



EVENING | 4 SEMESTERS
840 hours

AEC | ONLINE
LCA.DO

The program of study focuses on current trends in the world of events and the evolution of the profession as it adapts to the post-pandemic era and the new reality of online, hybrid and in-person events.

The training aims to train competent event coordinators and planners, capable of managing various aspects of local to international events, including logistics, budget monitoring and promotion. These professionals are described as organized, autonomous, efficient and flexible, able to collaborate with a variety of stakeholders. They plan a variety of events such as corporate meetings, festivals, weddings and sporting events. As dynamic communicators, they manage the flow of activities and adapt quickly to change. Their role is to apply industry best practices, focusing on details and coordinating resources.

They work for tourism associations, trade and professional associations, convention and conference centers, governments and companies specializing in convention and event planning, or they may be self-employed.

Training Objective

At the end of the training, learners will be able to work as event coordinators or coordination assistants, and ultimately as event planners. The objective is to prepare them to assume the roles and responsibilities associated with the tasks involved in staging an event. The event coordinator or planner is an organized, autonomous, efficient, meticulous and resourceful professional who knows how to be flexible and collaborate easily with different stakeholders. Responsibilities may include the coordination and management of local, regional, provincial or international events, logistics, monitoring schedules and budgets, and event promotion. The event coordinator or planner plans events such as corporate meetings, symposiums, conventions, galas, festivals, parties, weddings, banquets, sporting events, fundraisers and festivals, among others. A dynamic communicator, he or she knows how to manage the flow of activities and reacts quickly to changing situations. His role is to apply industry best practices. Keeping abreast of the smallest project details, he is the specialist in synchronizing the resources for which he is responsible.

Career Prospects

Upon completion of the program, students will be able to work in the main job function Event planner (Conference and event planners, code 1226) or in the following occupations:

- Conference Agent
- Convention Agent
- Conference coordinator
- Congress Coordinator
- Meeting Coordinator
- Event Coordinator
- Social Events Coordinator
- Special Events Coordinator
- Exhibition Ooordinator
- Festival Organizer
- Trade Show Organizer
- Special Events Organizer
- Trade Show Organizer
- Conference Planner
- Conference and Meeting Planner
- Congress Planner
- Convention and Special Events Planner
- Trade Show Planner
- Program Planner for Special Events
- Meeting Planner
- Event Planner

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Admission Criteria

General conditions for admission to an AEC (Excerpt from Section 2, Article 4 of the Regulation respecting the College Education Program, General and Vocational Colleges Act).

A person is eligible to enroll in a program of study leading to an Attestation of College Studies if he or she has completed training deemed sufficient by the college and meets one of the following conditions:

- 1° they have interrupted their full-time studies or pursued full-time post-secondary studies for at least 2 consecutive semesters or one academic year
- 2° they are covered by an agreement between the college and an employer, or benefit from a government program
- 3° has interrupted full-time studies for one semester and pursued full-time post-secondary studies for one semester
- 4° they hold a diploma of vocational studies.

The holder of a secondary school diploma is eligible for a program of study leading to an attestation of college studies if one of the following conditions is met:

- 1° the program of study provides technical training in a field for which there is no program of study leading to a Diploma of Collegial Studies
- 2° the program of study is covered by a training agreement between the Minister and a Québec government department or agency.

Concentration Courses

Semester 1

- IT tools and social networks for event planning (45 h)
- Introduction to event planning (60 h)
- Project management and negotiation (60 h)
- Communication and marketing I (45 h)
- Event logistics I (60 h)
- Financial planning and resource management for events (60 h)
- Service offering, creativity and project presentation (60 h)
- Event logistics II (60 h)
- Communication and marketing II (60 h)
- Project 1: Presentation of an event concept (60 h)
- Cultures, etiquette and protocols (45 h)

Methods of Instruction

Online learning

- Distance learning combining self-study at your own pace (asynchronous) and guided sessions with a live tutor (synchronous)

Diploma

This program leads to an Attestation of College Studies (AEC).

Minimum Required Equipment

- Microsoft® Windows 10 Professional Operating System
- Intel® or AMD® 32 bit or 64 bit multi-core processor
- Minimum memory of 8GB RAM
- 1To hard drive
- Internet access
- Chrome Browser
- Minimum screen resolution:1920x1080 (recommended)
- Sound card
- Headphones and microphone

Required Materials & Software

Software: Microsoft Office Suite.