



# Second Career Program Research Document

H131  
Special Event Management Program



Community  
Partnerships Office

## PROGRAM LOCATION

Section	Description	Information
1.1	Program Location	Centre for Hospitality & Culinary Arts/ School of Hospitality and Tourism Management St. James Campus, 300 Adelaide Street East, Toronto, ON
1.2	For map and TTC information please use this link	<a href="https://www.georgebrown.ca/maps_and_directions.aspx#StJames">https://www.georgebrown.ca/maps_and_directions.aspx#StJames</a>

## 2 TRAINING PROGRAM

Section	Description	Information
2.1	Program website	<a href="http://www.georgebrown.ca/h131-2016-2017/">http://www.georgebrown.ca/h131-2016-2017/</a> Here you will find the following information on the H131 program: <ol style="list-style-type: none"> <li>1. Starting dates and duration of the program</li> <li>2. Program description</li> <li>3. Program standards and outcomes</li> <li>4. Program outline and required courses</li> <li>5. Careers and Post-Graduate Study Opportunities</li> <li>6. Tuition and Fees</li> <li>7. Admission Requirements</li> <li>8. Health Policy and allergy information</li> <li>9. Program contact information</li> <li>10. Link to download the program information pdf guide</li> </ol>
2.2	Course Outline	Detailed course outlines can be found at: <a href="http://www.georgebrown.ca/CO/gbc/programs/H131.html">http://www.georgebrown.ca/CO/gbc/programs/H131.html</a>
2.3	Is a cooperative placement part of the program and if so, how long is the placement?	Yes, there is an industry externship in the fourth semester.
2.4	Describe any other	Students will have opportunities for in-class facilitation.



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	hands-on experiences included in this program	
2.5	Is the curriculum fixed, or is it possible to develop an individual plan?	The program curriculum is generally fixed.
2.6	How long has the school been offering this program?	Please contact the program coordinator.

### 3 EMPLOYMENT OUTLOOK

Section	Description	Information
3.1	National Occupational Classification (NOC) occupational group	Conference and Event Planners
3.2	NOC Code	1226
3.3	NOC Skill Level	B
3.4	What are the labour market conditions for this occupation?	Please check the GBC Career Coach website for job/labour market information for this program/career. Career Coach offers current, local information about all jobs in the GTA, including an overview of each profession and a list of currently available positions in a given field. The data are not limited to industries supported by programs offered at George Brown College; however where we do offer relevant programs, students are presented with options for consideration that lead them into our own program pages. <a href="http://cc.georgebrown.ca/">http://cc.georgebrown.ca/</a>

3.5	Are other licenses or certifications required for this occupation?	No.
3.6	Within the last 3 years, what percentage of students completed this program?	There is no data available for this program but the related H121 Special Events Planning program shows that 75 percent of graduates completed the program.
3.7	What percentage of students who completed this program are employed in jobs related to the program? Are the jobs full-time, part-time or contact?	There is no data available for this program but the related H121 Special Events Planning program shows that 81 percent of graduates are employed, 47 percent of employed graduates are employed in a related field, 57 percent in full time positions. (Graduate Employment Report, 2014-2015 of students who graduated in 2013-2014.
3.8	Who hires graduates of this program? Who are the employers? (provide examples.)	Graduate job titles include: event planner, conference planner, meeting planner, catering manager, incentive travel manager, festival planner, social event planner, event fundraiser and volunteer co-ordinator.
3.9	What is the program's/institutions reputation with employers in the industry/sector?	In a word, excellent, among employers and the community at large. Many employers look specifically for a George Brown diploma. And practitioners already employed in the field are often expected to return to school to acquire the diploma.  With regard to the College in general, in a 2006 Environics poll on post-secondary institutions in Ontario, Greater Toronto Area residents (who themselves or whose family members are in college or are college-bound) name George Brown the province's "best college." Most respondents, when asked which college they would attend, make George Brown their top pick. (The next most popular college trails George Brown by almost 10 points.)
3.10	Can I contact current students or graduates of the program?	The college cannot give out contact information for current students or graduates.

Student testimonials are available on the School of Hospitality and Tourism Management webpage:  
<http://www.georgebrown.ca/hospitality/>

#### 4 ADMISSION/ENTRANCE REQUIREMENTS

Section	Description	Information
4.1	Admission/Entrance Requirements	<p>Please see the H131 program webpage for more information on admission requirements for this program.  <a href="http://www.georgebrown.ca/h131-2016-2017/">http://www.georgebrown.ca/h131-2016-2017/</a></p> <p>Please visit George Brown College Admissions webpage for more information on:</p> <ol style="list-style-type: none"> <li>1. How to apply</li> <li>2. Admission and Placement Assessments</li> <li>3. Admissions Policies and FAQs</li> <li>4. Entry Advising Services</li> </ol> <p><a href="http://www.georgebrown.ca/admissions/">http://www.georgebrown.ca/admissions/</a></p>

#### 5 COSTS

Section	Description	Information
5.1	What is the tuition cost?	<p>Semesters 1&amp;2 = \$4,156.00            Semesters 3&amp;4 = \$4,363.80            Total = \$ 8,519.8 (2016-17)</p>
5.2	Must additional supplies be purchased through the training institution?	Field trips and industry site visits-\$200.00
5.3	What is the cost of books?	\$2,000.00
5.4	Is there an application fee or registration fee?	<p>Yes.            Ontario College Application Service (OCAS): \$95.00</p>



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		International document assessment (if necessary) for document return	\$60.00 plus \$10
		George Brown College fee deferral:	\$500.00