

Conference and Event Planner

Diploma

Program Objective

Meetings, events and conventions are one of the fastest growing segments of the economy and embrace multiple aspects of all industries. The Conference and Event Planner Diploma is designed to prepare students for careers in the fast-paced and exciting world of conference and event management. This program appeals to individuals who are charismatic, outgoing, energetic, and entrepreneurial, as the Conference and Event Planner plays a dynamic role within any organization. Its objective is to expose students to a broad range of knowledge and processes, administration skills, and practical tools that will assist them in dealing with situations within a conference and event planning related career.

This program provides students with:

- The knowledge and skills necessary to lead and/or assist in the development and/or implementation of conferences and events for a variety of business sectors
- An introduction to the most relevant aspects of planning and coordinating event logistics.
- Professional skills in high demand by employers. These skills include: negotiating, decision making, team-work, communication, customer service, leadership, research and problem solving.
- A solid knowledge of event planning and marketing practices and principles.
- Proficiency in Microsoft Office applications.

Program Notes

Tuition fees include student manuals and all other course material. Financial assistance may be available to qualified students.

Graduation requirements: Students must achieve a 75% average to obtain a diploma.

Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning College facilitators.

Career Opportunities

Graduates of this program are employed by tourism, trade and professional associations, convention and conference centers, government agencies and conference and event planning companies. Careers that correspond with the skills learned in this program include:

- Conference and Meeting Planner
- Conference Planner
- Conference Services Officer
- Convention Coordinator
- Event Planner
- Special Events Organizer
- Trade Show Planner

Program Prerequisites

Proficient in keyboarding with speed and accuracy to at least 25 w.p.m., knowledge of how personal computers work and how they can be used and common business application, skills necessary to use the Internet, and fundamentals of Windows Operating System.

Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instruction.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

Part-time students may set their own schedules to a minimum of two training sessions per week. These times may be scheduled during the day, evenings, or on weekends.

Duties and Responsibilities

Conference and Event Planners plan, organize and coordinate conferences, conventions, meetings, seminars, exhibitions, trade shows, festivals and other corporate/company events. Specific job duties vary with education and experience and may include:

- Meet with trade and professional associations, sponsor, and other groups to plan the scope and format of events, to establish and monitor budgets, administrative procedures, to promote and discuss conference, convention and trade show services
- Coordinate services for events, such as transportation venue, catering, marketing collateral and security
- Manage the logistics of events and trade shows
- Deal with on-site situations with prompt decision making
- Organize registration of participants, prepare programs and promotional material, and publicize events
- Plan entertainment and social gatherings for participants
- Hire, train and supervise support staff required for events
- Ensure compliance with required by-laws
- Negotiate contracts for services, approve suppliers' invoices, maintain financial records, review final billing submitted to clients for events and prepare reports

Personal Attributes Required

To be successful as a Conference and Event Planner, individuals must possess the ability to:

- Learn new skills and knowledge
- Formulate decisions and exercise good judgment
- Build working relationships to achieve goals
- Efficiently manage time and stress
- Work collaboratively and effectively as part of a team
- Recognize dynamics and politics of an organization
- Be self-motivated, energetic, confident, and creative
- Effectively communicate and use interpersonal skills
- Use good listening skills and be tactful
- Communicate verbally and in writing with people from all walks of life

Competencies upon Completion

Core Courses

- **Word Processing**
Intermediate level of proficiency in Microsoft Word
- **Spreadsheets**
Basic level of proficiency in Microsoft Excel
- **Graphics/Presentation**
Basic level of proficiency in Microsoft PowerPoint and Microsoft Publisher
- **Data Management**
Basic level of proficiency in Microsoft Access
- **Simulations and Drills**
Practical Applications – 2 Units
- **Office Skills**
Basic level of proficiency in Microsoft Outlook
- **Business Skills**
Customer Service, Grammar Essentials for Business Writing, Business Correspondence Levels 1 and 2, Business Essentials, Business Math, Marketing and Sales, Conference and Event Management, Event Marketing, Microsoft Project Level 1, Project Management Fundamentals Level 1, Business Negotiations and Contracts, Management Fundamentals, Business Supervisory Skills, Business Verbal Communication, and Business Presentations
- **Employability Skills**
Job Search and Résumé Writing, Employment Success Strategies, and Thought Patterns for a Successful Career



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