



Academy of Learning

CAREER COLLEGE

Conference & Event Planner Diploma Program



CAREER OPPORTUNITIES:

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

**Government Grants & Financial Assistance
up to \$28,000 may be available.**

Contact Us: 416-422-5627 | 647-494-5544

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Visit Us: 29 Gervais Drive, North York ON. M3C 1Y9

Conference & Event Planner Diploma Program

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. 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:

- ◆ 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

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 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

Competencies and Core Courses

- ◆ **Word Processing**
Intermediate level of proficiency in Microsoft Word
- ◆ **Spreadsheets**
Intermediate level of proficiency in Microsoft Excel
- ◆ **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



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