

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 addressing situations that arise within a conference and event planning-related career. The program provides the skills to progress into higher-level positions, given the proper combination of skills, experience, personal attributes, and additional training.

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, including 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 materials. Financial assistance may be available for those who qualify.

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 centres, 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

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:

- Meeting with trade and professional associations, sponsors, and other groups to plan the scope and format of events, to establish and monitor budgets and administrative procedures, and to promote and discuss conference, convention, and trade show services
- Coordinating services for events, such as transportation venue, catering, marketing collateral, and security
- Managing the logistics of events and trade shows
- Addressing on-site situations with prompt decision making
- Organizing registration of participants, preparing programs and promotional material, and publicizing events
- Planning entertainment and social gatherings for participants
- Hiring, training, and supervising support staff required for events
- Ensuring compliance with required by-laws
- Negotiating contracts for services, approving suppliers' invoices, maintaining financial records, reviewing final billing submitted to clients for events, and preparing reports



Program Prerequisites

Students must be proficient in keyboarding with speed and accuracy to at least 25 WPM and possess knowledge of how personal computers work and how they can be used.

Required Skills and Personal Attributes

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 the dynamics and politics of an organization
- Use interpersonal skills and communicate effectively
- Be tactful and use good listening skills
- Communicate verbally and in writing with people from all walks of life
- Be self-motivated, energetic, confident, and creative

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 instructions.

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.

Competencies upon Completion

Core Courses

- **Operating Systems**
Basic level of proficiency in a Windows operating system
- **Word Processing**
Intermediate level of proficiency in Microsoft Word
- **Spreadsheets**
Intermediate level of proficiency in Microsoft Excel
- **Database Management**
Basic level of proficiency in Microsoft Access
- **Graphic/Presentation**
Basic level of proficiency in Microsoft PowerPoint and Publisher
- **Office Skills**
Internet Fundamentals, Basic level of proficiency in Microsoft Outlook, and Basic Bookkeeping Level 1
- **Business Skills**
Business Essentials, Business Math, Business Correspondence Level 1 and Level 2, Business Verbal Communication, Business Negotiations & Contracts, Business Financial Management, Grammar Essentials for Business Writing, Customer Service, Management Fundamentals, Business Supervisory Skills, Business Presentations, Human Resources Management, Event Marketing, Marketing & Sales, Marketing Administration, Project Level 1, and Project Management Fundamentals Level 1, Conference and Event Management
- **Job Readiness/Employability Skills**
Job Search and Résumé Writing and Employment Success Strategies