

National Diploma: Event Co-ordination Level 5

SAQA Qualification ID 20613, NQF Level 5, 245 Credits

Introduction

Event Management has revolutionised the way business and social communities meet, communicate and market in today's global forum. The proven success of organisations with a comprehensive event management strategy is considerable.

This three year practical Diploma in Event Management features a portfolio of real life briefs, case studies and interactive subject expert facilitation with modules on event planning, marketing the event, event logistics management, event conference management, corporate event management, sporting events, government and political events, risk management among others.

Entry Requirements

It is assumed that learners wishing to enter a programme leading to this qualification have literacy, numeracy and communication equivalent to NQF Level 4 (matric). As well as demonstrate competency in applying the fundamental concepts, theories and techniques of production systems, applying the fundamental concepts relating to production planning, scheduling and control, and applying quality control and quality assurance practices for efficient and effective production processes at NQF Level 3.

Qualification Objectives

- Generate and consider options for designing and managing an event that meets client expectations
- Identify the most appropriate design consistent with client expectations and resources available, and decide on a strategy for managing the event
- Explain reasons for design decisions and management decisions as well as what was taken into account in making the decisions
- Manage the event to the satisfaction of the client and to professional standards expected by the industry, while continuously monitoring and adapting performance as required
- Explain major decisions and actions taken during the course of managing the event
- Evaluate own performance and identify areas for improvement
- Reflect on the situations and ways in which self-learning occurs
- Develop ideas for improving both performance and learning in future

Qualification

Outline Year 1

Learning Programme 1: The Event Industry

- Operate in the national and international event industry
- Understand the inter-relatedness of event elements

Learning Programme 2: Tourism and Events

- Contribute to sustainable tourism in South Africa
- Introduce South Africa to tourists
- Introduce South African heritage to tourists

Learning Programme 3: Event Customer Service

- Care for customers
- Oversee arrival and departure of customers

Learning Programme 4: Managing Oneself for Events

- Organise oneself in the workplace
- Operate a personal computer system

Learning Programme 5: Co-ordinate and Evaluate an event

- Co-ordinate an event
- Evaluate an event to ensure sustainable events

Learning Programme 6: Health and Safety for Events

- Implement policies regarding HIV/AIDS in the workplace
- Monitor and maintain health, safety and security

Year 2

Learning Programme 7: Design an Event

- Design an event
- Perform successful event administration

Learning Programme 8: Conduct Research for an Event

- Research an event
- Plan and conduct a research project
- Analyse and communicate workplace data

Learning Programme 9: Plan an Event

- Plan an event
- Analyse external factors influencing people who have special needs

Learning Programme 10: Communicate in Event Co-ordination

- Apply workplace communication skills
- Examine social features as pertaining to the workplace

Learning Programme 11: Lead an Events Team

- Lead a team
- Demonstrate an understanding of professional values and ethics

Year 3**Learning Programme 12: Manage Event Finances**

- Prepare and Maintain financial records and statements

Learning Programme 13: Manage Customer Service Quality and Staff Performance

- Manage quality in the organisation
- Monitor staff performance

Learning Programme 14: Co-ordinate an Event Successfully

- Produce a safe and successful event within a specific event subfield
- Conduct an integrative project in the workplace