

CERTIFICATE COURSE ON EVENT AND FUNCTION MANAGEMENT

項目與活動管理證書課程



DESIGNED FOR

This PR Course is suitable for PR and Marketing executives and those who are engaged in the planning and management of events and functions.

INTRODUCTION

Hong Kong has become a centre for meetings, seminars, exhibitions, trade fairs as well as various kinds of PR and marketing campaigns. Event and function planning and management has also become a complex issue that requires careful consideration and attention into detail. Most events would attract large number of people and coverage from the media, and professionals who are responsible for planning and managing these events and functions have to plan and manage with care.

Due to the complexity of this subject, a comprehensive certificate course would be necessary to provide training for the executives, public relations personnel in this area and those who are engaged in the planning and management of events and functions.

The certificate course aims at providing the fundamental knowledge in planning for events and functions, the application of resources in the ongoing management of these activities and the role of the supporting industries.

LANGUAGE MEDIUM

Cantonese (supplemented with English terminology)
Course manuals will be in English

VENUE

Dr Kennedy Y H Wong Management Development Centre
The Hong Kong Management Association
1/F First Commercial Building, 33-35 Leighton Road
Causeway Bay HONG KONG

ENQUIRIES

For enrolment and general enquiries, please contact 2774-8501 (Customer Service Department) or via fax 2774-8503. For course details, please call Ms Candy Ho on 2774 8554; or visit the HKMA website: certificate.hkma.org.hk/pdf/CB8010420142FC.pdf

DATES AND TIME

Tuesday
13, 20, 27 May;
3, 10, 17, 24 June;
8, 15, 22 July 2014
7:00 pm - 10:00pm

FEE

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,070	HK\$1,070	HK\$1,070	HK\$3,210

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **8 May**) the second and third instalment on or before **27 May and 17 June** respectively. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours;
2. passed the mid-term exercise; and
3. passed the final project

will be awarded a "Certificate in Event and Function Management".

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Institution Code: 300 CEF Course Code: 21C04356-7

This programme is included to be reimbursable under the Continuing Education Fund (CEF). Upon successful completion of this programme, eligible participants will be reimbursed 80% of the course fee or \$10,000, whichever is lower.

Interested applicants must be Hong Kong residents aged 18 to 65, and must submit the completed and certified application form, together with a photocopy of the HKID card directly to the CEF Office before the commencement date of the course. For details, please visit the website: www.sfaa.gov.hk/cef/ or call the enquiry hotline: 3142 2277.

CONTENTS

- 1. TYPES OF EVENTS AND FUNCTIONS (項目及活動的種類)**
 - Professional Qualifications in Event Planning and Management
 - Key Factors in Event Planning
- 2. EVENT AND FUNCTION PLANNING AND MANAGEMENT - AN INTRODUCTION (項目及活動的籌劃及管理)**
 - Qualities of a Good Event Manager
 - “Macro” Event Planning
 - Beginners’ Tasks
- 3. PLANNING AND BUDGETING (籌劃及預算)**
 - Budgeting for the Event and Function
 - Cost Elements in Event Budgeting
 - Event Coordination and Timing
 - Contingency Readiness
- 4. SITE STUDIES (項目及活動的種類)**
 - Site Selection, Inspection, Planning and Management
 - Types of Sites
 - Site Visit, Inspection Tour, and Site Visit Check List
 - Security Management
- 5. EVENT MARKETING (項目推廣)**
 - The A.I.D.A Formula
 - Elements of Successful Promotion
 - Promotion Checklist
 - Contracts and Agreements – types of contracts and their importance
 - Communication Requirements and Contingency Planning
- 6. EVENT PLANNERS (項目計劃表)**
 - Event Activity Plan and Planner Calendar
 - Transportation and Logistics
- 7. MANAGING EVENT DESIGN AND DECORATION (項目設計及場地佈置)**
 - Principles and Elements of Design
 - Design Guidelines
 - Career in Event Design and Decoration - job opportunities
- 8. PRINCIPLES OF EVENT AND FUNCTION MANAGEMENT (項目及活動管理之原則)**
 - Event Management Manual
 - Event Sponsorship, Entertainment and Production
- 9. FINANCIAL AND RISK MANAGEMENT (財務及風險管理)**
 - Financial and Risk Analysis
 - On Site Services, in particular, Contingency Services
 - Contingency Planning and Execution
- 10. GLOBAL EVENT MANAGEMENT - WITH EMPHASIS ON MAINLAND CHINA (全球性項目管理 - 中國市場的重要性)**
 - The Importance of Research
 - Understanding Local Culture
 - Satisfying Special Needs
 - The Importance of Equal Opportunities
 - Complying with the Law
 - Providing for Special Needs

LECTURER

Ms Eppie Tam is the founding member and ex-President of the Executive Committee of the Hong Kong Public Relations Professionals’ Association. She is now the Director of a communications consultant company. Since the 80s, she has worked for different renowned public relations consultancies and multi-national corporations both in Hong Kong and Mainland China. Eppie managed a variety of projects for some world-class organizations and served as a reporter covering finance and government news. Training is another area that Eppie has committed in the past decade. She has organized and conducted different training workshops in Crisis Management, Media Training, Corporate Communications and Customer Service. She has lectured at various academic institutions in Hong Kong. Ms Tam is most willing to share her valuable experience with the participants so that they may come up with practical solutions for actual daily work problems.

ARTICULATION TO PROFESSIONAL DIPLOMA PROGRAMMES

Upon completion of this programme, participants will be exempted from the following module of a HKMA professional diploma:

Exempted module	For enquiries
Professional Diploma in Hospitality Management - Events Management	2774-8501 Customer Service Department

Graduates of diploma courses will be offered preferential consideration to the Bachelor/Master degrees courses organized by reputable overseas universities in collaboration with the HKMA. For details, please contact the Customer Service Department on 2774-8500 / 2774-8501.

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* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/Ms) _____ (Surname) _____ (Other Names) _____ 姓名：_____ (中文)

HKID Card No.: _____ () _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Toy Manufacturing), please specify: _____

Job Responsibilities: _____

Telephone No. (Office): _____ (Residence): _____ Mobile: _____

Fax No. (Office/Home): _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Form 5 Others (Please specify) _____

* Participants applying for the Continuing Education Fund are required to submit proof of academic qualifications (Form Five or above); otherwise the application for enrolment and for reimbursement of fees will not be accepted.

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person _____

Position _____

Telephone No.: _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

DECLARATION

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

I understand that all handout materials obtained in class are strictly for my own educational purposes.

I have understood all the "Notes for Application" and "Notes" listed in the Application Form Annex.

Signature: _____ Date: _____

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street,
Wong Chuk Hang, Hong Kong.

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APPLICATION FORM ANNEX

Notes for Application

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8501 (Customer Service Department) during normal office hours or fax 2774-8503.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: WWW.HKMA.ORG.HK

Notes

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I authorize the HKMA to obtain, and the relevant authority to release any information about my studies in institutions in Hong Kong and/or overseas.
- I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I authorize the HKMA to use my data to carry out checks on my academic status, including but not limited to multiple admission applications and records of previous studies.
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

From where did you FIRST learn about this Programme?

- Mail Newspaper/Magazine (please specify): _____ HKMA email
- E mail promotion from other websites (please specify): _____ Website Advertisement (please specify): _____
- HKMA Website (From where did you learn about, please specify): _____
- MTR Station (please specify): _____
- Exhibition Education & Careers Expo (EEX) Jobmarket Career & Education (EJEX) Others (please specify): _____