Advanced Diploma Programme in
Event Management (Cycle 3)
會展及活動管理高等文憑課程 (第三屆)

All modules of the programme have been included in the list of reimbursable courses for CEF purposes.
**Introduction**

Event management generally covers the planning and management of exhibitions and trade shows, conventions and meetings, business promotion events (e.g. road-shows, product launch parties), sports events (e.g. Ruby Seven), cultural events (e.g. Arts Festival) and charity functions (e.g. Trail-walker). Among them, exhibitions and trade shows, conventions and meetings are the core and most prominent activities.

In view of the growing professionalism in the event industry and the increasing need to have a pool of well-trained event management personnel, this Programme aims at helping participants to acquire, develop and strengthen specialised knowledge, skills and training on various aspects of planning and organising different events. It will mainly focus on event management for exhibitions and trade shows, conventions and meetings, while other events mentioned above will also be covered. A special feature of this Programme is that it will also cover general management, marketing and business communication. Such knowledge and skills are very essential in fostering the success of event management.

**Objectives**

The objectives of this Programme are:

1. To offer practical and comprehensive training on event management, from pre-event planning to event operation and post-event follow-up; and
2. To enhance the intellectual quality and professional competence of existing practitioners in the event industry.

**Programme Duration and Structure**

There are 5 modules with a total of 180 contact hours which can be completed in one year by part-time study mode.

<table>
<thead>
<tr>
<th>Module</th>
<th>Contact Hours</th>
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</thead>
<tbody>
<tr>
<td>Module 1 - Management of Organisations</td>
<td>30 hours</td>
</tr>
<tr>
<td>Module 2 - Principles of Marketing</td>
<td>30 hours</td>
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<tr>
<td>Module 3 - Principles of Event Management</td>
<td>45 hours</td>
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<tr>
<td>Module 4 - Event Management - Operation and Logistics</td>
<td>45 hours</td>
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<tr>
<td>Module 5 - Business Communication</td>
<td>30 hours</td>
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<tr>
<td>Total:</td>
<td>180 hours</td>
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</tbody>
</table>

The module contents are shown on pages 4 to 6.

Visits to event activities such as exhibitions and trade shows will be arranged for participants to widen their exposure and experience in the event industry.

*Remarks: Applicants may enrol in individual module(s). Priority will be given to those enrolling in the full programme covering 5 modules.*

**Delivery Mode**

This Programme will be delivered by face-to-face instruction. Apart from lectures, group discussions, role-plays and real-world case studies related to the planning and management of various events will be used in class to facilitate participants' learning.
**Medium of Instruction**

Teaching activities will be conducted in Cantonese, supplemented by English with the exception of Module 5 “Business Communication” for which English will be used. Learning and reference materials will be in English or Chinese, as appropriate. Assessments will be in English.

**Admission Requirements**

Applicants seeking admission to this Programme should meet the following minimum requirements:

1. Have 5 passes in the Hong Kong Certificate of Education Examination, including English language (Level 2/Grade E or above) or equivalent, and with at least 2 years’ working experience in the related field; or
2. Mature students at the age of 21 or above with an interest in Event Management. They will be considered for admission on an individual basis. Interview may be required.

**Assessment Methods and Award of Advanced Diploma**

Participants’ performance is monitored and assessed on a continuous basis through class participation, assignments, project and final examination.

To qualify for the award of the Advanced Diploma, participants must:

1. Have an attendance rate of at least 70% ;
2. Pass the assessments of each module; and
3. Successfully complete the group project.

**Teaching Faculty**

Qualified teaching staff will be drawn from local universities and related professional sectors, mostly with a higher degree and a minimum of two years’ teaching experience in relevant discipline or equivalent professional experience.

**Tuition Fee**

The tuition fee for the entire Programme covering 5 modules is HK$17,800.

*(Fee paid is non-refundable and non-transferable under any circumstances.)*

**Closing Date for Application**

31 December 2013

**Programme Schedule and Class Venue**

The Programme will commence in late-January 2013. Classes will be held on Monday evenings from 7:00 pm to 10:00 pm and Saturday afternoons from 2:30 pm to 5:30 pm at CUSCS Central Learning Centre, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong.
**Application Procedure**

Application for admission must include the following documents:

(a) A duly completed Enrolment Form;

(b) Copies of academic transcripts;

(c) Documents certifying that the applicant has related experience, if any; and

(d) An enrolment fee of HK$150 by credit card or crossed cheque / cashier order made payable to “The Chinese University of Hong Kong”. *(Fee paid is non-refundable and non-transferable under any circumstances.)*

Insufficient documents submitted may result in delay in processing the application.

The Enrolment Form and related documents should be sent to:

Programme Coordinator  
Advanced Diploma Programme in Event Management  
School of Continuing and Professional Studies  
The Chinese University of Hong Kong  
Unit 308, 3/F, East Ocean Centre  
98 Granville Road, Tsim Sha Tsui  
Kowloon  
Hong Kong

Upon acceptance for admission to the Programme, applicants will be notified by letter to pay the tuition fee.

**Enquiry**

Telephone: 3943 4804 / 3943 4806  
Fax: 2739 3033  
Email: scs-pa@cuhk.edu.hk  
Web-site: www.scs.cuhk.edu.hk
Programme Contents

Module 1 : Management of Organisations (CEF Code: 21Z06145-3)

Contact Hours : 30

Objectives:
This module aims to introduce to participants the basic principles and functions of management in an organisation, and to equip them with the knowledge and skills on essential topics such as decision making, planning, organising, human resource management and management control. Special emphasis will be placed on service management.

Module Outline:
- Evolution and concepts of management
- Organisational culture and environment
- Foundations of planning
- Decision making
- Organising
- Human resource management
- Leadership and entrepreneurship
- Communication and interpersonal skills
- Service management
- Management control
- Case studies

Module 2 : Principles of Marketing (CEF Code: 21Z06146-1)

Contact Hours : 30

Objectives:
This module aims to introduce to participants the basic principles of marketing management, help them formulate effective marketing plans, and equip them with knowledge, skills and training on various marketing strategies.

Module Outline:
- Concepts and evolution of marketing management
- Characteristics of service products
- Marketing process
- Marketing environment
- Target market selection and positioning
- Developing the marketing mix
- Product development and management
- Pricing strategies
- Distribution channels
- Advertising, sales promotion and public relations
- Event as a marketing tool
- Case studies
Module 3 : Principles of Event Management (CEF Code: 26Z05976-2)

Contact Hours : 45

Objectives:
This module aims to provide participants with solid and comprehensive understanding of the event industry, the event planning process, and the major business considerations in organising events. It will mainly focus on exhibitions and trade shows, conventions and meetings, while other events will also be covered.

Module Outline:
- Introduction to event and MICE* industry
- Development of event industry in Hong Kong and China
- Business and career opportunities in the event industry
- Overview of event planning and implementation
- Event project team - organiser, service contractors and others
- Venue selection
- Marketing and promotion of events
- Selling an event - recruiting participants
- Visitor / audience promotion
- Successful participation in public events
- Role of sponsorship
- Budgeting
- Evaluation and post-event follow-up
- Case studies

* Meeting, Incentive, Convention and Exhibition

Module 4 : Event Management - Operation and Logistics (CEF Code: 26Z05977-0)

Contact Hours : 45

Objectives:
This module aims to develop participants’ practical skills and knowledge in various operation and logistics work involved in different stages of event implementation and management. It will mainly focus on exhibitions and trade shows, conventions and meetings, while other events will also be covered.

Module Outline:
- Operational planning and control
- Venue set-up and layout planning
- Logistics support in event organisation
- On-site management and move-in/move-out operations
- Selection of service providers and managing sub-contractors
- Services manual
- Organising event participation
- IT application
- Project management and team management
- Risk assessment, security management and legal issues
- Emergency preparedness and crisis management
- Event shut-down and follow-up
- Case studies
Module 5 : Business Communication 🏳️‍🌈 (CEF Code: 21Z06147-A)

Contact Hours : 30

Objectives:
This module aims to develop and strengthen participants’ skills to communicate effectively in business-related settings and environment. Theories and principles of effective communication will be introduced to help them develop strategies and skills for better communication. A range of activities including class and group discussions, business case studies and role plays will be used to facilitate participants’ learning.

Module Outline:
- How communication works?
- Principles of effective business communication
- Strategies for effective business communication
- Writing Process and skills - project proposals and reports, agenda, minutes and replying complaints
- Research methodology
- Managing data and graphics
- Business socialising and negotiation skills
- Business presentations
- Managing meetings, discussions and interviews
- Cross-cultural communication
School of Continuing and Professional Studies
The Chinese University of Hong Kong

Head Office
Inter-University Hall
The Chinese University of Hong Kong, Shatin, N.T.

Enrolment Centres
13/F, Oriental Centre, 67 Chatham Road South, Tsim Sha Tsui, Kowloon
Unit 01, Basement 1, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui, Kowloon
1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong

Service Counter
Tsui Lam Estate, Tseung Kwan O

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