

# EVENT MANAGEMENT DIPLOMA

## Course Description

*This course has been authored and is tutored by the gentleman who organised Madonna and Guy Ritchie's wedding, Ashley Judd and Dario Franchetti and Robbie Williams' 30th Birthday Party – **Mr Andrew McPhearson!***



*The conference and event market is a very diverse market, covering everything from small company board meetings through to private parties to large out door events or exhibitions. The conference and event market in the UK alone is estimated by the British Association of Conference Destinations*

*(BACD) at £8 billion in 2007.*

*There are four main types of events:*

- a. Conferences and Meetings for associations, corporations and the public sector*
- b. Private Events with catering such as birthday parties, weddings and christenings*
- c. Outdoor festivals and events such as music festivals or parades*
- d. Exhibitions – trade exhibitions where suppliers demonstrate and promote their goods.*

*Destination Management is the name given to companies and their agents who specialise in travel itineraries for clients who require fully exclusive and managed travel, incentive packages and events. This Destination and Event Management programme works very well for people who may also want to achieve a tourism qualification.*



## Previous Knowledge Required

No previous knowledge or experience is required to study this course.

## Duration

6-12 months self study and supported distance learning is recommended.

## Support

This course has been authored and is tutored by Mr Andrew McPhearson - he organised Madonna and Guy Ritchie's wedding, Ashley Judd and Dario Franchetti and Robbie Williams' 30th Birthday Party!

You will be provided with comprehensive materials designed to provide you with everything required to complete your course of study. You will have your own dedicated tutor who will guide you through your course work and answer any questions you may have. Additionally our Help Desk will provide you with any practical advice by email or phone. Full tutor support is provided for a period of 12 months and included in the cost of the programme.

## Assessment

When you have completed the programme, your tutor needs to verify that you have worked through all parts of the Workbook and completed all of the Activities and Exercises successfully. The completion certificate at the end of the workbook must also be signed and dated by your tutor.

Upon verification of the activities, exercises and assignments, a nationally recognised certificate will be awarded by OCNW as confirmation that your written work has met all of the learning outcomes and assessment criteria for the programme.

## Modules

1. Destination Management
2. The Event Planning Process
3. The Venue
4. Catering
5. Entertainment
6. Photography and Audio Visual Requirements
7. Staging the event
8. Preparing event proposals
9. Marketing and selling your Event Planning Service
10. Setting up your business
11. Preparing your own task lists and action plans



## Awarding Body

OCNW, UK is a Qualifications & Curriculum Authority (QCA) approved national awarding body that designs user-friendly qualifications and supports these with the highest possible standard of customer service. OCNW is therefore able to offer a comprehensive ladder of opportunities to centres and their learners, starting at Pre-Entry programmes and progressing to QAA-recognised Access to HE qualifications or professional Further Education Teaching Certificates.

## Course Fees & Offers

**AED 5000/-** includes registration, course material, courier charges for the initial registration and arrival of books from the UK and support by email / mail from the UK Office for the duration of the study.

**Available Offers:** (the Offer description can be seen on [www.cee.ac.ae](http://www.cee.ac.ae) under “Scholarships”)

- *Existing CEE Students and Alumni* will receive a flat 10% program fee discount. - *Applicable*
- *Family Concessions* are applicable
- *Merit Scholarships* are applicable
- *Connect Offers* are applicable.

## **How to Register**

*To register and further information, please contact:*

**Officer of Admissions**  
**Centre for Executive Education**  
Division of Distance Learning & Home Study  
Office F12, Block 6, Dubai Knowledge Village  
Tel: +9714 390 0990 | Fax: +9714 366 4684  
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PLEASE [DOWNLOAD](#) THE FREQUENTLY ASKED QUESTIONS