



Career Development Department

Professional Conference and Event Management Program

This course is designed to help the participants gain in depth knowledge and skills needed in conference planning and concurrent event management. The course topics include event concept and feasibility, analyzing and planning various events, events and conference management, advertising and marketing activities, planning committees, budgeting, managing logistics for conferences and events in addition to post-event evaluation and reporting.

Admission Requirements:

1. Applicants must obtain the score for level ENGGB1A on the SEPT.
2. Good knowledge of the PC applications (Microsoft Office – Word and PowerPoint) and ability to use the internet.

Module	Title
1	Conference and Event industry concept and knowledge
2	Conference and Event feasibility
3	Event venues and sites selection
4	Business and client relationships
5	Marketing strategies and sponsorship
6	Conference and Event Budgeting
7	Organization and Timing, Event staging , On-Site Service,
8	Event protocol , impacts and trends Final Project

Course Code: BPCE101

Program Duration: 45 hours

Program CEUs: 4.5 (Each Continuing Education Unit equals 10 contact hours)

Course Assessment

Learners are assessed throughout the term by tests, quizzes, assignments, projects or other means of evaluation. End-of-term achievement tests measure learners' overall performance in the course. The final grade in each course is based on learners' performance on continual assessment measures and the final test. Final course grades are NOT based on attendance, since in accordance with SCE's attendance policy, learners must attend at least 75 percent of the class sessions in order to be allowed to take the final examination.