

**MAKE IT HAPPEN!**

# EVENT PLANNING AND MANAGEMENT



**LaSalle College**  
Vancouver

## TARGET COMPETENCIES

In the field of event planning, the team works together with a single common purpose: to ensure that the event is unique and successful! The online Event Planning and Management program is designed for event and communications enthusiasts. Do you enjoy dynamic field work? Do you adapt well to flexible work schedules? This program is perfect for you. The specialised and transversal competencies and skills that you will acquire will help you feel comfortable in different project settings. Whether you are looking to propose, plan, coordinate or even manage different activities, you will be ready to work with multidisciplinary teams from the public and private sectors.

### In the course of your training, you will learn to...

- Analyze the evolution of events throughout different eras and cultures.
- Examine the process and organizational practices for implementing an event project.
- Determine the resources required for implementation of an event project.
- Develop official employment proposal documentation for a client.
- Manage all stages of an event.
- Engage in follow-up marketing and generate new business opportunities.

## PROFILE

The Event Coordinator is a resourceful and creative professional who is flexible and works easily with different individuals. Up to date with even the tiniest details, this individual specialises in coordinating resources ensuring the project's successful implementation. This strong communicator can supervise the execution of activities and will react quickly to changes. His role is to ensure that the planning and implementation of the industry's best practices are respected. With experience, the coordinator can access positions such as event planner or manager.

## MINIMUM REQUIRED EQUIPMENT \*

- Computer with 64 bits 3 GHz processor or Mac Intel
- Windows 7 or higher; or Mac OS v.10.7 or higher
- Minimum 4 GB of RAM (8 GB of RAM recommended)
- Hard Drive 500GB
- High Speed Internet access
- Screen with minimum resolution of 1080 x 900 (1280 x 1024 recommended)
- Sound Card, headphones and microphones
- Application software and peripherals required for the course
- Burner, blank CDs and DVDs
- Flatbed Scanner
- Camera
- Adobe Flash Player (most recent update)

## REQUIRED SOFTWARE \*

Microsoft Office Suite, Adobe CC All Apps, Xmind and ProjLibre.

\* For the Adobe CC suite, you can profit from an exclusive agreement the College has with ADOBE which allows you to obtain a 65 % rebate for a one year subscription.

## PROGRAM CONTENT

### Term 1

|   |      |
|---|------|
| Introduction to Event Planning            | 45 h |
| Cultures, Etiquette and Protocols         | 45 h |
| Event Logistics                           | 60 h |
| Introduction to Event Production Software | 45 h |

### Term 2

|                                 |      |
|---------------------------------|------|
| Resource Planning               | 60 h |
| Client-Supplier Communications  | 45 h |
| Service Contracts and Proposals | 45 h |
| Presenting Project Plans        | 45 h |

### Term 3

|                        |      |
|------------------------|------|
| Observational Project  | 45 h |
| Event Marketing        | 60 h |
| Professional Portfolio | 45 h |
| Project Management     | 60 h |

### Term 4

|                       |      |
|-----------------------|------|
| Website Development   | 45 h |
| Event Coordination    | 60 h |
| Post-Event Activities | 45 h |
| Human Resources       | 60 h |

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**Total** 810 h

- **Credential awarded: Diploma**
- **Length of program: 16 months**
- **20 hours/week of self-guided training, evening virtual classes and individual study time**
- **This 810 hour Event Planning and Management program is accredited by PCTIA.**

## ADMISSION REQUIREMENTS

- 19 years of age or High School graduate
- Working knowledge of the English language
- Interview with an Admissions

**Please note** that the online courseware and virtual class platform are compatible with both Mac and PC systems, but some of the software taught is compatible only with the Windows platform. Students are responsible for ensuring compatibility with the software.

## ACCREDITATION

