

## SPECIAL EVENT MANAGEMENT PROGRAM (H131)

<b>PROGRAM NAME</b>	Special Event Management	<b>TUITION</b>	\$4,403.00* †
<b>COURSE CODE</b>	H131	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Hospitality and Tourism Management	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.	
<b>CENTRE</b>	Hospitality and Culinary Arts	† <b>ADDITIONAL COST</b>	
<b>LOCATION</b>	St. James Campus	<b>Description</b>	<b>Cost</b>
<b>DURATION</b>	2 years (4 semesters)	Textbooks (per semester)	\$500
<b>EXPERIENTIAL LEARNING</b>	Mandatory Externship	Field trips and industry site visits (per semester)	\$50
<b>STARTING MONTH</b>	September, January, May	<b>International students:</b> Visit the International Fees and Related Costs <sup>2</sup> page for more information.	
<b>CREDENTIAL</b>	Ontario College Diploma		
<b>YEAR OF STUDY</b>	2019-2020		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

Are you a dynamic person who loves events? Are you looking for an exciting career in a fast-paced industry where every day brings something new?

Our Special Event Management program will teach you event project management fundamentals through a variety of event types including hospitality events, weddings and other social events, fundraising events, meetings, conferences and trade shows. You will take part in event management opportunities each semester, culminating in a final capstone event and a 14-week externship placement. This experiential approach to learning and the course mix, including event-specific courses, business foundations and hospitality, will provide you with the skills to jump-start your career in event management.



### 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)

### EXPERIENTIAL LEARNING

Mandatory Externship

### YOUR FIELD STUDY OPTIONS

This program provides a final capstone event and a mandatory 14-week externship placement. George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed event management industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to more formal on-the-job work experience, George Brown College endeavours to provide learning opportunities with real-world challenges and clients. Find out more about field education<sup>3</sup> at the Centre for Hospitality and Culinary Arts.

### PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Develop and implement revenue initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.
2. Plan, design, and coordinate effective site and facility operations.
3. Select and use current and relevant principles of marketing to increase the likelihood of success of events.
4. Implement strategies for effective human resource management in the planning and operating of a variety of events.
5. Create, plan, and implement effective programming for events.
6. Select and use accounting and financial knowledge and skills to increase the successful operation of events.
7. Identify, select and use appropriate business administration skills in the operation of events.

8. Manage a variety of events using principles of professionalism and ethics in such a manner as to bring about success of the events.
9. Coordinate food and beverage services appropriate to the event.
10. Use principles of sustainability in the management of events.

## REQUIRED COURSES

### SEMESTER 1

Code	Course Name
HOST1070	Introduction to Catering
HOST1137	Marketing for Special Events
HOST1033	Service Excellence
HOST1043	Special Event Planning and Delivery
HOSF1145	Sanitation (online)
HOSF1146	Emergency First Aid/Heartsaver CPR (weekend course)
HOST1068	Smart Serve (online)
MATH1102	Math for Hospitality**
COMM1007	College English**
GNEED	General Education Elective

### SEMESTER 2

Code	Course Name
HOST1097	Meetings, Conferences and Special Events
HOST1146	Leading, Following and Speaking with Confidence
HOST1129	Selling Special Events
ACCT1037	Hospitality Accounting
LAW2014	Introduction to Hospitality Law
HOST1084	Introduction to Wines and Beverages for Special Events
HOST1126	Career Preparation
GNEED	General Education Elective

### SEMESTER 3

Code	Course Name
HRM2012	Human Resources Management
HOST2066	Event Operations I
HOST2059	Management Accounting for Special Events
HOST1139	Technical Meeting and Event Production
HOST2077	Building Your Special Event Business
HOST2072	Volunteer Management
GNEED	General Education Elective

### SEMESTER 4

Code	Course Name
HOST2063	Events Operations II - Capstone Event Project
HOST2131	Industry Externship

\*\* Based on the results of your placement test, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills – ESL) before progressing to COMM 1007. You may also be required to take MATH 1000 (Math Foundations) before progressing to MATH 1102

(Mathematics for Hospitality). COMM 1003/CESL 1003 and MATH 1000 do not count as courses required for graduation and you will be charged for these extra courses. Please visit [georgebrown.ca/assessment](http://georgebrown.ca/assessment) for more information.

## YOUR CAREER

You will have your pick of exciting and challenging roles such as:

- Event Planner
- Conference Planner
- Meeting Planner
- Catering Manager
- Incentive Travel Manager
- Festival Planner
- Social Event Planner
- Event Fundraiser
- Volunteer Coordinator



## FUTURE STUDY OPTIONS

Earn a diploma and a bachelor's degree. Qualified graduates of our Special Event Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August continuing into the degree program in September. This educational path requires a minimum grade point average of 3.0 to qualify. Talk to a program co-ordinator about articulation options.

For further information, see [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide).

## ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent\*\*
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

Applicants may also qualify for admission through completion of the Hospitality Services (Pre-Hospitality) program (H101) with an overall grade point average of 3.0. There are a limited number of seats available and admission is not guaranteed.

### \*\* MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment<sup>4</sup> for English and Math, OR may consider upgrading to achieve the credit(s) needed in English<sup>5</sup> and Math<sup>6</sup>.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

## COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

## INTERNATIONAL STUDENTS

Visit the International Admissions<sup>7</sup> page for more information.

“Going to George Brown College and being part of this program really taught me the ins and outs of planning an event. I couldn’t have succeeded without my wonderful professors, who were so great at teaching me the event planning business. This program – along with various event internships – has really shaped my planning career, and I couldn’t have chosen a better experience!”

**Nicole Escano** (Graduate 2010, Special Event Management)



Chris Palivan graduated from the Special Event Management Program. In the four years since co-founding the Toronto Cider Festival, Chris Palivan has grown the award-winning event into the largest cider festival in Canada. Together with the Toronto International Cider Awards, launched in 2017, Palivan hopes to put Toronto on the map as an international

cider hub. Palivan also lent his event planning skills to the 2018 Commonwealth Games in Australia, the 2017 Toronto Invictus Games and the 2015 Pan Am Games in Toronto. In recognition of the positive impact of his own education, Palivan established the annual Toronto Cider Festival scholarship in Special Events Planning program at the college.

**Chris Palivan**, Graduate 2014

## CONTACT US

**Paul Araujo**, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: [paraujo@georgebrown.ca](mailto:paraujo@georgebrown.ca) (for program-specific enquiries only)

or

**Doris Miculan-Bradley**, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: [dorisbradley@georgebrown.ca](mailto:dorisbradley@georgebrown.ca) (for program-specific enquiries only)

For additional information about George Brown College (including admissions, financial assistance or fee payment enquiries), please call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

## VISIT OUR CAMPUS

Join us for an upcoming Discovery Day, where you will learn more about your area of interest, get a first-hand look at our facilities and meet with representatives from George Brown College.

Sign up for our Open House Discovery Day.<sup>8</sup>

## LINKS REFERENCE

<sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H131&lang=en>

<sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

<sup>3</sup><http://www.georgebrown.ca/rex/>

<sup>4</sup><http://www.georgebrown.ca/assessment/admi-pre/>

<sup>5</sup><http://www.georgebrown.ca/upgrading-credits/english-diploma/>

<sup>6</sup><http://www.georgebrown.ca/upgrading-credits/math-diploma/>

<sup>7</sup><http://www.georgebrown.ca/international/futurestudents/howtoapply/>

<sup>8</sup>[http://www.georgebrown.ca/dd\\_chca\\_info/](http://www.georgebrown.ca/dd_chca_info/)

*George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.*

## HEALTH POLICY

Students should be aware that various allergens, including nuts, dairy and shellfish, are routinely used in practical labs. Students should also note that George Brown College is sensitive to religious observances; however, while products purchased for production and consumption meet all provincial and federal regulations, they may not meet specific dietary laws related to Halal and Kosher foods.