

Business & Management Programs

Event Management Certificate

Certificate Program (part-time over 3 semesters)

Program Fees

The Program

Develop skills for the exciting and growing industry of special events. Event management skills are needed in a wide range of sectors: tourism, recreation, arts and culture, sports, fundraising, corporate marketing, non-profit organizations, and more.

The program prepares graduates with the skills and knowledge needed to plan and manage festivals and events, with an emphasis on the tourism and recreation sector. It provides an opportunity to acquire the necessary knowledge and skills to work in event management, as well as providing professional development and credentialing for those already working in this field.

The program was developed jointly by Vancouver Island University and Thompson Rivers University, and is offered completely online.

A free information session for prospective students is usually held in the early spring. Check with the Advising Centre for more details, 250-740-6410, or visit viu.ca/infosessions.

Career Opportunities

Graduates of the Event Management Certificate program will possess the skills required by the event management industry, applicable to event planning and management in public, corporate, and non-profit sectors. Employment opportunities include organizing and planning conferences and conventions, sports and recreation events, tourism events, festivals, arts and culture events, and corporate events. Graduates may become self-employed as contractors, or they may be hired by charitable organizations, trade and professional associations, convention and conference centres, governments, or conference and event planning companies.

Employment growth is expected in the events management sector as a result of increasing tourism in BC, the upcoming 2010 Olympics in Vancouver, and the development of new facilities throughout BC which provide increased capacity to host major events.

Admission Requirements

- General admission requirements apply.
- Letter, at time of application, indicating reasons for applying to the program and outlining any previous experience, as well as future career goals.

Notes on Admission

- This program is offered exclusively online.
- Applications are accepted on an ongoing basis.

Apply for Admission Online or Print Application Form

Certificate Completion Requirements

Students are eligible for a Certificate in Events Management upon completion of all coursework (6 courses) with a minimum grade of 50% in each course.

Start Date and Application Deadline

The program starts in January and September. Applications for the January intake are accepted until November 15, and applications for the September intake are accepted until August 1.

Further Studies

Students interested in continuing their studies, may be interested in our Tourism Studies or Recreation & Sport Management Diploma programs.

Program Outline

	Credits
CONV 101 - (Introduction to Tourism)	3
CONV 102 - (Introduction to Special Events Management)	3
CONV 103 - (Celebrating Community and Culture)	3
CONV 104 - (Event Volunteer Management)	3
CONV 105 - (Event Law and Risk Management)	3
CONV 106 - (Event Marketing)	3
Total Credits	18

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