



CENTRE FOR  
**Hospitality &  
Culinary Arts**

## Special Events Planning (Diploma) H121

George Brown College is the place to enter the dynamic and growing profession of Hospitality and Tourism. Take this opportunity to upgrade your existing skills or launch a new career. Consider an exciting career in Special events management.



### About the College

George Brown is the largest and most diversified hospitality school in Canada. Ongoing consultation with industry leaders assure competencies and a reputation as the premier provider of quality applied education in Hospitality and Tourism Management.

### Our Program

Are you a dynamic person who loves big events? Are you looking for an exciting career in a fast-paced industry where every day brings something new? If you are, bring your energy, creativity, organizational skills and love of special events to Ontario's dynamic and expanding Event Planning industry.

In this two-year diploma program, you'll learn how to plan and execute large and small events and you'll also complete a seven-week industry externship placement in your final semester, which will give you a great head start as you begin your career. You'll also gain an understanding of how special events and attractions like festivals, major league sports events, fundraisers, arts, theatre and media galas all support and drive the Ontario economy by drawing people here from all over the globe.

### Your Career

You will have your pick of exciting and challenging roles at attractions and resorts, entertainment complexes, destination travel groups, special event and conference planning companies.

*"George Brown teachers were the best. I always felt like they really wanted us to succeed."*

Danielle Caputi, Event Coordinator  
Canadian Cystic Fibrosis Foundation (Graduate)

### Articulation Agreement

Earn a diploma and bachelor's degree in four years. Graduates of our Hotel Management; Food and Beverage Management; Hospitality, Tourism and Leisure; and Special Events Planning — Destination Tourism diploma programs may be eligible to enter the third year of the Hospitality Operations Management degree program. Talk to the program coordinator for more details about articulation options.

### Part-Time Study Options

George Brown also offers part-time Tour Guide and Event and Meeting Management programs and a variety of evening courses in Hospitality and Tourism. See the Continuing Education Course Guide at [coned.georgebrown.ca](http://coned.georgebrown.ca).

**PROGRAM CODE:** H121  
**PROGRAM LENGTH:** 2 years (4 semesters)  
**STARTING:** September and January  
**CERTIFICATION:** Ontario College Diploma  
**LOCATION:** St. James Campus  
**APPLY TO:** [www.ontariocolleges.ca](http://www.ontariocolleges.ca)



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### Semester 1

HOST1071	Introduction to Catering
HOST1096	Marketing
HOST1033	Professional Guest Services
HOST1043	Special Event Planning and Delivery
HOST1068	SmartServe
GSSC1048	Trends and Issues in Tourism
COMP1082	Computer Skills and Applications
MATH1000	Math Foundations
COMM1003	English Skills

### Semester 2

HOST1097	Meetings and Conferences
HOST1042	Leadership and Group Dynamics
HOST1129	Selling Special Events
ACCT1037	Hospitality Accounting
LAW2014	Liability Risk Management and Guest Security
HOST1057	Wine and Beverage Sensory Development and Theory
MATH1102	Hospitality Math
COMM1007	College English
GNED	General Education Elective

### Semester 3

HRM2012	Human Resources Management
HOST1126	Career Preparation
HOST2066	Event Operations I
HOST2059	Financial Management for Special Events
GHUM1025	Speaking with Confidence
HOSF2024	Food and Wine Pairing
COMM1047	Business Communications
GNED	General Education Elective

### Semester 4

HOST2077	Building Your Special Event Business
HOST2072	Festivals and Volunteer Management
HOST2063	Event Operations II – In-house Project
HOST2064	Externship

### Admission Requirements and Fees

Admission requirements and fees can be verified at the web site.

Note: Due to ongoing program improvements courses are subject to change without notice.

For more information contact Ballu Thakur, Program Co-ordinator,  
Centre for Hospitality and Culinary Arts at 416-415-5000, ext. 6874  
Between 9 a.m. and 4 p.m. E-mail: [bthakur@georgebrown.ca](mailto:bthakur@georgebrown.ca)  
or call 416-415-2000 or long distance 1-800-265-2002.  
[georgebrown.ca/hospitality](http://georgebrown.ca/hospitality)