

# Hospitality and Event Planning

CERTIFICATE

## Why study hospitality and event planning?

Events are an important part of our personal, community, and corporate lives. Whether it's big conferences, small parties, black-tie fundraising dinners or events, business retreats, weddings, or fitness expos, people are gathering in every community, every day.

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And when people do gather for these events, sipping champagne, coffee, or Gatorade®, they expect them to be organized and entertaining. That's where your take-charge personality, flair for fine detail, and enthusiasm would come in handy. With UFV's Hospitality Event Planning certificate you will be prepared to coordinate many functions in this growing industry. Whether you want to work for a large corporation, eventually run your own small business, or become qualified to work in the growing tourism industry, the Hospitality Event Planning program at UFV can get you started.



*“We put a real business focus on this program and the industry support has been amazing. We have businesses knocking on our doors, hoping to hire our students before they’ve even graduated.”*

— NANCY BARKER,  
UFV instructor, Hospitality  
Event Planning program.

[www.ufv.ca](http://www.ufv.ca)

UNIVERSITY  
OF THE FRASER VALLEY

# Hospitality Event Planning



*“This course has opened my eyes to many great career opportunities and I have gained useful skills and knowledge which will help me on my career path.”*

— NICOLE DURALIA,  
UFV's Hospitality Event Planning student, Okanagan field trip 2008.

## HOW WILL UFV PREPARE ME FOR MY CAREER?

UFV has long recognized the need for this program in the Fraser Valley and has designed a curriculum that will prepare you to organize a variety of hospitality or tourism-related events. It could be anything from a wedding to a three-day corporate team-building program, or perhaps an opportunity to start your own tourism-based business.

UFV's 36-week program will not only teach you how to organize and host these events with confidence, but will focus on the details too. You'll pick up business management and accounting skills, learn about marketing, entrepreneurship, and come away with a full understanding of the basics of food handling, beverage serving, and housekeeping management. To complete your studies, you will participate in a four-week practicum in a working environment.

## WHAT TYPE OF CAREER CAN I EXPECT?

You will graduate with your Hospitality Event Planning certificate ready to work in a variety of opportunities in B.C.'s booming hospitality and tourism industry. Or you might choose to run your own event-planning business. The hands-on training you get at UFV will provide you with proficiency to handle everyday situations and you'll graduate with the skills and abilities that are expected by today's employers. As a successful graduate, you will be ready to work in a number of fields such as hotels and resorts, destination marketing organizations, tour companies, food and beverage outlets, convention centres, and banqueting facilities found in locations such as golf and country clubs or large conference centres.

## WHAT EXACTLY WILL I BE LEARNING?

You will learn how to lead, and work with a team, in the tourism and hospitality industry. You'll learn the basics of grassroots community tourism, networking skills, how to plan, market and execute an event.

You will also discover excellent career opportunities that are available in hospitality and event planning, basic business skills, presentation and even job search skills.

The training follows a modular system that begins by developing a variety of basic skills, and builds on these to develop intermediate and specialized skills required in this industry. The program is divided into 11 modules and each module contains learning objectives. You will be expected to attend full-time and each day will consist of lecture and practical applications. The content and format have been designed with the input and advice of many hospitality and tourism industry leaders.

Your learning materials may include videotapes, DVDs, handouts, worksheets, textbooks, and written and verbal instruction. The program modules are:

- Introduction to tourism
- Entrepreneurial tourism
- Communications and human relations
- Computer basics
- Basic hospitality accounting
- Food and beverage operation
- Front office management
- Housekeeping management
- Promotions and event planning
- Marketing, media, and public relations

## WHERE WILL MY CLASSES BE DELIVERED?

UFV's Hospitality Event Planning program is offered at the Trades and Technology Centre located at the Canada Education Park in Chilliwack, B.C. UFV's Trades and Technology Centre is the university's first facility to open at the Canada Education Park, a 200-acre education and research site situated along the historic Vedder River on what was once Canadian Forces Base Chilliwack.

While the bulk of your studies will take place in a high-tech classroom, the very nature of this program means there are many field trips, and visits to special locations such as hotels, event venues, and regional tourism destinations.

## SOUNDS GOOD. WHAT DO I NEED TO GET IN?

You'll need your B.C. secondary school graduation or equivalent and you must pass a math and reading comprehension entrance exam.

## WHEN SHOULD I APPLY?

If you plan to start your studies in September, we should receive your application by January 31 of that year. If your application is received after this date, it will certainly be considered if there is still space remaining in the program.

## HOW MUCH DOES IT COST?

Expect to pay program fees of about \$111 per week; this covers tuition plus 10 per cent of the tuition for ancillary fees. As a Hospitality and Event Planning student, you should also budget about \$900 for required textbooks, field trip costs, and additional expenses. We require a deposit (currently \$200) to be paid at the time of registration, which typically takes place one or two months before the start of each semester. The balance of your fees must be paid by the second week of the semester.

In addition, each semester (fall, winter, and summer) you will be required to pay a \$30 Student Union Society membership fee, a \$35 SUS building fee, \$4.50 Cascade student newspaper fee, a \$3 per semester radio station fee, and a \$40 universal bus pass fee.

A Health and Dental fee (\$160 for 2009/10) is charged annually each fall semester to students with nine or more credits to provide extended medical and dental insurance. You can check with the Student Union Society at [www.studentcare.net/works](http://www.studentcare.net/works) for details.

It's also worth a visit to the UFV financial aid and awards office, which facilitates the disbursement each year of approximately \$12 million in federal and provincial student loans, grants, bursaries, scholarships, and awards to UFV students. A helpful budget planning worksheet is available online at [www.ufv.ca/fineaid/budget](http://www.ufv.ca/fineaid/budget).

## I'M INTERESTED. WHAT SHOULD I DO NEXT?

Check out UFV's online calendar at [www.ufv.ca/calendar](http://www.ufv.ca/calendar). Read the Hospitality Event Planning section and program description carefully and if you need more information, contact the Trades and Technology department toll-free at 1-888-504-7441, local 5448. You will be notified of your entrance exam date by the Trades and Technology Centre and there is no fee for writing this exam. If you have not been contacted within two weeks of submitting your application, please call us. Before classes start, you'll be called and given all the registration procedures. If we can't reach you after three attempts, you'll be removed from the waitlist.

## DOES THIS PROGRAM HAVE AN UPGRADING POLICY?

Yes. If you're currently or have recently been employed in the industry, our upgrading program allows you to complete your certificate requirements as an upgrading student. You will be expected to meet program prerequisites through previous enrolment or proof of industry experience that must be approved by the program instructor. And while we'll welcome you as an upgrading student, you cannot be enrolled for more than 13 weeks. It's important to know that upgrading students cannot displace anyone registered in the next intake.

## CAN I SPEAK WITH SOMEONE ABOUT MY OPTIONS?

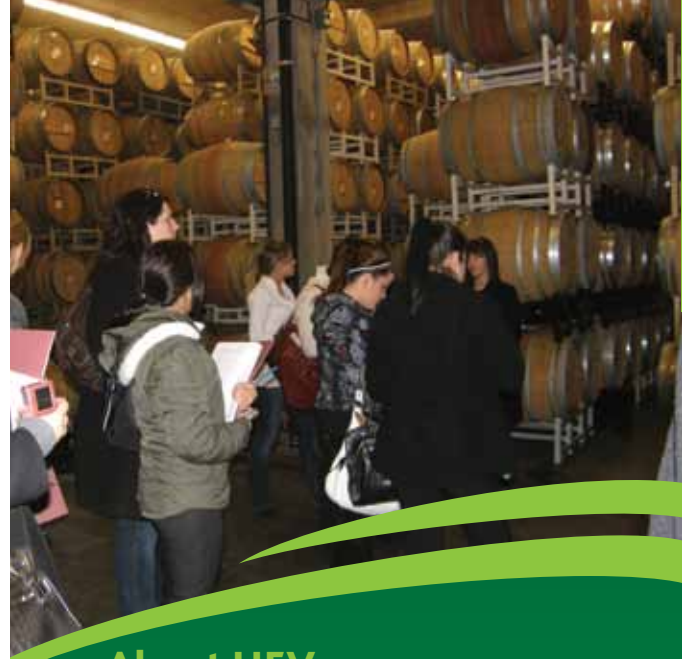
Absolutely! We want to hear from you! If you're unsure of your direction, contact Student Services at 1-888-504-7441 to connect with an educational advisor, or arrange for career counselling.

You can also contact the Trades and Technology Centre directly at 1-888-504-7441, local 5448 or email [trades@ufv.ca](mailto:trades@ufv.ca) to get more details.



The information contained in this document is subject to change. Please refer to [www.ufv.ca/trades](http://www.ufv.ca/trades) for up-to-date information. UFV reserves the right to cancel courses and programs.

[www.ufv.ca/trades](http://www.ufv.ca/trades)



## About UFV

Nestled in the beautiful Fraser Valley just east of Vancouver, in B.C., UFV is a fully accredited, public university that enrolls more than 11,000 students each year. UFV has campuses in Abbotsford, Chilliwack, and Mission and regional centres in Hope and Agassiz, and a growing presence in Chandigarh, India.

UFV is committed to exceptional post-secondary instruction and a nurturing learning environment. We are large enough to offer variety, yet small enough to offer the personal attention that our students need to thrive. Our small class sizes and focus on teaching allow our students to get to know their instructors and learn in a hands-on setting.

We offer more than 80 programs, including 13 bachelor's degrees, a master's degree, and more than a dozen trades and technology programs. We believe that anyone who wants to go to university should be given the chance, so our admission policies are flexible, and we provide university prep courses and high school completion options. There are many options for learning: full-time, in class, online, as part of a structured program or one tailored specifically to your interests.

Many of our programs "ladder" into one another, allowing students to keep their options open. Our international programming makes for a culturally diverse student body and great opportunities to study abroad, while our continuing studies offerings make learning a lifelong experience.

UFV is recognized nationally for student success, an excellent learning environment, creative integration of programming, and our work with our local communities.

Get to know us better at [www.ufv.ca](http://www.ufv.ca).

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