# EVENTS AND CONVENTIONS MANAGEMENT DIPLOMA

**UCC Tourism Department** 

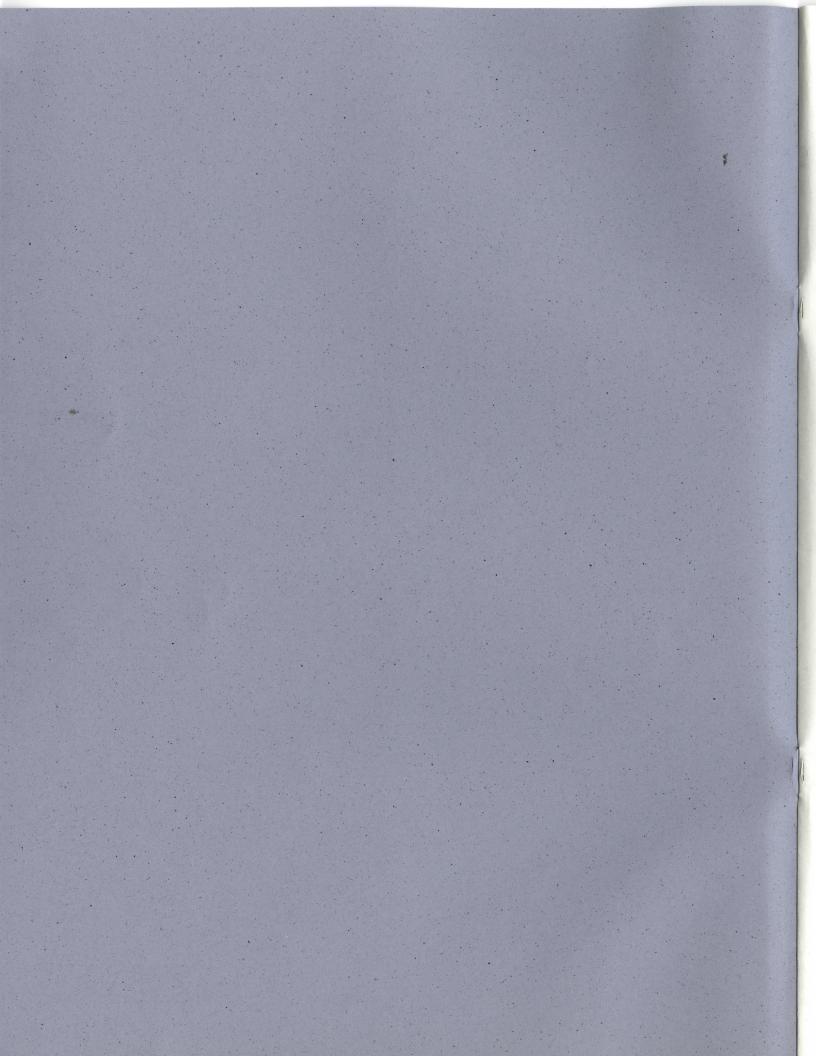
1993/94











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**UCC Tourism Department** 

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The University College of the Cariboo P.O. Box 3010, Kamloops, BC, V2C 4T7, Canada Tel (604) 828-5132; Fax (604) 371-5582

# EVENTS AND CONVENTIONS MAINLEENENT

UCC Louism Department

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# **Events and Conventions Management Diploma**

# Introduction

# A ten month Accelerated Diploma

#### **Program Coordinator**

TED WYKES, Tour. Dip. (604) 828-5132

# **Program Introduction**

This program is designed to provide a practical overview of the function, skills and knowledge required to successfully plan, organize, manage, promote and evaluate a festival, attraction, convention, conference, meeting or event.

Planners of all kinds of events have refined planning and organizational skills, an ability to communicate effectively and a high regard for all of the small details necessary to ensure success. While each area of the events and conferences industry has its specific characteristics, requirements, specialized knowledge and expertise, many of the basic planning, organizing, managing and marketing skills are generic.

All of these events, and in particular conventions, are recognized as being great generators of money into a community. Because of this, we are seeing an increase in the numbers of convention facilities around western Canada, and in particular in British Columbia. These facilities are sometimes funded through municipalities or governments or privately, quite often, through the control of a deluxe hotel or a resort.

# **Admission Requirements**

Please refer to the General Information section of the Calendar for the statement of admission policy at UCC.

# **Educational Requirements**

- BC Grade 12 with C+ average (or equivalent) or Mature Student Status
- BC English 12, minimum C+, or ENGL 050, or Level 3 on composition section of LPI within the last 2 years.

# **General Requirements**

- · Attend a departmental orientation session.
- · Attend an admissions interview.
- Canadian Citizenship or Landed Immigrant Status.
- Successful admission into the Tourism Supervisory Development Certificate at the commencement of the Events and Conventions Management Diploma Program or successful completion of the Tourism Supervisory Development Certificate.

#### **Documentation Required**

The following documentation is necessary to verify admission requirements:

- Official transcript of previous secondary and postsecondary educational record.
- · Proof of Citizenship or Landed Immigrant status.
- Verification of attendance at Program Orientations session (this will be forwarded to Admissions after the orientation).
- · LPI results (if necessary).
- · Verification of attendance at a program interview.

# **Orientation Session**

Students are requested to attend an orientation session for any courses offered by the Tourism Department. The purpose of these sessions is to provide valuable information about courses, programs, entrance requirements, admission procedures and allow prospective students to have pertinent questions answered. During the Orientation Sessions, prospective students may be asked to write a brief composition about a choice of topics related to the hospitality industry. Detailed instructions regarding this will be outlined at the session. Please call the Divisional Secretary at 828-5132 to attend.

#### **Admissions Interview**

If prospective students wish to apply for the program they must participate in an interview with representatives from the Tourism Department. Participants in the interview are asked questions to help ascertain the applicant's readiness for admission. All applicants will be asked similar questions. Students must arrange for interviews, **after** they have attended an orientation session, by calling the Divisional Secretary at 828-5132.

#### **Part Time Students**

Students wishing to take tourism courses on a part time basis should contact the Tourism Department Chairperson at 828-5362.

#### Recommendations

It is recommended that students who enter this field have some industry experience in the Tourism Industry. Provincial recommendations from the Pacific Rim Institute of Tourism suggest that students should demonstrate:

- At least 1500 hours of work experience within the tourism industry, OR
- 2) At least 500 hours of industry experience plus relevant training from an accredited educational institute, OR
- A letter from an employer or supervisor requesting that you take this course.

Please Note: It is recognized that some students entering this program may have difficulty meeting these recommendations. Please contact the Program Coordinator if you are concerned about these recommendations.

#### Exemptions

Exemptions to the admissions requirements may be granted by the Chairperson of the Tourism Department after an interview has taken place with the prospective candidate.

#### **Program Development**

This program has been developed with the consultation of the Ministry of Advanced Education and Technical Training, other Colleges, Universities and Institutes, members of the Tourism Advisory Committee; and business operators throughout British Columbia.

### **Field Trips**

These programs will also include some field trips to visit the Convention and Hotel Industry as well as some of their suppliers. This component has been included in the Program so that students can better understand some of the concepts discussed in class. While costs will be kept to a minimum, students will be expected to contribute to the overall cost of the field trips. (To an approximate maximum of \$200.00)

### **Program Structure**

This program will comprise of the Tourism Supervisory Development Certificate, the Food and Beverage Management Certificate, and a series of twelve Convention and Events Management courses. It will take a student three semesters from September to July to complete this "accelerated" program.

Section One: "Supervisory Development" has been included because of its Tourism Management skills and its provincial focus. This course is a prerequisite/co-requisite to all other tourism courses.

Section Two: "Food and Beverage Management" has been included because of the importance that quality food and its presentation play in the overall success of any convention or event.

Section Three: "Conventions and Events" is the heart of the program.

#### **Graduation Credentials**

Graduates who successfully complete the program will receive an Events and Conventions Management Diploma from UCC.

Students will also be eligible to apply for the Tourism Supervisory Development Certificate and the Food and Beverage Management Certificate as well as the American Hotel and Motel Association Food and Beverage Certificates.

# **Program Outline**

Course	Course Title	Cr
<b>TOUR 101</b>	Tourism: An Industry Perspective	2
<b>TOUR 102</b>	Human Relations in Tourism	2
<b>TOUR 103</b>	Supervisory Leadership	2
	Human Resource Development	2
<b>TOUR 105</b>	Marketing & Customer Service	2
<b>TOUR 106</b>	Operation Controls	2
<b>TOUR 107</b>	Computer Applications	3
Total Credits		

SECTION T	WO BEVERAGE MANAGEMENT	. gaes e certi
	Applied Principles	3
FOOD 102	Food Production Principles	3
	Food and Beverage Service	3
	Lounge and Bar Supervision	3
FOOD 105	Food and Beverage Controls	3
4.8(_4, 10 C)6	Total Credits	15

SECTION T	HREE	enizi ne		
EVENTS AND CONVENTIONS MANAGEMENT				
<b>CONV 201</b>	Introduction to Planning Basics	3		
<b>CONV 202</b>	Marketing Techniques	3		
<b>CONV 203</b>	Site Selection	3		
<b>CONV 204</b>	Program Finances	3		
<b>CONV 205</b>	Managing Effective Meetings	3		
<b>CONV 206</b>	Managing Festivals and Events	3		
<b>CONV 207</b>	Work Practicum	0		
<b>RESM 202</b>	Convention Mngt & Service	3		
<b>RESM 203</b>	Cultural Awareness	2		
<b>RESM 204</b>	Business Communications I	3		
<b>RESM 210</b>	Business Communications II	3		
the control	Total Credits	29		
Elective	Students must successfully complete a second language elective before a diploma is issued. The student may choose the language they wish to study but it must be approved by the program coordinator before commencement of classes.			

Please refer to the end of this section for a description of each of these courses.

**Events and Conventions Management Diploma** 

# **Course Descriptions**

#### **CONV 201-3**

# An Introduction to Planning Basics

This course introduces students to a practical overview of the skills and knowledge required to plan, organize, manage and evaluate a festival, special event, meeting, seminar, or conference. Students design a basic plan for an event, festival or meeting and develop a project manual.

#### **CONV 202-3**

# **Marketing Techniques for Events and Conferences**

In this course participants learn what marketing is and how to use marketing techniques to the best advantage of the meeting or event. The course includes: market planning and research, marketing strategies, advertising, developing a brochure, media coverage, and marketing opportunities through sponsorship, trade and consumer shows. The course covers marketing the message of the meeting as well as marketing to solicit participation and promote the event.

#### CONV 203-3

# **Events and Conferences: Site Selection, Negotiations and Contracts**

Site selection is of primary importance to the success of a meeting, conference, festival or special event. This course discusses selecting the appropriate location and facility for the activity. Services, products and suppliers are identified and discussed. The second part of the course focuses on the negotiation process. Through role playing activities students gain a broad understanding of the negotiation process, develop skills leading to greater success in negotiations, and gain confidence in using these skills. Important contractual, legal and liability issues related to the industry are discussed.

## **CONV 204-3**

#### **Events and Conferences: Program Finances**

The budgeting process is a critical function for ensuring the financial success of an event. From the preparation of a proforma to a profit and loss analysis, the budget is an essential management tool which minimizes the chance of cost overruns and eliminates surprises. Case studies are used to discuss the basic principles.

# **CONV 205-3**

# **Managing Effective Meetings**

This course is for the student who has both a practical and theoretical background in meeting and conference planning and wishes to enhance his/her ability to plan more effective and interesting meetings. Students demonstrate their understanding of meeting planning functions and the independent conditions which affect these functions in a practicum or through case studies. Students develop a project workbook and visit a meeting facility or property.

#### **CONV 206-3**

# Managing Festivals and Events: Techniques for Success

This course covers the basic skills needed for a businesslike approach to planning and managing a well run, high quality community celebration. The focus of the course is on increasing organizational effectiveness and developing sound managerial strategies. Practical subjects such as fundraising and sponsorship, motivating volunteers, developing effective checklists, developing themes and creative ideas, resources and contacts, and samples of event publicity are also covered.

#### **CONV 207-0**

# **Events and Conventions Work Practicum**

This section of the course requires the student to practice the skills acquired during the Events and Conventions Management Program within the industry itself. It will also familiarize the student with the section of the industry they wish to follow. It will be necessary for the student to successfully complete this section before certification is given by the college.

Prerequisite: The successful completion of all the other courses in the Events and Convention Management Diploma Program.

#### FOOD 101-3

# **Applied Principles of Food and Beverage Operations**

Provides a basic understanding of the principles of food production and service management, reviewing sanitation, menu planning, purchasing, storage, and beverage management. This course will also give students the opportunity to work in the college dining room.

# FOOD 102-3

# **Food Production Principles**

Explains the techniques and procedures of quality and quantity food production, provides the principles underlying the selection, composition and preparation of the major food products. Includes an extensive set of basic and more complex recipes for practice purposes. Foodsafe level I will also be included.

#### FOOD 103-3

# Food and Beverage Service

This course provides students with practical skills and knowledge for effective management of food and beverage service in outlets ranging from cafeterias and coffee shops to room service, banquet areas and high-cheque average dining rooms. Presents basic service principles while emphasizing the special needs of guests.

#### FOOD 104-3

#### **Professional Lounge and Bar Supervision**

his course explains how important it is for professionals in this area to be conversant with current fashions in beverage consumption. The legality of serving alcoholic beverages is covered as well as the possible consequences of serving to excess. The variety and use of equipment is also discussed. There is a lab fee (approx. \$30) associated with this course.

#### FOOD 105-3

# **Food and Beverage Control**

Covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, income and cost control, menu pricing, and computer applications. An appendix on computer essentials is included for those not familiar with computers.

#### **RESM 202-3**

# **Convention Management and Service**

This course provides insight into the scope and various segments of the convention market and shows the relationship between professional service and operational success. Students will be given a comprehensive introduction to the complexities of managing a convention facility.

#### **RESM 203-2**

#### **Cultural Awareness**

More and more people are travelling to British Columbia from other lands and cultures. For some people, including many from south east Asia (one of our largest growth markets), there is quite a large culture shock in arriving on this continent. This course acknowledges cultures and traditions, beliefs and attitudes plus a few basic phrases in a handful of tongues.

### **RESM 210-3**

# **Business Communications II**

This course further explores effective written communication for letters, memos and brochures and other advertising copy. Students will also write their own resumes with a view to finding employment at the completion of the program.

### **TOUR 101-2**

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# Tourism: An Industry Perspective

An introduction to the tourism industry and its role in the economy: its scale and impact, major sectors, tourism products in BC, development potential, language and terminology, industry structure and organization, revenue and costs in various sectors, case studies and applications. Students will learn key legal issues in the industry, and will identify educational and professional career path opportunities in various industry sectors in the province.

#### **TOUR 102-2**

#### **Human Relations in Tourism**

Interpersonal communications skills for supervisors in the tourism industry, stress management, time management, presentation methods, conflict resolution techniques, active listening, climate setting, staff counselling interviews, non-verbal cues, positive guidance methods.

#### **TOUR 103-2**

# Supervisory Leadership in Tourism

Motivation techniques, leadership styles, leadership development, supervisory analysis, role-modelling, teambuilding techniques, concepts of organizational culture, innovation support, dealing with organizational change.

### **TOUR 104-2**

# **Human Resource Development in Tourism**

Recruiting, hiring, performance appraisal, guidance methods, orientation, initial job training, designing job specifications, interviewing techniques, human rights guidelines, relevant legislation, employee incentive programs, employment overview of different industry sectors, training and development approaches, learning principles, on-the-job-training.

### **TOUR 105-2**

# Marketing and Customer Service in the Tourism Industry

Concepts and principles of marketing, market research, product pricing and costing, service as a primary product, advertising methods, target marketing, factors in consumer preference, assessment of guest satisfaction.

# **TOUR 106-2**

#### **Operational Controls in Tourism**

Financial control methods, inventory control, labour costs and controls, employee scheduling, payroll, loss prevention, reporting, accounting applications, financial statements, cash/credit transactions, basic financial planning.

# **TOUR 107-3**

# **Basic Computer Applications in Tourism**

This course is an introduction to computing and assumes no previous knowledge of computers. The basic concepts of computers will be explored as well as their uses and their applications to the tourism industry. Students will be introduced to DOS, LOTUS 123, WordPerfect and Dbase.

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