



**Formation
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EVENT AND CONFERENCE PLANNING AND COORDINATION SPECIALIST

AEC LCL.3C



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PROGRAM OBJECTIVES

This program prepares adults for a dynamic and challenging career in the event and conference planning sector in Quebec. A well-established tourism infrastructure and the wide range of events held across the province throughout the year, combined with a trend to transition from volunteer to professional staff, offers a multitude of employment opportunities for graduates of this program.

Designed for adults with no prior academic training in the field of event planning, this program will provide a sound foundation for career development in this field. Many interested candidates will have developed an interest in event planning as volunteers with schools, community organizations or sports teams.

To have the best chance of success in this field, event planners must possess very good oral and written communication skills in French and in English, as well as excel at creating and maintaining good working relationships. Event planning is all about working with people—a lot of the time while under stress! Resourcefulness, flexibility and organization are also important character traits of a successful event planner.

Graduates of this program will acquire skills and knowledge in the areas of marketing, sponsorship, event logistics, risk management, budgeting, human resource management, computer software, and social media, enabling them to launch successful careers.



CAREER OUTLOOK

Program graduates will be able to work in the development, planning, coordination, and delivery of events such as festivals, sporting events, conferences and conventions. The scale of these events can range in size and complexity from a wedding or a breakfast meeting to an economic summit of developed countries or the Olympics.

Graduates of this program will be prepared for employment in positions such as:

1. Conference and meeting planner;
2. Conference services officer;
3. Convention coordinator;
4. Event planner;
5. Festival organizer;
6. Special events organizer;
7. Trade show planner.

PROGRAM SPECIFICITY & DELIVERY

With the premise that most event planners learn the skills they need on the job, this program uses an experiential learning model that will allow the students to put on many events while they are completing the program.

There are two goals with this approach: First, the students will gain practical, hands-on knowledge; and secondly, they will develop the skills of both working in and leading a team, which will help them stand out against potential competitors for future projects employment opportunities.

Aligned with this approach, most of the course curriculum will use examples and real life situations.

This program is delivered online in real-time with a fixed schedule on evenings and weekends. Certain class activities and evaluations may be held in person.

COMPETENCIES

The program goals will be achieved through the development of the following competencies:

- BJ4D Establish the management model, operational plans, timelines and goals for a specific event
- BJ5D Identify, secure, design and deliver venue and spaces for event operations.
- BJ6D Identify, plan and deliver secondary Functional Areas of operations surrounding specific events
- BJ7D Apply sustainable and efficient procurement practices, and resource management.
- BJ8D Communicate effectively in French in the context of event planning.
- BJ9D Use basic software applications for event planning (Word Processing, Spreadsheets, Email and Presentations)
- BJ0E Use web applications for the planning and delivery of events.
- BJ1E Apply the concepts of effective Human Resource Management to event planning.
- BJ2E Identify legal, health and safety issues for the planning and delivery of events.
- BJ3E Apply integrated marketing strategies to establish the brand of an event.
- BJ4E Apply business and financial principles to the planning and delivery of events.

PROGRAM CONTENT

The program is comprised of 13 courses, totaling 765 hours of instruction and 25.31 units.

COURSE CONTENT	Hrs
Fundamentals of Event Planning & Management	60
Venue Planning and Design	60
Principles of Resource Planning and Management	60
French as a Second Language for Event Management	45
Software Applications for Event Planning	60
Fieldwork I	75
Web Applications for Event Planning	60
Secondary Functional Areas of Operations as Events	60
Staff, Volunteer and Contractor Management	45
Legal, Health and a Safety Issues for Events	45
Event Marketing and Promotion	60
Introduction to Business and Accounting for Events	60
Fieldwork II	75

PROGRAM COST

Program Cost (*Subject to change*)

- \$30.00 Application fee (non-refundable)
- \$145.00 for registration fees (per semester – 2 semesters total)
- \$1,000.00 for books (approximately)

ADMISSION REQUIREMENTS

To be admissible for this attestation program, applicants must meet the eligibility requirements of the règlement sur le régime des études collégiales that are in effect at the time of admission.

Admission tests in English and in French may be administered and prospective candidates may be interviewed prior to admission to the program to verify their qualifications. Potential candidates may be required to take appropriate remedial course(s).

For more information or to register for an information session, please contact:

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