

OTHM Individual Certificate in Conference and Event Management

Background

The OTHM Conference & Event Management Certificate paper is one of six specialist modules launched in 2007. The course has been designed to be taught over 30 GLH [Guided Learning Hours].

The module is a stand-alone certificate offered by OTHM at an operational level and combines perfectly with other five stand alone units. OTHM students at Professional Certificate, Diploma or Higher Diploma are ALL eligible to take this specialist unit.

All six units add value to the existing OTHM programmes and students, who wish to specialise in a particular area of Travel, Tourism or Hospitality should find these new OTHM additions most beneficial.

Aims & Objectives

This module aims to provide participants with:

- an understanding of the different types of events linked to the Tourism and Hospitality industry
- a knowledge of what is required to plan and manage an event
- the ability to participate as a team member to market and promote an event
- an understanding of the issues; before, during and after an event

Learning Outcomes

At the end of this module students will be able to:

- Distinguish between the different types of events in relation to a venue or resort
- Help select a suitable venue for a particular event
- Contribute to the Marketing and Promotion ideas for Event Management
- Be aware of legal, licensing, health & safety issues when planning an event
- Be aware of the procedures prior, during and after an event
- Contribute to the HR planning and delegation of authority and responsibility, when organising an event