![Ontario logo]

Event Management Program Standard

The approved program standard for Event Management programs of instruction leading to an Ontario College Graduate Certificate delivered by Ontario Colleges of Applied Arts and Technology (MTCU funding code 72205).

Ministry of Colleges and Universities
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Acknowledgements

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- Kristi Harrison, the Project Officer who led the development of the English vocational learning outcomes.

Contents:

Introduction

This document is the Program Standard for the Event Management programs of instruction leading to an Ontario College Graduate Certificate delivered by Ontario Colleges of Applied Arts and Technology (MTCU funding code 72205).

Development of system-wide program standards

In 1993, the Government of Ontario initiated program standards development with the objectives of bringing a greater degree of consistency to college programming offered across the province, broadening the focus of college programs to ensure graduates have the skills to be flexible and to continue to learn and adapt, and providing public accountability for the quality and relevance of college programs.

The Program Standards Unit of the Ministry of Colleges and Universities has responsibility for the development, review and approval of system-wide standards for programs of instruction at Ontario Colleges of Applied Arts and Technology.

Program standards

Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following element:

- **Vocational standard** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program.

Individual Colleges of Applied Arts and Technology offering the program of instruction determine the specific program structure, delivery methods and other curriculum matters to be used in assisting students to achieve the outcomes articulated in the standard. Individual colleges also determine whether additional local learning outcomes will be required to reflect specific local needs and/or interests.

The expression of program standards as vocational learning outcomes

Vocational learning outcomes represent culminating demonstrations of learning and achievement. They are not simply a listing of discrete skills, nor broad statements of knowledge and comprehension. In addition, vocational learning outcomes are interrelated and cannot be viewed in isolation from one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved and verified.

Expressing standards as vocational learning outcomes ensures consistency in the outcomes for program graduates, while leaving to the discretion of individual colleges, curriculum matters such as the specific program structure and delivery methods.

The presentation of the vocational learning outcomes

The **vocational learning outcome** statements set out the culminating demonstration of learning and achievement that the student must reliably demonstrate before graduation.

The **elements of the performance** for each outcome define and clarify the level and quality of performance necessary to meet the requirements of the vocational learning outcome. However, it is the performance of the vocational learning outcome itself on which students are evaluated. The elements of performance are indicators of the means by which the student may proceed to satisfactory performance of the vocational learning outcome. The elements of performance do not stand alone but rather in reference to the vocational learning outcome of which they form a part.

The development of a program standard

In establishing the standards development initiative, the Government determined that all postsecondary programs of instruction should include vocational skills coupled with a broader set of essential skills. This combination is considered critical to ensuring that college graduates have the skills required to be successful both upon graduation from the college program and throughout their working and personal lives.

A program standard is developed through a broad consultation process involving a range of stakeholders with a direct interest in the program area, including employers, professional associations, universities, secondary schools and program graduates working in the field, in addition to students, faculty and administrators at the colleges themselves. It represents a consensus of participating stakeholders on the essential learning that all program graduates should have achieved.

Updating the program standard

The Ministry of Colleges and Universities will undertake regular reviews of the vocational learning outcomes for this program to ensure that the Event Management Program Standard remains appropriate and relevant to the needs of students and employers across the Province of Ontario. To confirm that this document is the most up-to-date release, please contact the [Ministry of Colleges and Universities.](#)

Vocational standard

All graduates of Event Management programs have achieved the [twelve vocational learning outcomes (VLOs)](#) in the following pages.

Preamble

The **event*** industry is a rapidly growing segment in virtually every sector of society. Events are part of public, not-for-profit, charitable, private, and corporate sectors.

This one-year program at the post graduate level is designed to provide students with prior academic credentials or significant experience in the sector, to gain the specific the knowledge and skills to plan and implement events to meet organizational or client objectives. Within the field of hospitality, tourism and culinary services, events contribute to sustainable economic growth. This program will recognize local, national and global opportunities for creating events with the inherent characteristics that linked to the effectiveness of the operations, economic contribution in terms of revenues and job creation, positive reputation, safety and security, and intercultural awareness and inclusion. The diverse and dynamic market segmentation opportunities for events will be examined. The motivation for clients to attend events may be for knowledge, pleasure, and supporting causes, and provide learning, entertainment, adventure, celebration, or support and can be local or global in nature.

Graduates of Event Management programs will be able to plan, develop and implement events. They will determine feasibility, recognize conditions in the external environment impacting the operation of successful events, and take into account the requirements of organizations or clients related to events. They will plan events that meet the needs of diverse populations with intercultural awareness and inclusion. They will identify and mitigate **risk***, and determine **liability*** associated with events to ensure safety and security for all participants.

Graduates will integrate the best business practices in the areas of financial management, human resources, marketing and communications, and the use of technology platforms, systems, tools and interactive and social media in the planning and execution of events. They will communicate persuasively and effectively and will employ strategies to ensure adherence to professional standards, engage in ongoing learning and development, and use intra/entrepreneurial strategies to conduct the business of planning and executing events. They will be ready to enter employment with

organizations in the hospitality sector, or with business organizations with event staff, or to undertake self-employment or contract work related to event management.

There are opportunities for graduates to pursue further educational qualifications and degree completion. Graduates should contact individual colleges for further information.

[*See Glossary](#)

Note: The [Ontario Council on Articulation and Transfer](#) (ONCAT) maintains the provincial postsecondary credit transfer portal, [ONTransfer](#).

Synopsis of the vocational learning outcomes

Event Management (Ontario College Graduate Certificate)

The graduate has reliably demonstrated the ability to:

1. Create, plan, and design an **event*** to meet organizational and/or client needs.

2. **Coordinate* event* site* logistics***, and staging, to achieve the **event*** objectives.

3. Plan, promote and produce **marketing plans*** and communications for **events*** that meet organizational and/or client objectives.

4. **Coordinate*** staff, contractors and volunteers to deliver the desired results of an **event***.

5. Manage the financial aspects of an **event*** to meet **event*** objectives.

6. Manage the business operations for administration, procurement, and oversight of **event*** projects, to meet organization and/or client needs.

7. Develop strategies to mitigate **risk*** and **liability*** to ensure the safety and security of participants during an **event***.

8. Conduct oneself in an ethical and professional manner with clients, contractors and participants of **events*** in order to create positive experiences and relationships.

9. Formulate strategies that support intercultural awareness and inclusion to create **events*** that meet the needs of diverse populations.

10. Select industry standard technology platforms, systems, tools and applications to support the planning and operation of **events***.

11. Develop and implement funding mechanisms to support **event*** objectives such as **sponsorship*** programs, **fundraising*** initiatives, and/or **grants***.

12. Engage in ongoing learning for professional and career growth.

[*See Glossary](#)

Note: The learning outcomes have been numbered as a point of reference; numbering does not imply prioritization, sequencing, nor weighting of significance.

The vocational learning outcomes

1. The graduate has reliably demonstrated the ability to: create, plan, and design an **event*** to meet organizational and/or client needs.

Elements of the performance

a. Create programs suitable for target audiences.
b. Assess trends, needs, and interests in order to develop relevant programs and activities.
c. Assess the potential of an **event** to enhance tourism.
d. Create programs and activities with clear purposes, goals, objectives, and time lines.
e. Create event design elements to suit the needs of stakeholders, themes of event etc.
f. Plan to obtain all required approvals for events.
g. Plan activity space, schedules, and facility locations.
h. Utilize theming and decor elements.
i. Collaborate with clients, suppliers and contractors to determine stage, sound, power, multimedia, seating, and lighting requirements.
j. Ensure appropriate **site*** signage, adequate **site*** parking, transportation, and accessibility.
k. Plan set-up and take-down of event staging.
l. Plan events with various staff, suppliers and contractors various involved in the operation and maintenance of indoor and outdoor facilities.
m. Determine appropriate insurance needs.
n. Determine equipment needs (e.g., audio visual, computers, heavy equipment).
o. Apply technology (e.g., autocad software) to perform tasks relating to **site*** and facility management.
p. Prepare and negotiate necessary documents relating to facility and **site*** operations (e.g., proposals, tenders, agreements, contracts, **site*** plans, maps).
q. Plan appropriate admission practices and entry points.
r. Plan onsite security and safety.
s. Plan appropriate accreditation systems (e.g., media passes, VIP designations).
t. Plan for special **site*** considerations appropriate to event or target market (e.g. baby changing station, misting tent, portable toilets, special needs facilities, ATM's, tourist information, first aid, lost children services).
u. Plan **food and beverage*** services appropriate to the event.

[*See Glossary](#)

2. The graduate has reliably demonstrated the ability to: **coordinate* event* site***, **logistics***, and staging, to achieve the **event*** objectives.

Elements of the performance

a. **Coordinate*** onsite security and safety.
b. **Coordinate*** appropriate admission practices and entry points.
c. Implement appropriate accreditation systems (e.g., media passes, VIP designations).
d. **Coordinate* food and beverage*** services appropriate to the event.
e. **Coordinate*** event design elements to suit the needs of stakeholders, themes of event, etc.
f. **Coordinate*** source, facility, equipment, inventory, and supply requirements.
g. Identify special **site*** considerations appropriate to event or target market (e.g. baby changing station, misting tent, portable toilets, special needs facilities, ATM's, tourist information, first aid, lost children services).
h. **Coordinate*** with key suppliers.
i. **Coordinate*** with sponsors.
j. Apply knowledge of legislation, standards, policies, regulations, copyrights, and other intellectual properties which may affect the implementation of programs.
k. **Execute*** contracts and purchase of service agreements.
l. Implement environmentally sound practices including waste   management.
m. Implement qualitative and quantitative evaluation techniques that relate to the specific objectives identified for the event.
n. Implement protocol procedures.

[*See Glossary](#)

3. The graduate has reliably demonstrated the ability to: plan, promote and produce **marketing plans*** and communications for **events*** that meet organizational and/or client objectives.

Elements of the performance

a. Implement the elements of an integrated creative marketing and communication plan.
b. Use social media tools to develop an effective event promotion.
c. Apply the principles of tourism marketing where appropriate.
d. Develop effective media relations.
e. Identify target market(s) for events.
f. Collaborate with marketing-related professionals, agencies, and others.
g. Conduct and analyse basic market research.
h. Integrate a variety of media resources including print, electronic, and broadcast media to support the success of an event.
i. Assessing the performance of marketing initiatives.
j. Facilitate media conferences effectively.
k. Design news releases, media kits, fliers, posters, and brochures and assist in the development of a distribution plan.
l. Identify, create, and manage marketing databases.
m. Apply client relationship strategies.

*See Glossary

4. The graduate has reliably demonstrated the ability to: **coordinate*** staff, contractors, and volunteers to deliver the desired results of an **event***.

Elements of the performance

a. Implement a process for recruiting, selecting, orienting, training, managing, appraising, recognizing, and retaining staff and/or volunteers.
b. Prepare volunteer and staff position descriptions.
c. Utilize negotiation skills.
d. Work within organizational structures.
e. Assess event staffing needs.
f. Utilize employment/community volunteer programs.
g. Prepare and monitor personnel schedules.
h. Apply techniques for managing and resolving conflict.
i. Maintain accurate and confidential paper-based and electronic human resource records.
j. Contribute to strategies for effective staffing in a union/management environment.
k. Comply with current employment, health and safety, and human rights legislation.
l. Apply practices for fair compensation and incentive packages.
m. Facilitate positive, respectful interactions between stakeholders on an event project.
n. Apply a variety of sound decision-making and problem-solving techniques.

[*See Glossary](#)

5. The graduate has reliably demonstrated the ability to: manage the financial aspects of an **event*** to meet **event*** objectives.

Elements of the performance

a. Perform on-site cash management (e.g., prepare point of sale reports, prepare cash reports, reconcile cash, process smart card and credit card transactions).
b. Apply cash-flow management principles.
c. Comply with legislation governing payroll deduction, remittance of taxes, and other government fees.
d. Prepare, rationalize, evaluate, adhere to, and monitor event budgets.
e. Apply strategies of cost control to event operations.
f. Use accounting terminology accurately.
g. Collaborate with financial institutions and financial personnel such as bookkeepers, accountants, and auditors.

[*See Glossary](#)

6. The graduate has reliably demonstrated the ability to: manage the business operations for administration, procurement, and oversight of **event*** projects, to meet organization and client needs.

Elements of the performance

a. Use basic project management techniques to plan and schedule.
b. Plan and facilitate effective meetings.
c. Prepare and deliver presentations.
d. Communicate effectively internally and externally to all levels of organizations.
e. Communicate clearly in appropriate written and spoken formats.
f. Apply knowledge of business correspondence and reports using appropriate formats.
g. Prepare and administer tenders, contracts, purchase of service agreements, and request for proposals (RFP's) related to event management.
h. Integrate customer service principles.
i. Apply registration procedures appropriate to events.
j. Use appropriate business etiquette and protocol (e.g., phone, email, correspondence).
k. Solicit post-event feedback from sponsors, suppliers, and others.
l. Prepare post-event documentation and correspondence.
m. Develop and maintain a system for event preservation and archiving.

*See Glossary

7. The graduate has reliably demonstrated the ability to: develop strategies to mitigate **risk*** and **liability*** to ensure the safety and security of participants during an **event***.

Elements of the performance

a. Apply financial **risk*** management techniques.
b. Involve stakeholders in the plans for delivery of programs and activities.
c. Collaborate with **site*** specific personnel.
d. Develop a **risk*** management/contingency plan including appropriate insurance/**liability*** coverage.
e. Apply legislative requirements (e.g., public health and safety, **SOCAN*** municipal bylaws).
f. Determine appropriate insurance needs.
g. **Coordinate*** onsite security and safety.

[*See Glossary](#)

8. The graduate has reliably demonstrated the ability to: conduct oneself in an ethical and professional manner with clients, contractors, and participants of **events*** to create positive experiences and relationships.

Elements of the performance

a. Identify the purpose and value of events and related professional organizations at the regional, provincial, and national levels.
b. Adhere to organization and professional association codes of conduct, core values, and professional codes of ethics.
c. Access professional development resources and activities which promote professional growth.
d. Utilize and enhance event terminology.
e. Develop personal organization and time management skills.
f. Apply effective networking techniques.
g. Implement creative problem-solving, decision-making, conflict-resolution, diplomacy negotiation, and team-building skills.
h. Communicate clearly in appropriate written and spoken formats.
i. Apply strategies for adapting to stress and a variety of challenges.
j. Present oneself using a format that best identifies skills, knowledge, attributes, and experience (e.g., resume, portfolio, interview, web page).
k. Recognize the purpose and value of professional designations.
l. Develop strategies for ongoing personal and professional growth and development.

*See Glossary

9. The graduate has reliably demonstrated the ability to: formulate strategies that support intercultural awareness and inclusion to create **events*** that meet the needs of diverse populations.

Elements of the performance

a. Recognize the impact of cultural differences, political environments, technological developments, population demographics, and economic environments on event initiatives and decisions.
b. Assess **consumer***, **customer***, and client needs and listen effectively to respond to opportunities.
c. Respond to concerns or problems expressed by customers, clients and members of the public with openness, and take actions to resolve issues.
d. Apply the principles of accepted business etiquette (e.g. cultural, regional, global).
e. Apply the practices of protocol for event participants where required.
f. Integrate the principles of Universal Instructional Design (UID) to meet the needs of event participants and comply with the Accessibility for Ontarians with Disabilities Act (AODA).
g. Identify and accommodate cultural and individual diversity as it relates to event programming.

*See Glossary

10. The graduate has reliably demonstrated the ability to: select industry standard technology platforms, systems, tools and applications to support the planning and operation of **events***.

Elements of the performance

a. Recognize the impact of emerging technologies on event initiatives.
b. Use electronic communications technology such as email, voice mail, and text messaging appropriately to communicate effectively.
c. Use social media tools for professional application to meet organizational needs.
d. Use professional and industry specific terminology effectively.
e. Apply computer skills to support a variety of functions in the events environment.
f. Prepare correspondence, reports, presentations, and other print and electronic documents for events using appropriate software (e.g., spread sheets, word processing, database, presentation, desktop publishing, web design, analytics, databases etc.).
g. Examine evolving technology and its application to event planning and execution.
h. Select an implement technology and applications appropriate to event planning and execution.
i. Recognize the impact of technological changes on **customer*** and **consumer*** needs and demand.

[*See Glossary](#)

11. The graduate has reliably demonstrated the ability to: develop and implement funding mechanisms to support **event*** objectives such as **sponsorship*** programs, **fundraising*** initiatives, and/or **grants***.

Elements of the performance

a. Determine funding strategies and their application.
b. Develop strategies for forming alliances and partnerships with internal and external stakeholders.
c. Develop strategies for involving corporate sponsors and other economic stakeholders.
d. Prepare and implement **sponsorship***/partnership appeal packages.
e. Apply strategies for cultivating and retaining sponsors with fulfilment follow up activities.
f. Prepare proposals for **grants***, pricing strategies, fee structures, cost/benefit analysis, break-even analysis, revenue generation, and return-on-investment analysis.
g. Utilize research documenting the social and economic impacts of events.
h. Implement tools for measuring the economic impact (e.g., job creation, tourism, revenue generation) of events.
i. Develop and implement promotional strategies appropriate for revenue generation.
j. Use sales and promotion skills to solicit support from individuals, business and industry, organizations, and government during events (such as silent auctions, draws etc.).
k. Identify appropriate **fundraising*** techniques for specific event outcomes.

[*See Glossary](#)

12. The graduate has reliably demonstrated the ability to: engage in ongoing learning for professional and career growth.

Elements of the performance

a. Identify the purpose and value of events-related professional organizations at the regional, provincial, and national levels.
b. Access professional development resources and activities which promote professional growth.
c. Utilize and enhance event terminology.
d. Develop personal organization and time management skills.
e. Implement creative problem-solving, decision-making, conflict-resolution, diplomacy, negotiation, and team-building skills.
f. Apply effective networking techniques.
g. Apply strategies for adapting to stress and a variety of challenges.
h. Recognize the scope and variety of employment opportunities related to event management (e.g., **sponsorship***, communication, marketing, public relations, tourism, **fundraising***).
i. Present oneself using a format that best identifies skills, knowledge, attributes, and experience (e.g., resume, portfolio, interview, web page).
j. Recognize the purpose and value of professional designations.
k. Develop strategies for ongoing personal and professional growth and development.

[*See Glossary](#)

Glossary

Coordinate - To bring into action in a smooth, concerted way.

Event - An activity that takes place for the purpose of social, educational, entertainment or fundraising objectives.

Execute - To carry out fully or put into effect.

Food and Beverage - The process of preparing, presenting and serving of food and beverages to the participants at an event.

Fundraising - Obtaining a sum of money or intangible resources to support the costs of carrying out an activity or event.

Grants - Money provided by an organization for the purpose of providing financial support for an activity or event that may require the completion of a proposal or application to be completed to support the request for funds.

Interactive Media - Electronic media used for presentation and communication of information that supports the objectives of an event and allows the participants to actively respond.

Liability - Being in a position of responsibility for the financial outcomes, and success of an event, as well as the personal safety of participants and staff.

Logistics - The handling of the details of the operations of an activity or events, such as procurement of resources, materials and staff, the site, the staging and dismantling upon completion.

Marketing Plans - Plans that address the development of the event product, pricing, place and promotion of an event.

Risk - The possibility of loss or injury.

Sponsorship - A person or organizational that pays for the costs of a project, activity or event.

Site - The spatial location of an actual or planned event.

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Inquiries regarding specific Event Management programs offered by Colleges of Applied Arts and Technology in Ontario should be directed to the relevant college.

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