

Division of

Continuing Education

Faculty of Liberal Arts & Professional Studies

CERTIFICATE IN

EVENT PLANNING & MANAGEMENT FOR PROFESSIONALS

2009 – 2010



www.coned.yorku.ca

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Background and Purpose

Excellence in planning and a passion for logistics are two of the key characteristics an event planner must possess in order to succeed in the business. To exceed a client's expectations from beginning to end, you must develop a core set of skills as an event planner and manager. Having the ability to manage all aspects of an event and knowing your audience are the most important steps to a career in event planning.

This non-credit, 156-hour program consists of eight courses, designed to introduce participants to the principles, concepts and practices of event planning and management. Participants will be given an opportunity to critically examine case-studies of successful events and become familiar with the strategies needed in order to effectively plan, execute and promote their own event.

We intend to enhance your past experiences and expertise and channel those talents into creating exceptional events. No matter what the occasion, this program will teach you to become the definitive multi-tasking planner/manager.

Program Outcomes

Upon completion of the program, participants will:

- obtain the skills needed to plan, create and manage the overall logistics involved in staging an event;
- familiarize themselves with “green” practices and trends as they relate to events;
- learn how to attract, train and manage volunteers;
- obtain the skills needed for financial planning and financial management;
- understand the concepts of risk management as applied to event production;
- learn to apply the basic concepts of event marketing and how to liaise with marketing professionals in the selling of an event;
- understand the basics of public relations and how to liaise successfully with public relations professionals to promote an event;
- learn how to successfully engage the host community of an event; and
- learn how to utilize the Microsoft Project software tool to build a project plan and track the progress of a project.

Intended Audience

This program will be of interest to:

- administrators
- publicists
- event volunteers
- executive assistants
- event coordinators
- others looking to expand to a second career
- directors

Admission Requirements

Certificate program candidates, must have:

- an undergraduate degree or college diploma; or
- a minimum of 1 year of full-time experience or equivalent in utilizing event management techniques in their paid or volunteer work; or
- the approval of the Program and Logistics Manager and instructor.

Program Structure

Course 1: Logistics, Production and Resources – 36 hours

This subject area is at the heart of event planning and management. A good event planner/manager must master the smaller, subtler elements that create the whole. This course will cover the full range of logistical elements involved in producing an event. This is the area that an event planner/manager has to know best. No event can be managed successfully without thorough knowledge of the complex elements in this area. Included in the course is a tutorial on Microsoft Project.

Upon completion of this course, participants will be able to:

- understand the scope and objectives of the event;
- define detailed production needs;
- define detailed technical needs;
- define and fill staffing needs;
- research and secure an appropriate venue for the event;
- research and secure services and technical equipment suppliers;
- invite and secure appropriate concessionaires as necessary;
- secure the appropriate catering and entertainment as needed for the event;
- execute the event; and
- evaluate the event to measure its success.

Course 2: Financial Planning and Management – 18 Hours

Creating a budget and developing a plan to implement it is essential to the success of any event. Students will gain the necessary tools to control cost overruns and other risks that affect the bottom line. Students will also learn how to analyze profit and loss, create an event budget and control costs. Financial controls and proper recording of financial transactions is another critical area. A clean audit report is just as important as a perfectly run event, especially where government funding and corporate sponsors are involved.

Upon completion of this course, participants will be able to:

- forecast expenditures and revenues, and develop and manage an event budget;
- develop proper financial controls and reporting;
- manage the necessary contracts for events and their components;
- manage suppliers fees and deposits; and
- manage ticketing and ticket sales (if necessary).

Course 3: Marketing your Event – 18 Hours

What is the point of an event if nobody knows about it? A key component in ensuring the success of an event is to generate awareness through marketing. The following 7 key steps are involved in the marketing of an event.

Upon completion of this course, participants will be able to:

- define and understand the audience;
- identify potential corporate sponsors;
- determine sponsorship levels;
- solicit potential sponsors for the event;
- keeping sponsors and potential sponsors in the loop;
- service your corporate sponsor contract; and
- acknowledge corporate sponsor contributions after the event.

Course 4: Greening an Event – 12 hours

The current “green” revolution is affecting all aspects of the event management industry, with consumers rapidly adopting a more eco-conscious state of mind. It has become increasingly important that professionals in the field have an understanding of the steps they can take to “green” their events to meet customer trends, needs, and to help conserve the environment as well.

Upon completion of this course, participants will be able to:

- select a “green” location;
- use online correspondence, including invitations;
- serve local food;
- use reusable or biodegradable tableware;
- decorate naturally;
- use energy efficient lightning; and
- make recycling easy.

Course 5: Risk Management – 18 Hours

Risk management isn’t about dampening enthusiasm or squelching fun. Appropriate risk management activities should be integrated into daily tasks and mind-sets. Although the size of some events (and hence their risks) may be beyond the scope of many nonprofits, corporations are usually better funded and must invest resources in risk management for their larger, riskier events. Remember, even the pros can underestimate Mother Nature and Murphy’s Law.

Upon completion of this course, participants will be able to:

- identify, manage and assess the likelihood of the risk occurring;
- produce a strategy to minimize and monitor risks;
- reassess the risk for further action;
- understand how and when event insurance is necessary;
- manage health and safety issues;
- understand copyright and trademark laws;
- develop an emergency plan in unforeseen circumstances;
- interpret the laws that apply to the event and make sure that they are complied with;
- understand when to enlist the help of local law enforcement;
- respond should any risks materialize and whom you can call on for help;
- develop a set of criteria for when to postpone or cancel the event; and
- arrange on-site medical care, as well as procedures for transporting people to off-site care.

Course 6: Community Engagement - 18 Hours

Events are known for their impact on the community in which they are hosted. It is important that planners and managers take this into consideration as they design their event. Part of mounting a successful event involves making sure that the host community is supportive and positively engaged.

Upon completion of this course, participants will be able to:

- successfully consult with the community;
- understand the role of public space;
- understand the local neighborhood and community structure; and
- ensure engagement for all.

Course 7: Public Relations – 18 Hours

Public relations involves the cultivation of favorable relationships between organizations and their target audiences through the use of communications channels and tools. This course will provide the background needed to liaise successfully with public relations professionals and create a strong relationship between the public and your organization.

Upon completion of this course, participants will be able to:

- develop and implement communication strategies;
- organize communication events, including press conferences;
- respond to enquiries from the public, media and other organizations;
- arrange interviews with journalists, preparing and distributing news releases, and making statements to the media;
- write, edit and arrange the production of newsletters, in-house magazines, pamphlets and brochures;
- write speeches, prepare visual aids, and make public presentations;
- organize special events such as open days, visits, exhibitions and functions;
- liaise with the media and organize publicity campaigns; and
- manage the public relations aspects of a potential crisis situation.

Course 8: Volunteer Management – 18 hours

People are the essential ingredients in running any event. Successful events are characterized by effective and efficient use of human resources. There are two types of workers: volunteers and personnel (staff). Volunteers provide a service free of charge, whereas staff receive remuneration for the work accomplished.

Upon completion of this course, participants will be able to:

- coordinate human resources;
- assess the volunteer needs;
- recruit the appropriate number of volunteers;
- placement of the appropriate volunteers;
- train the volunteers;
- support the volunteers; and
- recognize the volunteers for their contributions.

Evaluation

As participation is a key component of our program, participants are required to attend all the sessions of all courses. Participant evaluation will consist of examinations and/or assignments in each of the courses.

Instructors

Joan Pierre brings a wealth of both local and international experience to our program in event planning and management. She has spent 25 years managing a wide range of innovative and high profile events in Canada, USA and the Caribbean. Additionally, Joan has been successfully managing her own event planning business for the last 16 years, currently based in Toronto. She has been involved in the planning and management for some of Toronto's most recognized organizations and events, including Caribana.

Additional instructors will include York University faculty.

Guest Speakers will include:

Joanne Smale is the CEO of Planet3 Communications Ltd., which is a fast-paced, forward-thinking event management, consultation, promotion and publicity firm. Planet3 has been working with international, national and local clients for over 30 years. Based in Toronto, Planet3 excels in the areas of entertainment, film, television, music, special events and launches.

David Wilkinson has been an international innovator and sponsorship marketing industry leader for over three decades. He has worked in 47 countries, and has managed hundreds of successful events. As an accomplished speaker and educator, David has co-authored five books on event marketing and sponsorship. His books are recognized as the global standard for sport marketing, event marketing and strategic integrated sponsorship marketing.

Colin Abraham worked as a floral decorator at the Waldorf-Astoria before launching Pollen Nation in 1999, a creator of event planning and venue décor solutions. One of the most recognized leaders in the field, Colin Abraham is the man behind both the wedding of celebrities Beyonce Knowles and Shawn "Jay Z" Carter, and the Presidential Inauguration for current United States President Barack Obama in Washington DC.



Upcoming Offerings

Fall 2009 & Winter 2010

Location	Keele Campus
Fee	\$ 5,475 (GST exempt)

Fall 2009

Start Date	November 3
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Program/Course	Dates	Days	Time	Sessions
Course 1: Logistics, Production and Resources	Nov. 3, 7, 10, 12, 17, 19, 24 Dec. 5 & 12	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	9
Course 2: Financial Planning and Management	Jan. 19, 21, 26, 28, 30	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	5
Course 3: Marketing your Event	Feb. 6, 9, 13, 16	Tuesday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4
Course 4: "Greening" an Event	Feb. 27 Mar. 6	Saturday	9:30 AM - 3:30 PM	2
Course 5: Risk Management	Mar. 9, 13, 16, 20	Tuesday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4
Course 6: Community Engagement	Mar. 30 Apr. 6, 10, 13, 20	Tuesday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	5
Course 7: Public Relations	Apr. 24, 27 May 1, 4	Tuesday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4
Course 8: Volunteer Management	May 6, 8, 11, 15	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4

Winter 2010

Start Date	April 29
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Program/Course	Dates	Days	Time	Sessions
Course 1: Logistics, Production and Resources	Apr. 29 May 13, 20, 25, 27 Jun. 1, 3, 8, 15, 22, 26	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	11
Course 2: Financial Planning and Management	Jul. 6, 8, 13, 15, 20, 27	Tuesday & Thursday	6:30 PM - 9:30 PM	6
Course 3: Marketing your Event	Aug. 3, 10, 12, 17, 24, 31	Tuesday & Thursday	6:30 PM - 9:30 PM	6
Course 4: "Greening" an Event	Sep. 18, 25	Saturday	9:30 AM - 3:30 PM	2
Course 5: Risk Management	Oct. 5, 7, 16, 23	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4
Course 6: Community Engagement	Nov. 2, 4, 6, 13	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	4
Course 7: Public Relations	Nov. 16, 18, 20, 23, 25	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	5
Course 8: Volunteer Management	Nov. 30 Dec. 2, 4, 7, 9	Tuesday & Thursday Saturday	6:30 PM - 9:30 PM 9:30 AM - 3:30 PM	5

How to Register

Online – Visit our website at www.coned.yorku.ca to register in any course or program offered by the Division of Continuing Education.

Fax – (For credit card payments only) Complete the registration form, including credit card information. Fax to 416-650-8042, with program-specific documentation (i.e. proof of degree).

Mail – Complete the registration form and mail to the Division of Continuing Education.

The Division of Continuing Education (DCE)

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Web: www.coned.yorku.ca

The Division of Continuing Education has no deadlines and receives and processes all applications on a first-come, first-served basis, so early registration is recommended.

The Division reserves the right to alter fees, other charges, instructors and course dates/locations described in this brochure.

For privacy and policy information please visit our website at www.coned.yorku.ca.

Fees

Tuition Fee

Participants can elect to pay in three equal instalments of \$1,825 plus a \$125 instalment fee. The first payment, plus the initial instalment fee must accompany the registration. Payment two is payable upon completion of Course 4, and the third payment is payable two weeks prior to the end of the Program (Course 8).

Tuition fees for courses at the post-secondary school level adding up to more than \$100 may be claimed as a credit on your personal income tax return. Please consult the Canada Revenue Agency's "Students and Income Tax Guide" for more information. To claim the tuition, you must submit your official receipt when you file your return.

Education Amount Certificates (Income Tax Receipts)

Education Amount Certificates (T2202A) are issued by the Division of Continuing Education to all students whose course qualifies for an education amount credit on their personal income tax return. To determine if a course qualifies, please refer to Canada Revenue Agency guidelines. Income tax receipts (T2202As) will be mailed in February of the following year.

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Instalment Fee Policy

Division of Continuing Education charges a NON-REFUNDABLE instalment fee of \$125 for students who choose the instalment payment plan.

Policy and procedures are as follows:

- Only students in certificate programs will have the instalment payment option. All other courses must be paid in full before the course begins.
- If students choose to pay in instalments, they will be charged a \$125 fee.

Ancillary and Service Fees

Withdraw Fees	\$ 100.00 per course
Transcript fee	\$ 10.00 (plus GST)
Session transfer fee, (See below)	\$ 250.00 *
Exam/assignment duplication fee	\$ 15.00 (plus GST and PST)
Declined credit card	\$ 25.00
Returned cheques	\$ 25.00
Tax receipt duplicate fee	\$ 15.00
Instalment fee	\$ 125.00 **
Certificate replacement fee	\$ 52.00 (plus GST and PST)
Alternate examination fee	\$ 250.00 (plus GST)

* Before the start date of the Program, there is a \$250 fee to transfer the entire program to another cohort. Once the program has started, there is a \$100 transfer fee for each course.

** An instalment fee of \$125 is payable along with first instalment payment.

Students must contact the Program and Logistics Manager in order to receive permission to transfer to another session.

Refund Policy

A portion of your tuition fee may be refunded if the Division of Continuing Education receives written notice of withdrawal postmarked before the applicable deadline. Notice of withdrawal from a course is not acceptable by telephone, and cancelling a cheque or credit card payment, failing to attend lectures or advising the instructor that you will no longer attend the course does not constitute an official withdrawal.

Notice of withdrawal will be printed on the official income tax receipt.

No refund is granted after the noted refund deadlines. A refund is also subject to the return, in original condition of any course materials that may have been issued.

If written withdrawal is received by 4 PM two days in advance of the program start date, \$100 per course is withheld. No refund will be given after this date.

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