

Professional Diploma in Event and Exhibition Management

APPLICATION INFORMATION FOR NEW APPLICANTS

(PDEM-2013-1/NS)

A. Application Procedures

1. Return the completed form, together with a crossed cheque in favour of The Hong Kong Management Association for the First Instalment : HK\$2,435 (HK\$745 X 3 modules + HK\$200 Application Fee). Fee for each module: HK\$2,980, it will be divided into 4 instalments. Please write your FULL NAME and HKID CARD NO. on the back of the cheque.
2. Please provide 2 recent photographs for student identity card, size 2.5 cm x 3.8 cm (1" x 1.5").
3. Please attach one set of photo-copies of all the certificates of educational qualifications mentioned in the Application Form.
4. **All application should be returned to The Hong Kong Management Association, 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.**
5. Applicants may enrol the programme online, please visit the HKMA website at www.hkma.org.hk/pd/pdem.
6. Applicants may enrol the programme in any HKMA Training Centres. For more details of venue and opening hours, please visit the HKMA website at www.hkma.org.hk/trainingcentre.

B. Refund of Course Fee

1. Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to **4 January 2013** by the PDEM Secretariat.
2. Refund of module fee less the HK\$200 cancellation charge per module, plus the HK\$200 application fee will be made for written withdrawal requests received before **11 January 2013**. Thereafter no refund will be made.

C. 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 & Exhibition 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.

D. Schedule and Venue

January Term: 18 January - 7 June 2013

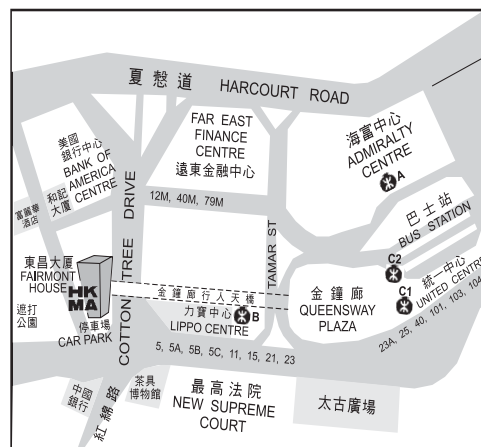
July Term: 19 July - November 2013

Application Deadline: 4 January 2013

Team Building (PDEM-85006-2013-1-F)	Friday 18, 25 Jan; 1, 8, 22 Feb; 1, 8, 15, 22, Mar; 12 Apr 2013 (7:00 pm - 10:00 pm) Pls note that NO CLASS will be held on 15 Feb and 5 Apr 2013	Examination Friday 10 May 2013 7 pm - 9 pm
Selling Strategies for Meeting, Incentive, Conference & Exhibition (PDEM-86004-2013-1-F)	Saturday 19 Jan; 2, 23 Feb; 9, 23 Mar; 20 Apr; 4 May 2013 (2:00 pm - 6:00 pm) 18 May 2013 (4:00 pm - 6:00 pm) Pls note that NO CLASS will be held on 16 Feb and 6 Apr 2013	Friday 31 May 2013 7 pm - 9 pm
Operational Management (PDEM-86005-2013-1-F)	Saturday 26 Jan; 9 Feb; 2, 16 Mar; 13, 27 Apr; 11 May 2013 (2:00 pm - 6:00 pm) 18 May 2013 (2:00 pm - 4:00 pm)	Friday 7 June 2013 7 pm - 9 pm

Class & Examination Venue

W Haking Management Development Centre
 The Hong Kong Management Association
 14/F Fairmont House,
 8 Cotton Tree Drive, Central, HONG KONG



E. Notes for Applicants

1. The Association reserves the right to cancel a programme and make alterations in relation to its lecturers, contents, dates, time and venue without prior notice.
2. Personal data will be used for the purpose of market research, programme development and direct mailing.
3. The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Professional Diploma in Event and Exhibition Management

APPLICATION FORM FOR NEW APPLICANTS (PDEM-2013-1/NS)
(CEF Course Code: 21Z075667)

Please Attach a Photo

(* Applicants should include their HKID card number and fill in all details in block letter, 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) (Chinese Name)

Date of Birth: _____ HKID Card No.: _____ Student No.: _____
(For Office Use Only)

Working Experience (In chronological order for the last seven years)		
Company Name	Position	No. of Years
Education		
Name of Institute	Qualification Attained	Year
Use a separate sheet if necessary		

Company Name: _____
 Company Address: _____
 Company Tel. No.: _____ Fax No. (Office): _____
 Mobile Phone No.: _____ **E-mail: _____
 Present Position: _____ No. of Years: _____
 Job Responsibilities: _____
 Nature of Business: _____ Home Tel. No.: _____
 Home Address: _____
 Mailing Address: Company Address Home Address
 Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation F.5 Others (Please specify) _____

*(Please attach copies of the proof of qualifications)

Total Number of Years of Working Experience: _____

Sponsored By: Self Company Name & Title of Nominator (if applicable): _____

Nominator email / address: _____

FEE FOR EACH MODULE HK\$2,980 - payable by 4 instalments

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

Cheque No.: _____ Account Name: _____ Total Amount: HK\$ _____

Application for Exemptions from Module(s): _____

From where did you **FIRST** learn about this Programme?

- Mail Newspaper/Magazine (please specify): _____ HKMA email
 Email promotion from other websites (please specify): _____
 Website Advertisement (please specify): _____
 HKMA Website (From where did you learn about, please specify): _____

MTR Station Admiralty (PAM) Causeway Bay (PCWB) Central (PCTL) Kowloon Tong (PKLT)
 Kwun Tong (PKT) Kwai Fong (PKF) Quarry Bay (PQB) Tai Koo (PTK)
 Others (please specify): _____

Exhibition Education & Careers Expo (EEX) Jobmarket Career & Education (EJEX)
 Others (please specify): _____

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

Date: _____ Signature: _____

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For Official use Only
85006F, 86004F, 86005F

PROFESSIONAL DIPLOMA IN EVENT AND EXHIBITION MANAGEMENT

INFORMATION FOR EXEMPTION PROCEDURE

1. Application Procedure

- 1.1 Students of the Diploma in Management Studies (DMS) and Diploma in Business Management (DBM) offered jointly by The Hong Kong Management Association and Hong Kong Polytechnic University/Lingnan University or equivalent programmes of the HKMA may apply for exemptions.

Applicants who have completed equivalent modules in the programmes offered by other institutions may also apply for exemptions.

- 1.2 A completed application form, together with copies of testimonials such as certificates and transcripts, must be submitted to the Secretariat before the course commencement date. Applications will not be accepted after the course has commenced.
- 1.3 Applications will be considered by the Admission Committee of The Hong Kong Management Association.
- 1.4 Applicants will be informed of the results of their applications for exemptions before the commencement date.
- 1.5 A non-refundable application fee for exemption of HK\$250 per module will be charged to applicants.

2. Conditions for Exemptions

- 2.1 Applicants to whom exemptions are given will be offered full credits for the exempted module(s).
- 2.2 If the mode of the past academic studies was distance learning or if the grades and marks of the past academic studies of the respective subjects were lower than C grade and below 50% marks, applicants will be required to pass the examination(s) for the module(s) from which exemption is sought. A fee of HK\$250 per module will be charged for each such examination.
- 2.3 Those who fail in the above examination(s) are required to study the respective modules and to pay the full module fees.
- 2.4 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.
- 2.5 Applicants who have paid module fees and then been granted exemptions will be refunded by The Hong Kong Management Association.

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/pdem>

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

APPLICATION FORM FOR EXEMPTION(S)

Please complete this form, and return it to the Secretariat together with photocopies of testimonials and a crossed cheque (HK\$250 per module for exemption; or HK\$500 per module for exemption with examination required) made payable to "The Hong Kong Management Association".

Programme Name: Professional Diploma in Event and Exhibition Management

Name: _____ I.D. Card No.: _____

Company Tel No.: _____ Mobile Phone No.: _____

Module(s) applied for Exemption(s)	Equivalent Past Academic Studies
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____

Date: _____ Signature: _____

For Official Use only	Modules with examination required _____ _____
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