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The College of Vocational Education
Bristol & Oxford

Two Year Vocational Course in
Applied Event Management

By Bristol & Oxford College

A partner college of The Wedding Planner School

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The College

The Bristol and Oxford College is the only institution in Bristol and Oxford which provides further and higher training in the events industry. It has long been affiliated with other learning institutions and continues to maintain and build academic accreditation and relationships with employers and enterprise.

Our Mission

The mission of the Bristol & Oxford College is to contribute to industry through the pursuit of education, practice and research at the highest levels of excellence.

Our Core Values

- To provide a safe and effective learning environment
- To maintain a relevant and up-to-date curriculum
- To provide skills that employers demand
- To connect academic study to practical application
- To provide transferable skills applicable outside the immediate field of study
- To reward and value the teaching staff as the college's greatest asset
- To enable students to develop healthy personal relationships

Admissions Policy

Admission to the College is entirely on merit and on the basis of ability to achieve. We operate an admissions policy which ensures equality of opportunity to all applicants. Applications are welcomed from students with excellent academic *potential* and therefore selection takes account of all aspects of an application and not just an applicant's academic profile. We do not discriminate, positively or negatively, on a basis of physical disability, race, religion or sexual orientation.

Application Process

No full applications will be accepted for any year of entry until further notice but if you would like to be added to a waiting list to receive information about applications reopening please email admin@theweddingplannerschool.org.uk

Caring for our Students

We understand that the decision to attend higher training or education is an important one, and often a challenging one. Our tutors and support staff are trained to deal with a variety of issues, from homesickness to financial hardship. While we do not provide accommodation at present, we work closely with our students to advise on finding suitable living quarters, personal safety and other issues.

Two Year Vocational Course in Applied Event Management

Summary of the Course

The course covers all aspects of the events industry including event design, financial management, floor management, health and safety, profit making and meeting specific goals. The course culminates in the practical application of these and other learned skills in year two, where you will be expected to run an event of your own in a small group, with supervision. During the course all students will be expected to attend at least one business-to-consumer event, one social event and one commercial event which will be organised as a class field trip. Field trips will be subsidised, but a contribution will be required to ensure commitment.

Each student will begin their life at The Bristol & Oxford College with a short meeting with their personal tutor, where they will set individual goals and expectations and discuss any personal issues.

During the first term students will be encouraged to run for positions on the student union social committee to help enrich the life of every student.

Career Opportunities

Even through times of national economic hardship, events continue to thrive and the bigger the events, the more cost effective they are. Events managers are required in all kinds of organisations: local and national government, sports councils, festival organisers, hotels, stately homes and travel agencies, not to mention the vast array of positions within companies to organise meetings, conferences and incentive parties. The course takes account of all of these opportunities so that its graduates have the best employment potential.

Current Course Fees for Admission

UK Citizens	£3300 per year
Non-UK citizens	£5300 + VAT per year

Please allow up to £90 per year for field trips and up to £40 for membership of the NUS. A deposit of £100 will be required for books and materials which will be refunded in full on return of all books in good condition at the end of the course.

Payment is 50% on enrolment day in Sept/Oct and 50% on 21st January.

Semester 1

Term 1 Sept- Nov

Introduction to Event Management - with field trip

An overview of the full range of events, private, public, charitable and corporate. The essentials to keep in mind when planning and observing all events. The history and future of events and what career opportunities are available.

Essential Skills Module

Transferable skills which will help students to excel during the course and skills for life. Includes HE report writing skills; Time-management; using the IT systems, team work, creative skills, presentation skills and research techniques.

Event-Market Research

This module will ensure that students know whether an event is viable, profitable and popular before investing time and money. Lectures and activities include: Theory of Market Research, Designing an MR strategy, Conducting MR, Measuring market data and drawing conclusions, The four P's of MR, Compiling and presenting research results.

Term 2 Nov- Jan

Understanding the Event Supply Chain and Cash Flow

This module will give an overview of how each type of major event supplier operates, how to price up materials and contracts, setting and managing budgets and financial records relating to any event. It will also look at how events are funded and where to find investment.

Promoting Events (Marketing)

Skills relating to the running of well attended events, especially those where admission fees are required. Activities will include the production of promotional literature, website design; while lectures will cover low-cost marketing methods, e-marketing and networking skills.

Exhibitions, Expositions and International Events

An exploration into a variety of business-to-business and business-to-consumer events across a range of industries. We will consider the best formats for different industry events depending on their objectives, resources required to stage these kinds of shows and how events can be branded. Also covers travel planning for delegates. With field trip.

Semester 2

Term 3 Jan-April

Conferences, AGMs and Launches

This module looks at how events can be used to bring public attention to a new product or company using fashion and publishing as prime examples. It also covers conference aims and objectives and the company AGM to compare and contrast with the sales-driven nature of other events.

'Sports and Stars' - Profit Making High Profile Events

Here we look primarily to music festivals, open air concerts, the big-money sports industry and the licensing issues that go along with these types of events. We consider food and sanitary provisions, hospitality, booking performers and media coverage of events.

Charitable & Fundraising Events

Working with volunteers or for charities throws up many complicated issues and whole new set of objectives. Some involve thousands of participants while others involve a few wealthy benefactors. Lecture topics include Favours and freebies: Working to a budget, utilising donations and events within events.

Term 4 May/June

Assessment Period

Guided Revision
Exams

<p>Semester 1</p> <p><u>Term 1</u> Sept- Nov</p> <p>Event Sponsorship</p> <p>The best known events are sponsored by local or national businesses, but how do you find these sponsors and what do they expect in return? This module answers these questions and explores successful and unsuccessful sponsorship partners from history.</p> <p>Practical PR & Press Conferences</p> <p>Further to the general marketing module in year 1 this focuses entirely on Public Relations and how it helps the event manager. Learn how to create an effective press release and get it published, how to behave on TV and radio appearances, the many uses for PR and how to use an awards ceremony to full effect.</p> <p>Planning your own Event</p> <p>Stage 1 - At the end of year 1 students will have been put into teams to start thinking up ideas for a real life profit-making event. At this stage they will be putting together proposals and plans; defining their team structure, making financial projections and bids for real cash funding, all the while executing market research to critique their own plans. The planning process will be recorded in a portfolio for submission in May/June.</p>	<p><u>Term 2</u> Nov - Jan</p> <p>Feedback and Evaluation</p> <p>Every event needs to be criticised and appraised during the planning and again after the event is over in order to avoid making and repeating mistakes, to improve results, to work out if the event met it's aims and to maintain a good client-planner relationship. It will also look at how to deal with poor feedback.</p> <p>Public Sector Events</p> <p>Public vs Private: Generally speaking public sector events are not about making money, so why hold them? What kind of events do the public sector hold and how accessible are they to the freelance event planner? The events have unique requirements and we look at how best to fulfil some of the highest value event contracts in the UK.</p> <p>Planning your own Event</p> <p>Stage 2 – By this stage the event concept should be well defined and plans are being put into action. The marketing of the event will be underway and continually reviewed. Here the administration for the sale of tickets or applications for attendance where applicable will be designed and tested, suppliers will be sourced and contracts scrutinised. Students will also make contingency plans and add H&S theory to their plans.</p>
<p>Semester 2</p> <p><u>Term 3</u> Jan - April</p> <p>Protecting Yourself</p> <p>However small, most event businesses expect some kind of disaster to occur, whether that is crime, injury, late payment, complaints or damage to items. Covers contracts for suppliers and clients, terms and conditions; insurance, Health and Safety updates and the Disability Discrimination Act.</p> <p>Coordinating your own event (double credits)</p> <p>Stage 3 - Dedicated planning, marketing and execution of your own event</p>	<p><u>Term 4</u> May/ June</p> <p>Holding your own event</p> <p>Dedicated planning, marketing and execution of your own event</p> <p>Completion and submission of your portfolio</p> <p>Assessment Period</p> <p>Guided Revision</p> <p>Assessment Period</p> <p>Exams</p> <p>Portfolio</p>