

## School of Leisure and Lifestyle

### Programme Title

## Conference, Exhibition and Event Management Certificate

### Type of Programme

- Full-time
- Damelin Provider Programme\*

\*Offered by Damelin and Quality Assured by the Damelin Academic Board

### About the Programme

The Conference, Exhibition and Event Management programme is a comprehensive programme addressing all critical issues in the design, development, implementation and coordination of big and small functions to prepare learners for all aspects of this dynamic and exciting industry.

### Programme Benefits

- Practical and hands-on
- Relevant and current to industry needs and objectives
- Learners gain practical work experience, and are involved in organising functions throughout the year, enabling them to build a comprehensive Portfolio of Achievement.

### Career Fields

Learners could pursue a career as a:

- Conference, exhibition or event planner / organiser / manager

### Admission Requirements

- Knowledge, comprehension and application of English language NQF 4/Grade 12 or equivalent
- Knowledge, comprehension and application of Mathematical Literacy at NQF 2/Grade 10 or equivalent

### Duration

The programme duration is **1 year full-time** according to certificate requirements and tuition is face to face. Damelin tuition is scheduled per campus.

### Pricing

Enquire at your nearest Damelin Campus for a current programme pricelist.

### Learner Course Material

- All course material and textbooks are included in the price unless otherwise indicated
- Damelin West Rand learners will receive a USB memory stick to assist them when researching and documenting their practical activities

### Additional Costs

- Learners are expected to make provision for additional items such as an event planners' toolkit
- Learners will be expected to pay all additional costs relating to transport, to and from practical activities, unless otherwise stated
- Learners must also make provision for any industry visits or practical excursions that are undertaken in addition to the prescribed programme requirements

### Certification

Upon successful completion of the programme, the learner will be awarded the Damelin Conference, Exhibition and Event Management Certificate.



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**Damelin**

[www.damelinwestrand.co.za](http://www.damelinwestrand.co.za)

17 Clew St Monument Tel (011) 955-5326  
Damelin is provisionally registered by the Dept of Education  
and provisionally accredited by Umalusi FET00453PA

## **PROGRAMME OUTLINE**

### **Unit 1: Conference and Event Planning, Organising, Management and Budgeting**

#### **Conference Management**

- Different types of conferences
- Forecasting costs and budgeting
- Pre-planning for organising a conference
- Managing an event from beginning to end
- The role of an organiser

#### **Event Management**

- Definitions, history, type and different forms of events
- Event role players
- The bidding process for major events
- Event planning
- Management of finances, including cash flow, income statement and balance sheet
- The role of sponsors
- Event programming and preparing a schedule of activities, objectives and time frames
- Event marketing and the promotional plan
- Catering management
- Techniques of professional meeting management

### **Unit 2: Exhibition Management, Marketing and Entrepreneurship**

#### **Exhibition Management**

- The history and background of the exhibition industry
- Different types of exhibitions
- The role of market research in planning and assessing viability
- Key aspects regarding planning and organising
- EXSA code of conduct

#### **Marketing**

- The role of marketing in society and within a company
- The concept of a marketing environment
- Segmentation with reference to the event industry
- Product classification and product positioning
- Branding, packaging, new product development and the product life cycle
- Distribution and pricing
- Promotion and consumerism
- Relationship marketing and franchising

#### **Entrepreneurship**

- The entrepreneur and his/her role in the economy
- Entrepreneur traits
- Creative ideas and innovation using problem solving opportunities
- Finances and sources of finance

#### **Project Management**

- The roles of a project manager and team members
- Project management standards and the project life cycle
- Feasibility studies considering stakeholder analysis and client needs
- Project planning and control cycle
- Project control and project change control
- Project management techniques used for events management

### **Unit 3: Risk Management, Legislation, Computer Skills and Tourism**

#### **Risk Management**

- Risk analysis, planning and strategies for managing risk
- Crowd management, security and disaster management
- Risk control and risk audit checklists



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### Computer Skills

- Creating, editing and formatting documents and using tables and graphics (MS Word)
- Creating worksheets using calculations (MS Excel)
- Designing presentations using charts and images (MS PowerPoint)
- Composing and manipulating email messages (MS Outlook)
- Using the Internet, bookmarking web pages and saving web page contents

### Tourism

- Introduction to South Africa as a destination
- The climate, and major attractions of the nine provinces of South Africa
- South Africa's world heritage sites
- Itinerary types and application

### Fundamentals Modules

This programme requires learners to be found competent in certain fundamental modules. Learners who have completed Grade 12 with Mathematics, 1<sup>st</sup> and 2<sup>nd</sup> Languages will be exempt from completing such modules. Finalisation of learner modules will therefore take place once Grade 12 final results have been received.

Learners who have not received exemption will be required to complete the relevant fundamental module/s (Literacy Skills 1st Lang Level 4, Literacy Skills 2<sup>nd</sup> Lang Level 4 and Mathematical Literacy Level 4).

### Workplace Learning

- This programme includes a workplace learning component
- Learners will be required to complete a portfolio, showcasing all practical components of the programme
- Events' practicals consist of on-campus and off-campus hours

### Assessment

Formative and summative assessments will assess all specific outcomes and adhere to all assessment criteria of the learning programme. A final summative assessment will be conducted to determine whether the exit level outcomes have been achieved.

### Additional Modules (Damelin West Rand only)

#### Wedding Planning

The legal side of marriage, the wedding budget, the wedding ceremony, the reception venue, catering and hiring services, photographers, wedding stationery, flowers and décor, table seating, speeches and toasts, music for the ceremony and planning checklists

#### Staging and Concert Production

Key components of production, budget forecast, event planning and booking, contracts, technical rider, sponsorship guide and insurance guide

#### Presentation Skills

Strategies to present effective formal business presentations

#### First Aid

#### Cape Wine Academy

Basic knowledge of wine and serving of wine

#### CorelDraw

An introduction to this design software

#### Disclaimer

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Damelin's control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Damelin will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.



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