

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.

### 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.
- 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  |
| FAE1355   | Field Work Preparation for Event Management | 12.0  |
| Level: 02 | Courses                                     | Hours |
| FAE1327   | Event Projects II Practical                 | 28.0  |
| FAE1335   | Field Work for Event Management             | 100.0 |
| 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 2025/2026 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/ro/pay/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:

**Admission Requirements for the 2026/2027 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/ro/admissions/admissions-requirements/additional-admissions-requirements-program/>
- 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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**Program Eligibility**

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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:

<https://www.ontariocolleges.ca/en>

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

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

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.my.site.com/myac360/s/self-registration-page> 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  
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

### **FAE1327 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

### **FAE1334 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

### **FAE1335 Field Work for 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): FAE1355  
Corerequisite(s):none

### **FAE1337 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

**FAE1352 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

**FAE1353 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

**FAE1354 Event Programming and Entertainment II**

Students discover the variety of programming elements and themes available for corporate meetings and conferences, weddings and galas, tradeshows, 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

**FAE1355 Field Work Preparation for Event Management**

Students participate in a series of workshops designed to prepare students for fieldwork opportunities. The sessions will cover essential skills and knowledge, including an introduction to fieldwork using the Work Placement Competency Guide and Work Placement Database, resume and interview preparation, LinkedIn profile development, and strategies for finding and securing placements. Students will also benefit from insights shared by a grad panel and guest speakers, learn about professional business acumen and on-site etiquette, and explore effective fundraising event planning. Each workshop combines lectures, interactive breakout exercises, and small group meetings for a comprehensive and engaging learning experience.

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