In collaboration with George Washington University

Professional Certificate
In
Event Management
Intensive Seven (7) week Programme

OVERVIEW:

The George Washington University Professional Certificate in Event Management programme, is dedicated to professional development in the field of event management. The programme is taught by industry leaders and students are given the best resources needed to succeed in the events management field. Emphasis is placed on management competencies required for a successful career as an event professional.

This unique field of training draws from various disciplines and participants develop skills which can be used across a variety of sectors. Participants will also be exposed to topical areas such as event protocol, coordination, marketing, and other critical aspects key to successful event execution. The programme offers a solid foundation in the complexities of domestic and international event management.

This standardized and comprehensive curriculum is offered throughout the world and the knowledge and skills gained from the programme are beneficial to both the novice and experienced event management practitioner.
Course Structure:

In order to become certified, participants must complete the following:

1. 4 core courses **
2. 3 elective courses (chosen from a list of 8 options)**
3. 100 practicum hours achieved from working at events.
4. A professional portfolio / final project

**Detailed course outline available upon request

**Core Courses:**

1. Best practices in event management
2. Event co-ordination
3. Event marketing
4. Risk management: - financial, legal and ethical safeguards

**Elective Courses: (choose 3)**

1. Corporate event management
2. Starting growing and managing an event business
3. Event protocol
4. Event sponsorship and fundraising
5. Wedding Planning, Coordination & Consulting
After each module there is a multiple-choice exam where a passing score of 75% is required to gain a pass. The exam format is similar to the format of the certified special events professional examination and serves as a reliable test preparation instrument.

**Note:** An 80% class attendance is mandatory to complete each module.

### Target Audience:

- Those whose professional responsibilities include coordinating meetings, conferences, expositions, fairs, festivals, social programs, reunions, fundraisers, and sport functions or other types of events.
- Those requiring Event Management education to obtain an entry-level position or to seek professional enhancement and job promotion opportunities.
- Those considering a career change, desiring a foundation to the field of Event Management, or seeking the credentials needed to assist with future employment opportunities.
- Those employed in a related field, such as lighting, sound, audio/visual, décor, catering, and entertainment.

### Entry Requirements:

**Option (1)** - 2 A’ Level Subjects

**Option (2)** - 5 O’ Levels Subjects and two Years working experience

**Option (3)** - 3 O’ Levels Subjects and five-to-ten years working experience in a related area or business owner

Based on your educational attainment and work experience you can select the **Entry Option** that best applies to you. We are looking for serious minded individuals who are mature, stable and would complete the programme.
Details:

VENUE:
- Arthur Lok Jack GSB North Campus – Uriah Butler Highway North West, Mt Hope
- Arthur Lok Jack GSB South Campus – Gopaul Lands, Marabella

TIME: 8:30am to 4:30pm

DAYS: Three (3) days per week for seven (7) weeks:
- Monday – 8:30am-4:30pm
- Tuesday – 8:30am-4:30pm
- Friday – 9am-9:30am (Multiple Choice Exam)

MODULE DURATION: 2 eight-hour sessions (16 contact hours per module) & a 30 minute multiple choice exam.

COST STRUCTURE:
Registration fee - $1000.00(non- refundable) and tuition fees TT$26,950.00 (Tuition fee covered by GATE). Full course (7 modules)

PAYMENTS:
Registration fees must be paid in CASH only.

APPLICATIONS:
Application forms will be accepted for:
- Intensive Intake – Until June 27th 2014
- September (part-time) Intake- Until August 31st, 2014
GATE
- Gate will apply to citizens of Trinidad and Tobago completing the ENTIRE Event Management Programme with full tuition.
- Copies of:
  - Birth certificate and national ID or passport must be provided.
  - Completed and signed application form
  - Job letter or CV

Prerequisite to qualify for GATE:
- Must be a national or citizen of Trinidad & Tobago
- Must have resided in Trinidad & Tobago for at least 5 consecutive years
- Must NOT be enrolled in any other state funded programme

Contact Information:
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