EVENT MANAGEMENT – CREATIVE DESIGN (EVC)

Note: This program is not accepting applications for September 2025

About the Program

Don't just plan events — create unforgettable experiences.

Do you have an eye for detail? Do you enjoy planning events for your family and friends? Do you dream about creating experiences people can't stop talking about? If any of this sounds like you — and you already have a postsecondary degree or diploma — the Event Management program is the perfect place to kick-start your career as an event planner and designer.

In eight months, you'll learn what it takes to execute in-person and virtual events for real clients in an exciting, fast-paced industry. Taught by a team of industry professionals, you'll develop the skills you need to translate your design concepts into events that will leave your clients speechless.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- planning in-person and virtual events
- designing and presenting event concepts
- creating intricate floral designs
- writing engaging event proposals
- fostering and maintaining lasting client relationships
- planning logistics to ensure every event is a success
- building budgets and securing sponsorships
- making strong first impressions and building awareness for your personal brand through social media

Your Career

Graduates of the program can explore the following career options:

- event designer
- event planner
- wedding planner
- floral designer
- event rental co-ordinator
- in-house event co-ordinator

Affiliations/Associations

- International Live Event Association (ILEA)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
CLP702	Client Presentations I	3
EVD702	Event Design	4
EVT706	Behind the Scenes of Events	3
EVT760	Integrated Marketing Communications for Events	3
LOG702	Event Planning and Logistics	4
Semester 2		
BRP702	Event Financial Management	3
CLP802	Client Presentations II	3
EVT850	Behind the Scenes of Events II	3
EVT880	Floral Design for Events	4
LOG803	Event Planning and Logistics II	4

Additional: Completion of an Experiential Learning Activity is required.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop and implement financial initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.
- Plan, design, and coordinate effective site and facility operations.
- Apply the principles of marketing to events.
- Apply strategies for effective human resource management to events.
- Create, plan, and implement effective programming for events.
- Apply accounting and financial knowledge and skills to the operation of events.
- Apply business administration skills to the operation of events.
- Apply the principles of professionalism and ethics to event management.
- Create a design concept for an event that fulfills the client's intended guest experience.

Admission Requirements

- Ontario university or college degree or diploma, or equivalent
- English proficiency (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html) for graduate certificates

Recommended upgrading for applicants who do not meet academic subject requirements (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html).

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.

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