

Event Management Program Standard

The approved program standard for all 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 Training, Colleges and Universities
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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.

This version replaces the program standard titled Festivals and Community Events Management and released in August 1997. Inquiries regarding this program standard should be directed to the address noted above.

This publication is available on the Ministry’s Web site at <http://www.edu.gov.on.ca>

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I. Introduction

This document is the Program Standard for all 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). This version replaces the one titled Festivals and Community Events Management and released in 1997.

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 Colleges Branch of the Ministry of Training, 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. The program standard for an Ontario College Graduate Certificate program is made up of the vocationally specific learning outcomes which apply to the program of instruction in question.

These outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. It is assumed that students, upon entering an Ontario College Graduate Certificate program, will have achieved the necessary generic employability skills and general education by having previously completed an Ontario College Diploma, an Ontario College Advanced Diploma, or a degree program of study.

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 Learning Outcomes

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, learning outcomes are interrelated and cannot be viewed in isolation of 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 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 Learning Outcomes

The **learning outcome** statement sets 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 learning outcome. However, it is the performance of the learning outcome itself on which students are evaluated. The elements are indicators of the means by which the student may proceed to satisfactory performance of the learning outcome. The elements do not stand alone but rather in reference to the learning outcome of which they form a part.

The Development of a Program Standard

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 Training, 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, contact the Ministry of Training, Colleges and Universities at the address or telephone number noted on the inside cover page.

II. Vocational Standard

All graduates of Event Management programs of instruction must have achieved the eight vocational learning outcomes listed in the following pages.

Preamble

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

The ever growing industry of events is being used as a way of stimulating economies, increasing tourism, developing community awareness, increasing public involvement, enhancing education, improving quality of life, generating revenue, and marketing products. Professionals, working with stakeholders, are required to plan, organize, and manage events that are successful and sustainable.

To work in this capacity, it will be important for event managers to acquire diverse knowledge and skills. Graduates of Event Management programs are able to develop and implement financial initiatives, coordinate effective site and facility management, program events effectively, and apply the principles of marketing, strategies for effective human resources management, business administration skills, and the principles of professionalism and ethics.

Synopsis of the Vocational Learning Outcomes Event Management Programs (formerly Festivals and Community Events Management)

The graduate has reliably demonstrated the ability to

- 1. develop and implement financial 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. apply the principles of marketing to events.**
- 4. apply strategies for effective human resource management to events.**
- 5. create, plan, and implement effective programming for events.**
- 6. apply accounting and financial knowledge and skills to the operation of events.**
- 7. apply business administration skills to the operation of events.**
- 8. apply the principles of professionalism and ethics to event management.**

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*

develop and implement financial initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.

Elements of the Performance

- Determine appropriate stakeholders for specific initiatives
- Apply strategies for developing appropriate alliances and partnerships with internal and external stakeholders
- Prepare proposals for grants, pricing strategies, fee structures, cost/benefit analysis, break-even analysis, revenue generation, and return-on-investment analysis
- Utilize research documenting the social and economic impacts of events
- Develop strategies for involving corporate sponsors and other economic stakeholders
- Implement programming tools for measuring the economic impact (e.g., job creation, tourism, revenue generation) of events
- Develop and implement marketing strategies appropriate for revenue generation
- Determine merchandising strategies and their application
- Use sales and promotion skills to solicit support from individuals, business and industry, organizations, and government
- Apply effective networking techniques
- Prepare sponsorship/partnership appeal packages
- Apply strategies for cultivating and retaining stewardship
- Identify appropriate fundraising techniques for specific event outcomes

2. *The graduate has reliably demonstrated the ability to*

plan, design, and coordinate effective site and facility operations.

Elements of the Performance

- Identify and obtain all required approvals for events
- Prepare and monitor activity space, schedules, and facility allocations
- Plan and direct set-up and take-down
- Collaborate in determining stage, sound, power, multimedia, seating, and lighting requirements
- Ensure appropriate site signage, adequate site parking, transportation, and accessibility
- Coordinate onsite security and safety
- Plan, set up, implement, and negotiate concession activities
- Apply knowledge of the various functions involved in the operation and maintenance of indoor and outdoor facilities
- Determine equipment needs (e.g., audio visual, computers, heavy equipment)
- Apply knowledge of environmentally sound practices including waste management
- Apply technology (e.g., autocad software) to perform tasks relating to site and facility management
- Prepare and negotiate necessary documents relating to facility and site operations (e.g., proposals, tenders, agreements, contracts, site plans, maps)
- Develop a risk management/contingency plan including appropriate insurance/liability coverage
- Collaborate with site specific personnel
- Apply legislative requirements (e.g., public health and safety, SOCAN,* municipal bylaws)
- Coordinate appropriate admission practices and entry points
- Implement appropriate accreditation systems (e.g., media passes, VIP designations)
- 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)
- Coordinate food and beverage services appropriate to the event

* Society of Composers, Authors, and Musical Publishers of Canada

3. *The graduate has reliably demonstrated the ability to*
- apply the principles of marketing to events.**

Elements of the Performance

- Assist in the development and implementation of an integrated creative marketing/communication plan
- Apply the principles of tourism marketing where appropriate
- Develop effective media relations
- Identify target market(s) for event
- Collaborate with marketing-related professionals, agencies, and others
- Conduct and analyse basic market research
- Develop and utilize a variety of media resources including print, electronic, and broadcast media
- Assist in assessing the performance of marketing initiatives
- Utilize appropriate promotional activities
- Facilitate media conferences effectively
- Design news releases, media kits, fliers, posters, and brochures and assist in the development of a distribution plan
- Identify, create, and manage marketing databases
- Apply client relationship strategies

4. *The graduate has reliably demonstrated the ability to*

apply strategies for effective human resource management to events.

Elements of the Performance

- Determine and implement a process for recruiting, selecting, orienting, training, managing, appraising, recognizing, and retaining staff and/or volunteers
- Write volunteer and staff position descriptions
- Utilize negotiation skills
- Utilize appropriate techniques/vehicles to communicate with staff and volunteers
- Apply knowledge of appropriate organizational structure
- Assess event staffing needs
- Utilize employment/community volunteer programs
- Prepare and monitor personnel schedules
- Apply techniques for managing and resolving conflict
- Maintain accurate and confidential paper-based and electronic human resource records
- Contribute to strategies for effective staffing in a union/management environment
- Comply with current employment, health and safety, and human rights legislation
- Apply the principles of team building
- Identify and facilitate the stages of group development
- Apply a variety of sound decision-making and problem-solving techniques
- Apply appropriate facilitative techniques
- Apply principles for compensation and incentive packages

5. *The graduate has reliably demonstrated the ability to*
- create, plan, and implement effective programming for events.**

Elements of the Performance

- Create programs suitable for target audiences
- Assess trends, needs, and interests in order to develop relevant programs and activities
- Assess the potential of an event to enhance tourism
- Plan creative programs and activities by developing appropriate principles, purposes, goals, objectives, and time lines
- Identify source, facility, equipment, inventory, and supply requirements
- Encourage stakeholder involvement in the delivery of programs and activities
- Liaise with sponsors
- Identify and accommodate cultural and individual diversity as it relates to event programming
- Identify and employ technology to perform programming tasks
- Administer contracts and purchase of service agreements
- Ensure a customer-service orientation
- Apply knowledge of legislation, standards, policies, regulations, copyrights, and other intellectual properties which may affect the implementation of programs
- Determine appropriate insurance needs
- Apply risk management techniques
- Design and implement qualitative and quantitative evaluation techniques that relate to the specific objectives identified for the event
- Recognize program specific leadership requirements
- Collaborate with key suppliers
- Utilize theming, decor, and pageantry elements
- Apply appropriate protocol procedures

6. *The graduate has reliably demonstrated the ability to*

apply accounting and financial knowledge and skills to the operation of events.

Elements of the Performance

- Perform on-site cash management (e.g., prepare point of sale reports, prepare cash reports, reconcile cash, process smart card and credit card transactions)
- Apply cash-flow management principles
- Recognize legislation governing payroll deduction, remittance of taxes, and other government fees
- Prepare, rationalize, evaluate, adhere to, and monitor event budgets
- Apply strategies of cost control to event operations
- Use routine financial statements and accounting terminology
- Collaborate with financial institutions and financial personnel such as bookkeepers, accountants, and auditors
- Implement an effective accounts payable/receivable system

7. *The graduate has reliably demonstrated the ability to*

apply business administration skills to the operation of events.

Elements of the Performance

- Create a business plan
- Apply knowledge of critical path analysis to assist in planning and scheduling
- Plan and facilitate effective meetings
- Use technology to perform management and administration tasks
- Create and manage organizational data bases
- Prepare and deliver presentations
- Apply knowledge of business correspondence and reports using appropriate formats
- Write, communicate, and implement policy and procedures
- Apply knowledge of the structure, development, and operation of organizations
- Prepare and administer tenders, contracts, purchase of service agreements, and request for proposals (RFP's) related to event management
- Assess the need for information services (e.g., onsite, offsite, web, phone)
- Ensure a high level of customer service
- Incorporate entrepreneurial principles in business management
- Apply registration procedures appropriate to events
- Use appropriate business etiquette and protocol (e.g., phone, email, correspondence)
- Solicit post-event feedback from sponsors, suppliers, and others
- Prepare post-event documentation and correspondence
- Communicate effectively internally and externally to all levels of organizations
- Develop and maintain a system for event preservation and archiving

8. *The graduate has reliably demonstrated the ability to*

apply the principles of professionalism and ethics to event management.

Elements of the Performance

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