

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

Syllabus

1. Overview of Event Management [weighting 10%]

- The role of the Event Manager
- The Event Objectives
- Planning the Event
- Health, Safety and Security

2. Types of Events [15%]

- The Arts, Leisure and Culture
- Festivals, local, regional, national or international
- Destination Management
- Conferences and Seminars
- Exhibitions
- AGM's- Annual General Meetings
- Receptions, Openings and Launches

3. Marketing and Promotion [10%]

- Event Timing
- Targeting the right audience
- Hosting the right audience
- Managing audience size
- Advertising and Promotion
- The USP of the Event [Unique Selling Point or Proposition]

4. Planning and Research [10%]

- Event Requirements
- Accommodation and Services
- Venue suitability

5. Site Management [5%]

- Traffic Management and Logistics
- Sign Posting
- Permission and Licences
- Car Parking, Arrivals and Departures

6. Managing the Human Resource [15%]

- Staff recruitment and training
- Staff delegation of tasks with clear authority & responsibility
- Communication during the event

7. Health & Safety [5%]

- First Aid
- Security- during preparation, arrival, during & after the event
- Insurance – building, venue, staff, visitors equipment and property
- Emergency and normal procedures

8. Final Planning [10%]

- Presenting Proposals
- The Event Managers Manual
- Handling Cash, Credit cards
- Tickets and other payments

9. Quality Issues [10%]

- Tracking the Finances
- Recording the event- visual and written diary
- Structured approach to setting up the site
- Site Maintenance

10. After the Event [10%]

- Site Clearance
- Final De-Briefing
- Final Report

Special Note: Appropriate Case studies on the organisation and management of Conferences and Events can be found through the recommended reading for the subject.