

Diploma Programme



Advancing Management Excellence

Professional Diploma in Event and MICE Management

項目及會展管理
專業文憑課程



www.hkma.org.hk

The Hong Kong Management Association
香港管理專業協會

THE PROGRAMME

INTRODUCTION

Tourism is set to become the world's largest industry in the course of the next few years according to expert opinions. The World Tourism Organization (WTO) suggests that the growth of the tourist industry will be unstoppable in the 21st century.

The Meeting, Incentive, Conference and Exhibition industry plays a vital role in tourism and economies development. It represents a relatively new but rapidly growing industry which has wide ranging impacts on the economies of many countries during the last 20 years. MICE overlaps with business travel and events ranging from international expositions to individual product launches, embraces meetings of all kinds, from international congresses to corporate training events. In Hong Kong, there has been significant developments to provide the facilities and infrastructure to support the expansion of this fast-growing industry.

OBJECTIVE

The objective of the Professional Diploma in Event and MICE Management is to provide systematic training in event management and career development opportunities to local executives to support this booming sector. The programme will emphasize practical applications through lecture, interactions, sharing, case studies and project assignment. The course should also be of practical value to hotels, NGO's, training institutions, tourist authorities responsible for establishing and monitoring standards and needs in tourism.

DESIGNED FOR

The Professional Diploma in Event and MICE Management is tailor-made for event organizers, exhibitors, public relation marketers, designers and contractors to advance their conceptual understanding and subsequent career progression in MICE field.

STRUCTURE

The diploma comprises 7 modules, each module consists of 30 hours (except Management Report). To consolidate the knowledge acquired and to help maintain motivation throughout the course of study, all participants are required to complete a management report.

PROGRAMME STRUCTURE

The programme consists of seven modules, with a diploma being awarded upon successful completion of the course.



The course has been included in the list of reimbursable courses for CEF purposes.

ADMISSION REQUIREMENTS

Applicants should fulfil the following requirements:

1. be secondary school graduates (F.5);
2. possess 2 or more years' working experience;
3. have a reasonable command of written/spoken English

LANGUAGE MEDIUM

Cantonese (supplemented with English)

Course materials, mid-term assessments and final examinations will be in English.

FEE - payable by 4 instalments

Each module: HK\$2,980

Term 1	1st instalment	2nd instalment	3rd instalment	4th instalment
HK\$2,980 X 3 modules	HK\$2,235 + Application Fee: HK\$200	HK\$2,235	HK\$2,235	HK\$2,235

EXEMPTION

Applicants who have studied similar courses before can apply for exemptions for up to 2 modules (Management Report is a non-exempted module) of the programme. The application form for exemption can be downloaded from our website www.hkma.org.hk/pd/pdem.

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: HKMA **CEF Institution Code:** 300 **CEF Course Code:** 21Z075667

CEF Course Title: **Event & Exhibition Management; Event Marketing & Public Relations Strategies; Booth & Stage Design & Building Services Management; Selling Strategies for Meeting, Incentive, Conference & Exhibition (modules of the Professional Diploma in Event and MICE Management)**

These four modules have been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

COMPLETION OF A MODULE AND AWARD OF DIPLOMA

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the student is required to achieve a pass grade in the report.

Completion of the Professional Diploma in Event and MICE Management Programme

Completion of the PDEM Programme requires a student after initial registration to pass the continuous assessments and final written examinations of all seven modules in two consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Event and MICE Management.

Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination in the following term by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time for participants to complete the whole programme is 2 years.

SYLLABUS



M1. Event and Exhibition Management

Aims

- To provide students with a thorough knowledge of the fundamental principles on the MICE industry.
- To help students to build up strong, competent and powerful skills to organize, design and control events or functions.
- To ensure students be able to evaluate business opportunities and risks, and to develop successful planning.

Contents

- Overview of MICE**
- Organizing and Planning the Events**
- How to Market your Events**
- Financial Planning and Investment Appraisal for MICE**
- Hospitality Management**
- Stage / Booth Design**
- Technical Requirement and Event Logistics**
- Staffing Arrangement and Training Mechanism**
- Legal Consideration & Risk Management**
- Contingency Planning and Follow Up / Performance Evaluation**

M2. Event Marketing & Public Relations Strategies

Aims

- To acquire the skills in different public relations tools in obtaining media exposure.
- To apply public relations as a marketing tool for event marketing.
- To learn how to prepare an effective marketing plan for events and functions.

Contents

- The Role of PR and Communications**
- Advertising and Promotion Strategies**
- Target Market Selection**
- Creative Objectives**
- Media Selection and Scheduling**
- Budgetary Control**
- In-house Versus Out-source Agencies**
- How to Market the Public Events**
- Guest of Honour and Speakers Invitation and Protocol**
- Compliant Handling, Service Guarantees and Recovery**

M3. Booth and Stage Design and Building Services Management

Aims

- The course will provide sufficient knowledge on the design process in booth & stage design.
- Students will understand the importance of finishing the project on time and within budget.
- Each student can present his / her design idea by using suitable techniques.

Contents

- Space Allocation**
- Stage / Booth Design**
- Material Featuring**
- Building Technology Application**
- Building Services Requirements**
- Budget Planning for Booth Design**
- Project Management**
- Presentation / Tendering Procedure and Technique**
- Computer Application for Stage and Booth Design**
- Communication and Presentation Techniques during Design & Tendering Process**

* Participants who have basic design and art knowledge are preferred.

M4. Selling Strategies for Meeting, Incentive, Conference & Exhibition (MICE)

Aims

- To understand the requirements in strategic planning for MICE.
- To learn how to coordinate the key personnel in the planning and execution processes.
- To understand the role and scope of marketing of MICE events and the recent trends of online marketing.

Contents

- A. The Framework of Sales Management in the New Millenium**
- B. Most Recent Development in Sales Management and its Application in MICE**
- C. Preparation of a Tactical Sales Plan**
- D. Market Research and Sales Forecasting - their Interrelationship**
- E. Sales Team Management**
- F. Negotiation Skills**
- G. Sales Techniques and Training of Event Marketing / Sales Personnel**
- H. Ticketing and Administration**
- I. Complaint Handling, Service Guarantees and Recovery**

M5. Operational Management

Aims

- To acquaint students with a clear understanding the role of operational services and provide effective strategies and tactics.
- To enable students to implement appropriate techniques and procedures on monitoring operational issues.
- To equip students with necessary tools, skills and concepts to deliver professional services.

Contents

- A. Venue**
- B. Catering Management**
- C. Food and Beverage Management**
- D. Off-Premises Events**
- E. Human Resources Management for MICE**
- F. Financial Management**
- G. Hospitality Information Systems**
- H. Insurance**
- I. Industrial and Environment Safety**

"Field trips to special events, exhibitions or show business will be arranged during the course. Those who are engaged in day-to-day M.I.C.E. or event management and operations will find these site visits particularly interesting, useful and full of inspirations"

M6. Team Building

Aims

- Organizations are made up of teams. When team building is done properly, the teams are viewed as an end in and of themselves, and little money or effort is invested to help them be successful. The subject is designed for the team leaders and members to learn how to turn a diverse group of employees into an effective team with effective tactics.
- This subject shows how to manage human factors that can hamper teamwork, explain how to define roles and responsibilities, select team members, encourage positive behaviour, facilitate participation at team meetings, maintain control, evaluate and reward teams, and determine training needs.

Contents

- A. Key Components in Team Building**
- B. Team Behaviour**
- C. Effective Communication**
- D. Team Meetings**
- E. Leadership and Management Styles**
- F. Motivation and Job Satisfaction**
- G. Managing Changes**
- H. Managing Conflicts**
- I. Evaluating and Rewarding Team Performance**
- J. Training and Staff Deployment**

M7. Management Report



The management report allows students to demonstrate their ability in applying their knowledge and skills to a real situation, usually within their own organization or based on a new business idea. Under the guidance of a supervisor, students are required to complete a comprehensive management plan including a logical sequence of analysis, decision rationale, steps of implementation, control and financial projection.

Course contents of all modules may be subject to change if required without prior notice.

YOUR ADVANCEMENT PATH

PDEMM graduates are eligible to apply for the following programmes:

Master Degrees

- **MBA** Reg. 210545
Via Postgraduate Diploma Reg. 211318 **(2.5 years)**
Macquarie Graduate School of Management, Sydney
- **MBA* (General / Marketing / Human Resources Management / Accounting & Finance / International Business)**
(2 years, Chinese / English class)
Glyndŵr University, UK

Bachelor Degrees

- **BA(Hons) Business Studies (Business Studies/ Events Management/ Marketing/ Tourism)** Reg. 252020 **(1 year)**
University of Greenwich, UK
- **BA(Hons) (Marketing Management/ International Business)** Reg. 251923 / 251922 **(1 year)**
University of Huddersfield, UK
- **BA(Hons)* (Business Management / Business Marketing / Business Accounting) (3 years, Chinese & English class)**
Glyndŵr University, UK

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

*The above **academic advancement path** is subject to changes from time to time. Please visit the HKMA website at www.hkma.org.hk/pd/pdemm to get the current information.*

** The programme is currently under course registration application based on the Non-local Higher and Professional Education (Regulation) Ordinance.*

ENQUIRIES

For enrolment and general enquiries, please call 2774-8501 / 2774-8500 / Fax 2774-8503 (Customer Service Department) during normal office hours. For course details, please contact Ms Shirley Chan on 2774-8569.

Website: <http://www.hkma.org.hk/pd/pdemm> Training Centres: <http://www.hkma.org.hk/trainingcentre>.