

# Cambridge International College

The leading Accredited International Distance-Training College - from Britain across the World!

**International Headquarters: Heron House, St Peter, Jersey JE3 7BY, Britain.**

Tel: +44 (0)1534 485485 Email: learn@cambridgegetraining.com Website: www.cambridgecollege.co.uk



## INTERNATIONAL 'CAREER PROGRESS' DIPLOMA PROGRAM ON EVENT MANAGEMENT: STRATEGY & PLANNING

**A Program of great value to men and women seeking exciting careers  
in Tourism, Cultural, Business & Sporting Event Planning & Organising**

It is essential that strategic plans are drawn up before an event takes place. Many events are staged on sites where everything needs to be set up over a 24-hour period, with all elements requiring careful synchronisation. In contrast, many other events require years of planning; large convention bids, for example, are often won five years before the event is held. For the very competitive bidding process, budgets need to be developed and prices quoted, requiring a good understanding of market, economic and political trends, as well as consumer choices. This long-term view is the basis of the strategic management and planning for events, which focus on the event concept, feasibility of the event, legal compliance and financial management.



Buthaina Gamal  
CIC Member in Qatar

Marketing is a critical success factor, because many events - sporting, cultural and arts - involve sponsorship arrangements with industrial and commercial organizations. Relationship building is particularly important because there are so many stakeholders involved in events, including government agencies at many levels. This Program considers in detail all these aspects of event strategy and planning, including strategic risk. Note: The "sister" Program to this one covers Event Management Operations & Logistics.

### Major Topics Covered in this Diploma Program:

- \* Event industry knowledge. Event concept: development, analysis, design, logistics.
- \* Event feasibility: keys to success, SWOT analysis. Event venues and sites, requirements.
- \* Event legal compliance: relevant laws and legislation, insurance, staff training and contracts.
- \* Business and client relationships, market segmentation, research, service agreements.
- \* Marketing strategies: the marketing mix. Sponsorship: types, evaluation, merchandising.
- \* Budgeting and budgetary control. Financial statements: profit & loss account, balance sheet.
- \* Business risk: strategic risk management, risk management policy, crisis management.
- \* Event bids, tendering and applying for grants, interpreting the event brief, bid documents.

### On successfully completing this Professional Program of Study you will:

- ✓ **Be awarded the CIC Diploma on Event Management: Strategy & Planning.**
- ✓ **Have attained an accredited qualification at Level 4, equated to the British National framework at the same study level as Higher National Diploma (HND) and National Vocational Qualification (NVQ) Level 4.**
- ✓ **Have attained an accredited qualification for managerial and supervisory levels showing you possess competence in professional work activities.**
- ✓ **Be eligible for an equivalent Core Subject Study Exemption (and Fee reduction) from the CIC International BA on Hospitality Administration.**



**Chilekwa Mulenga wrote from England:** "CIC is the 'Key to Promotion' - in work and in life. I had never understood or practised management and administration so well as I do now after training with CIC. The people who study with CIC always become leaders, and today I am one of those leaders you have produced. I am so grateful for the excellent training and service."

### THE FEE FOR THIS 'CAREER PROGRESS' DIPLOMA PROGRAM IS:

**£220 or US\$440 or Euro 660** paid in full on enrolment  
(Instalment terms are **not** available for these Programs)

This Fee **includes** the supply by **registered airmail post** of two professional Study & Training Publications, together with a detailed 'Study & Training Guide' despatched under registered cover for safety. It also **includes** an Examination (despatched to the appointed Invigilator under **registered cover**) and the award of the CIC Diploma (despatched to the Member under registered cover) when that has been passed. It also **includes** privileged access to the CIC **Member Services Website**.

# ENROLLING AS A MEMBER FOR CIC STUDY & TRAINING

Complete the **Enrolment Form on page 3** fully and in **CAPITAL LETTERS**. Then post it (or fax or scan and email it) **WITH** your Fee payment by **registered airmail post** to the College at:

Heron House, Leoville, Jersey JE3 7BY, Britain  
OR

you may send your **enrolment details** through our website: [www.cambridgecollege.co.uk](http://www.cambridgecollege.co.uk)

**YOU MAY SEND YOUR PAYMENT** by whichever of these ways you find easiest:-

**CURRENCY NOTES:** we accept British Pounds (£), United States Dollars (US\$), Euro (E).

A “crossed” **BANK DRAFT** or **INTERNATIONAL MONEY ORDER** payable to Cambridge International College can be purchased from a bank in British Pounds, US Dollars, or Euros. Collect the draft/IMO from the bank and send it to the College **yourself**; the bank will NOT send it to the College for you. A draft/IMO in **US Dollars** must be drawn on a bank in **New York**; a draft/IMO in **British Pounds** or in **Euro** must be drawn on a bank in **London**. (*Euro or US\$ drafts must have a minimum value of E100 or US\$100.*)

**By BANK TRANSFER** direct to one of our ‘receive only’ **Bank Accounts**:

**Account Name: Services to Management (for Cambridge International College)**  
**Bank: HSBC Bank plc, Jersey St Helier Branch, Britain**

**for transfers in British Pounds (£) send to: Account Number: 32144670**  
**Sort Code: 402534, SWIFT/BIC Code: MIDLGB22, IBAN: GB35 MIDL 4025 3432 1446 70**

**for transfers in US Dollars (US\$) send to: Account Number: 68294583**  
**Sort Code: 400515, Swift/BIC Code: MIDLGB22, IBAN: GB59 MIDL 4005 1568 2945 83**

**for transfers in Euro (E) send to: Account Number: 68343364**  
**Sort Code: 400515, Swift/BIC Code: MIDLGB22, IBAN: GB38 MIDL 4005 1568 3433 64**

Post, or fax, or scan and email your Enrolment Form to the College in Britain **with the bank receipt**. We can “credit” you **only** with the sum actually **received**, so ensure you pay **all** charges at your end and **add £15** or **US\$30** or **E20** to the Fee amount for incidental charges.

**A WESTERN UNION AGENT** in your country can send your payment in British Pounds OR US Dollars to CIC on your behalf; you can pay to the Western Union Agent in **your ‘local’ currency**. You can transfer your payment through Western Union:-

**either by ‘Quick Pay’ service to Account Name: Services to Management**

**transfers in British Pounds (£):** Code City **SMCOLLEGE,UK** Account No **AUK040697**

**transfers in US Dollars (US\$):** Code City **STOM,UI** Account No **AUI000187**

**OR by ‘Will Call’ service to David Stephen LAWSON at Jersey, U.K.** In either case, mail or fax or scan and email your Enrolment Form **with the Western Union receipt** to CIC in **Jersey, Britain**, stating clearly the **10-digit Money Transfer Control Number**.

**A MONEYGRAM AGENT** in your country can transfer your Fee addressed to **David LAWSON at Jersey, U.K.** Mail or fax or scan and email your Enrolment Form **with the MoneyGram receipt** to CIC in **Jersey, Britain**; stating clearly the **8-digit MoneyGram Reference Number**.

**By CREDIT CARD** by **American Express, Mastercard** or **Visa**. A Fee payment is accepted **ONLY** for the Study & Training of the **person named on the credit card**. CIC must receive a **signed letter** from the **cardholder** stating the **card number** and **expiry date**, and stating his/her name and contact address, and authorising a **stated sum** of money to be paid. CIC also requires a photocopy of the front and reverse of the **signed credit card** itself. Fee charged will be in **British Pounds**.

**BRITISH POSTAL ORDERS** These may be purchased from British Post Offices.

**CHEQUES** Please avoid using “personal” cheques wherever possible, as despatches of Study & Training Materials will be delayed by at least 4 weeks when Fee payment is made by personal cheque.

**RELATIVES/FRIENDS IN BRITAIN, USA, EUROPE:** Send them your completed Enrolment Form to forward to the College in Jersey, Britain, **with the Fee** for your Study & Training.

# ENROLMENT/REGISTRATION FORM FOR STUDY & TRAINING WITH CAMBRIDGE INTERNATIONAL COLLEGE for CIC 'Career Progress' Diploma Programs

Heron House, St Peter, Jersey JE3 7BY, Britain. Tel: +44 (0)1534 485485 Email: learn@cambridgetraining.com

*All enrolments are accepted by the College on the terms and conditions stated on page 4*

*Please enrol me for the 'Career Progress' Diploma Program(s) which I have ticked:*

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Cost Accounting</b><br><input type="checkbox"/> <b>Employee Development</b><br><input type="checkbox"/> <b>Event Management: Strategy &amp; Planning</b><br><input type="checkbox"/> <b>Event Management: Operations &amp; Logistics</b><br><input type="checkbox"/> <b>Financial Management</b><br><input type="checkbox"/> <b>Logistics, Supply Chain &amp; Transport Management</b> | <input type="checkbox"/> <b>Global Marketing Management</b><br><input type="checkbox"/> <b>International Business &amp; Trade</b><br><input type="checkbox"/> <b>Leadership &amp; Team Management</b><br><input type="checkbox"/> <b>Organisational Behaviour</b><br><input type="checkbox"/> <b>Project Management</b> |
|--|---|

**FEEES FOR CIC MEMBERS ENROLLED FOR CIC 'CAREER PROGRESS' DIPLOMA PROGRAMS FROM 1 APRIL 2011:**

<b>ANY ONE CAREER PROGRESS DIPLOMA PROGRAM</b>	£220 or US\$440 or E330
<b>ANY TWO CAREER PROGRESS DIPLOMA PROGRAMS</b>	£440 or US\$880 or E660
<b>ANY THREE CAREER PROGRESS DIPLOMA PROGRAMS</b>	£660 or US\$1320 or E990
For each extra Diploma Program being enrolled for <i>at the same time</i> , simply add: £220 or US\$440 or E330	
<b>Instalment Terms are NOT available for Career Progress Diploma Programs</b>	

The College reserves the right to increase Fees prior to enrolment; £ = British Pounds; US\$ = United States Dollars; E = Euro

**Payment details:**

I enclose: \_\_\_\_\_ being the fee of the Program(s) ticked

The Fee amounts stated above **INCLUDE** the cost of despatch of your Study & Training Materials, Examination(s) and Diploma(s) by **registered airmail post**

**Payment is in the form of:**

- O Currency Notes; O Bank Draft/IMO; O Bank Transfer** (attach bank receipt); **O British Postal Orders;**  
**O Western Union 10-digit money transfer control no:** \_\_\_\_\_;  
**O MoneyGram 8-digit transfer reference no:** \_\_\_\_\_; **O Cheque;**  
**O Credit Card** (see details required for credit card payments on page 2)

**My particulars are** (please write **clearly in capital letters** - with your surname or family name **last**):-

**FULL NAME:** Mr/Mrs/Miss/Ms \_\_\_\_\_  
(write or type your full name **exactly** as you wish it to appear on your Career Progress Diploma)

**FULL ADDRESS:** \_\_\_\_\_  
(write or type the **full** and **exact** address to which we should send your Study Materials)

Email address (if available): \_\_\_\_\_

Have you studied the subject(s) before? If so, give details: \_\_\_\_\_

Practical experience of the subject(s), if any: \_\_\_\_\_

Present employment/post held: \_\_\_\_\_ Special needs, if any: \_\_\_\_\_

By submitting this Enrolment/Registration Form you are agreeing to CIC's Terms and Conditions of Enrolment/Registration as stated on page 4.

INTRODUCED BY: \_\_\_\_\_

MEMBER No. \_\_\_\_\_  
(who will be entitled to a FREE GIFT from the College as soon as the new Member is enrolled)

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ Age: \_\_\_\_\_

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## **TERMS AND CONDITIONS OF ENROLMENT for CIC 'Career Progress' Diploma Programs**

**With Cambridge International College you study in your country of residence; you do NOT come to the College premises in Britain. You may enrol on ANY DAY or DATE of the year.**

**By signing below you accept the following Terms & Conditions of Enrolment and agree to abide by all Rules and Regulations of**

**Cambridge International College of Heron House, St Peter, Jersey JE3 7BY, Britain.**

1. On receipt of your Fee payment at the College in Jersey, you will be enrolled as a **Member of the College**. If you have given an **email address**, Module One for each Course/Program will be **emailed** to you so you may commence CIC Studies & Training **at once**. You will also be rapidly sent\* - by **registered airmail** post - **CIC Study & Training Materials** with full **Study & Training Instructions** on how you can learn and progress rapidly with CIC - **with all of which you agree to comply fully** - and may contain **Self-Assessment Tests** with **Recommended Answers**. (\* "personal" cheques result in despatch delays.)
2. Your **Study & Training Period** will be **up to 12 months from your enrolment date** to complete Study & Training on one Program (15 months for two Programs studied together, 18 months for three Programs studied together, or 21 months for 4 Programs studied together) without additional Fee - **provided** you have completed payment of the agreed Study & Training Fee. However, you will be permitted to complete Study & Training in a **shorter period of time** if you devote sufficient time to studies and produce **satisfactory** Final Examination Work.
3. On successfully completing a CIC Career Progress Diploma Program you will be entitled to sit a **Final Examination** (which is **included** in the Study & Training Fee) under approved Invigilation/Supervision\* in your own area. On passing that Examination you will be awarded the **CIC International Diploma** for the Program successfully completed.

**Note:** The Program Fee **includes** the despatch of your Study Materials to you, the Examination Documentation to your appointed Invigilator\*, and your Diploma to you under registered cover for safety.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ Age: \_\_\_\_\_

**PLEASE ATTACH - IF AVAILABLE - TWO PASSPORT-SIZE COLOUR PHOTOGRAPHS.  
THE PHOTOGRAPHS ARE NOT, HOWEVER, ESSENTIAL, AND NEED NOT DELAY  
THE COMMENCEMENT OF YOUR CIC TRAINING,  
BUT THEY WILL BE NEEDED BEFORE YOU CAN SIT YOUR EXAMINATION**

\* **'Approved Invigilation'** means you will sit the Final Examination **under 'true examination conditions' supervised by an 'Invigilator'\* (or 'Proctor') appointed by the College - in your local area (wherever you are resident at the time you are ready to sit the Examination)**. Arrangements for you to sit the Final Examination under Approved Invigilation/Supervision **in your local area can only be made:** (1) once you are an enrolled Member of the College; and (2) when you have made sufficient progress in your Study & Training. Arrangements **cannot** be made before your enrolment.