

# Seneca

## EVENT MANAGEMENT

### Event and Exhibit Design



#### Creativity / Opportunity / Unlimited Potential

Get the necessary knowledge and skills to gain immediate employment and steady career advancement in the growing field of special events, trade shows and exhibits.

The Event Management - Event and Exhibit Design program at Seneca blends business with applied design techniques and detailed product knowledge to give graduates a wide breadth of marketable skills. This graduate program focuses on managing the design process for special events and exhibits; specifically the analysis, planning, budgeting, sourcing, and creation of decor, props and visuals.

The Event Management - Event and Exhibit Design Program is a one-year Ontario College graduate certificate program. As a graduate program, it is open to all applicants who have completed or are close to completing a college diploma or university degree in a design discipline. The program is unique within Ontario in that it will provide students with a specialization in design for the event and exhibit industry.

The program starts in May and runs through to December.

#### Admission Requirements

Substantial completion of an accredited university degree or college diploma in Visual Merchandising Arts, Fashion Design, Interior Design, Industrial Design or Graphic Design, or mature students who are members of ISES, CSES or IAEM with two to three years documented work experience in special events or exhibits.

Applicants must also have: proficiency in English at the college level; demonstrated understanding of the principles of applied design; hands-on orientation with physical skills such as painting, sewing, cutting, designing; and a strong understanding of computer software (Word, Excel, PowerPoint & Internet).

Applications will be accepted in January/February. Applicants will have to submit a resume, prepare a portfolio, and write a brief essay describing why they want to enroll in the program.

#### Your Career

Special Events Organizer  
Trade Show Designer  
Assistant Creative Director

#### Affiliations & Associations

ISES (International Special Events Society)  
CSES (Canadian Special Events Society)

#### What You'll Learn

event design  
exhibit planning and layout  
trade show development and design  
promotions and sponsorship  
how to start your own business

#### Get Real World Experience

80 hours of field placement

work on numerous special events and exhibits throughout the program.

design and execute real events and exhibits for actual clients.

#### How to Apply

Check out our website at  
[www.eventsandexhibits.ca](http://www.eventsandexhibits.ca)  
(coming soon)

Contact the Program Coordinator, John MacBride at 416-491-5050, ext 6513 or at [john.macbride@senecac.on.ca](mailto:john.macbride@senecac.on.ca).

**Please note that this information is subject to change.**