

## Certificate Course on Event and Function Management 項目與活動管理證書課程

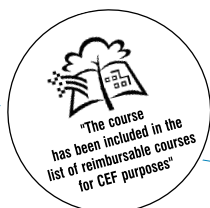
5 June - 7 August 2019

With effect from 1 April 2019, CEF subsidy ceiling would be increased from \$10,000 to \$20,000 per applicant.



# 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

### 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".

### 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

### DATES AND TIME

Wednesday  
5, 12, 19, 26 June;  
3, 10, 17, 24, 31 July;  
7 August 2019  
7:00 pm - 10:00 pm

### FEE

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,200	HK\$1,200	HK\$1,200	HK\$3,600

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **31 May**) the second and third instalment on or before **19 June and 10 July** 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.

### REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

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

This programme has been included to be reimbursable under the Continuing Education Fund (CEF). Participants **MUST** submit their applications directly to the Office of the CEF. For details, please visit the website: [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) or call the enquiry hotline: 3142 2277.

Applicant must meet the entry requirements of the course. Please refer to [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) for details.

Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

[Register Now](#)

## 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.

## ENQUIRIES

For course details: Ms Candy Ho on 2774-8554

General Enquiry & Enrolment: 2774-8500 or 2774-8501

Email: [enrol@hkma.org.hk](mailto:enrol@hkma.org.hk) Fax: 2365-1000

<http://www.hkma.org.hk/pdf/CB8010420192FC.pdf>

Register Now

# APPLICATION FORM

## CERTIFICATE COURSE ON EVENT AND FUNCTION MANAGEMENT CB-80104-2019-2-FC 5 June - 7 August 2019



21C04356-7

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Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **31 May**) the second and third instalment on or before **19 June and 10 July** 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.

\* 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) \_\_\_\_\_ 姓名: \_\_\_\_\_  
(Surname) (Other Names) (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: \_\_\_\_\_

E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Education Level:  Doctoral degree  Master's degree  Bachelor's degree  HKMA Diploma  Other Diploma  
 Matriculation  Form 5  Others (Please specify) \_\_\_\_\_

\* Applicant must meet the entry requirements of the course. Please refer to [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) for details.

\* Participants are required to submit proof of academic qualifications (Form Five or above) and course-related working experience; 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: \_\_\_\_\_

### APPLICATION FOR CEF

I will NOT apply for Continuing Education Fund (CEF).

I will apply for CEF and aware that I shall submit application directly to CEF Office before the commencement of the course.

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

HKMA Email  Mail  Newspaper/Magazine (please specify): \_\_\_\_\_

Email Promotion from Other Websites (please specify): \_\_\_\_\_  Online Advertisement (please specify): \_\_\_\_\_

Search Engine (please specify): \_\_\_\_\_  Social Media (please specify): \_\_\_\_\_

HKMA Website (Where did you find this information): \_\_\_\_\_

MTR Station (please specify): \_\_\_\_\_ Exhibiton:  Jobmarket Career & Education (EJEX)  Others (please specify): \_\_\_\_\_

■ **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.**

### Personal Data Collection Statement

■ The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.

■ The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

■ Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

### Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).

2. I understand that the information provided in this form and the attached documents 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.

3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

### Notes

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

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

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 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 2774-8500/2774-8501 (Customer Service Department) during normal office hours or Email: [enrol@hkma.org.hk](mailto:enrol@hkma.org.hk) or fax 2365-1000.
- 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](http://WWW.HKMA.ORG.HK)