming and Entertainment I	42.0
Level: 02	Courses	Hours
FAE1327	Event Projects II Practical	28.0
FAE1335	Field Work: Event Management	112.0
FAE1337	Event Projects II Theory	28.0
FAE1339	Food and Beverage Managerial Cost Analysis	56.0
FAE1343	Human Resources and Volunteer Management	56.0
FAE1352	Media and Partnership Development	42.0
FAE1354	Event Programming and Entertainment II	42.0

### Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar’s Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$500.
- Visits to special facilities and event supplies cost approximately \$150.

### Admission Requirements for the 2024/2025 Academic Year

#### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent.
- Applicants with partial post-secondary education (minimum two years in good academic standing) and relevant work experience may be considered for admission.
- These applicants will be assessed individually and will be required to complete an Eligibility Package.
- Eligibility Package submission details can be found on the Algonquin College Additional Admission Requirements website: <https://www.algonquincollege.com/admissionspackages> .

- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22:
- OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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### Application Information

#### EVENT MANAGEMENT Program Code 0390X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario N1G 5J3  
1-888-892-2228

Applications are available online at <http://www.ontariocolleges.ca/> .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at <https://algonquincollege.force.com/myACint/> or by contacting the Registrar's Office.

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723

TTY: 613-727-7766  
Fax: 613-727-7632  
Contact: <https://www.algonquincollege.com/ro>

### **Additional Information**

Event management materials using various Microsoft Office applications including Excel, Word and PowerPoint are developed. It is expected that students are familiar with and have a working knowledge of these software packages prior to the start of the program.

**Note:** It is recommended that students do not commit to jobs for more than 20 hours a week in order to succeed in this program.

### **Contact Information**

#### **Program Coordinator(s)**

- Caron Fitzpatrick, <mailto:fitzpac@algonquincollege.com> , 613-727-4723, ext. 5312

### **Course Descriptions**

#### **F AE1304 Logistics, Operations and Risk Management**

Students acquire an understanding of event operations. Event tasks and operational functions are examined pertaining to the three phases of event organization: pre-event, during the event and post-event.

Prerequisite(s): none  
Corerequisite(s):none

#### **F AE1327 Event Projects II Practical**

Students incorporate event management strategies and tactics into the planning of their event. Teams finalize and execute their fundraising events and present their results, evaluation and recommendations.

Prerequisite(s): FAE1347 and FAE1349  
Corerequisite(s):none

#### **F AE1334 Computer Applications for Events**

Computer applications serve a fundamental role in the successful planning and execution of events. Students explore various digital tools and applications that support event management. Through guided demonstrations and hands-on application use, students gain insight into the digital tool types involved in the event planning process.

Prerequisite(s): none  
Corerequisite(s):none

#### **F AE1335 Field Work: Event Management**

Field work provides students with the opportunity to apply the skills and knowledge learned in the classroom to events taking place in their community. Each student meets with the field placement teacher/coordinator to create an individualized plan to help them reach their goals. Industry event mentors work with students during their field placement experience and while planning their fundraising event.

Prerequisite(s): none  
Corerequisite(s):none

#### **F AE1337 Event Projects II Theory**

Students are exposed to a variety of industry speakers. In discussion groups, students share field

work experiences. Leadership styles and techniques are introduced. Event management jobsites, interview techniques, portfolio and resume preparation are addressed. Individual and team strengths are explored and discussed. Students utilize conflict resolution and stress management techniques.

Prerequisite(s): FAE1347 and FAE1349

Corerequisite(s):none

### **FAE1339 Food and Beverage Managerial Cost Analysis**

The role of food and beverage within event management is examined. Students become familiar with food service options, menu planning, contracts and cost factors. Event financial management is explained including financial terminology, financial statements, budget development and maintenance and onsite financial considerations during the event.

Prerequisite(s): none

Corerequisite(s):none

### **FAE1342 Event Management Strategies**

Students acquire an understanding and skills related to the processes involved in the overall management of events. Critical path, goal development and program administration are explored. In addition, emphasis is placed on task diagnosis, timeframes, analysis of work problems, and alternative work designs for improving the organizational performance and effectiveness of events.

Prerequisite(s): none

Corerequisite(s):none

### **FAE1343 Human Resources and Volunteer Management**

Students gain in-depth knowledge of common human resources techniques. Emphasis is on recruitment, supervision, training, evaluation and recognition. Elements of performance appraisals, labour relations, ethics, and health and safety are highlighted.

Prerequisite(s): none

Corerequisite(s):none

### **FAE1347 Event Projects I Practical**

Event teams conceptualize, create goals and objectives and design programming elements for a fundraising event. Team policies and procedures are created and adhered to while members execute tasks from their detailed critical path. Teams are expected to create and utilize agendas, meeting minutes, budgets and event documents, such as contracts and sponsorship proposals. Students are exposed to industry representatives discussing field placement opportunities and experiences.

Prerequisite(s): none

Corerequisite(s):none

### **FAE1349 Event Projects I Theory**

A wide range of field placement opportunities, such as the selection process, guidelines, forms and documents, tasks, duties and performance objectives are explored. Networking techniques, effective communication and interview skills expected by industry representatives are highlighted. Participation in team development and dynamics while creating, planning and executing a fundraising event takes place. Students participate in a strengths finder survey to determine their individual strengths.

Prerequisite(s): none

Corerequisite(s):none

### **FAE1351 Marketing and Revenue Concepts**

Students focus on the development of integrated marketing plans for events. Economic stakeholders are identified and a variety of revenue generating techniques are presented. Students review grant applications and opportunities.

Prerequisite(s): none  
Corerequisite(s):none

### **F AE1352 Media and Partnership Development**

Students examine contributing elements to develop a media strategy to achieve event goals. Event partnerships and sponsorships are examined addressing the economic environment and industry trends. Students research and create a sponsorship opportunity for a local event and corporate match.

Prerequisite(s): FAE1351  
Corerequisite(s):none

### **F AE1353 Event Programming and Entertainment I**

Principles behind planning and implementation of event programming and entertainment are introduced. Key components include event design, theme development, concept research and creative programming for specialty audiences are covered. Students learn to source, select, and manage speakers and entertainers. Production schedules and event scripts are introduced.

Prerequisite(s): none  
Corerequisite(s):none

### **F AE1354 Event Programming and Entertainment II**

Students discover the variety of programming elements and themes available for corporate meetings and conferences, weddings and galas, tradeshow, festivals and parades, sporting events, concerts, and political events. Key components include creative programming incorporating theme and decor elements.

Prerequisite(s): FAE1353  
Corerequisite(s):none