

## Professional Diploma in Event and MICE Management

### NOTES FOR APPLICATION

(PDEMM-2014-2/NS)



#### A. Application Procedures

- Return the completed form, together with a crossed cheque in favour of **The Hong Kong Management Association** for the first instalment: **HK\$2,435** (HK\$745 x 3 modules + HK\$200 application fee). Fee for each module: HK\$2,980, it will be divided into 4 instalments. Please write your **FULL NAME** and **HKID CARD NO.** on the back of the cheque.
- Please provide 2 recent photographs for student identity card, size 2.5 cm x 3.8 cm (1" x 1.5").**
- Please attach one set of photo-copies of all the certificates of educational qualifications mentioned in the Application Form.
- All application should be returned to The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Applicants may enrol the programme online, please visit the HKMA website at [www.hkma.org.hk/pd/pdemm](http://www.hkma.org.hk/pd/pdemm)
- Applicants may enrol the programme in any HKMA Training Centres. For more details of venue and opening hours, please visit the HKMA website at [www.hkma.org.hk/trainingcentre](http://www.hkma.org.hk/trainingcentre)

#### B. Refund of Course Fee

- Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to 11 July 2014 by the PDEMM Secretariat.
- Refund of module fee will only be made upon written requests received by the PDEMM Secretariat before 18 July 2014. Thereafter no refund will be made. A handling fee of HK\$200 per module will be charged. The HK\$200 application fee is non-refundable.

#### C. Reimbursable by Continuing Education Fund (CEF)

**Name of Institution:** HKMA      **CEF Institution Code:** 300      **CEF Course Code:** 21Z075667  
**CEF Course Title:** **Event & Exhibition Management; Event Marketing & Public Relations Strategies; Booth & Stage Design & Building Services Management; Selling Strategies for Meeting, Incentive, Conference & Exhibition (modules of the Professional Diploma in Event and MICE Management)**

These four modules have been included to be reimbursable under the CEF. Participants **MUST** submit their CEF applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

#### D. Schedule    July Term: 25 July - 28 November 2014      January Term: 16 January - June 2015

Modules	Dates & Time	Examination
Booth & Stage Design and Building Services Management PDEMM-85003-2014-2-F	Friday (7:00 pm - 10:00 pm) 25 July; 1, 8, 15, 22, 29 August; 5, 12, 19, 26 September 2014	Friday 24 October 2014 7:00 pm - 9:00 pm
Event and Exhibition Management PDEMM-86001-2014-2-F	Saturday (2:00 pm - 6:00 pm) 26 July; 9, 23 August; 6, 20 September; 11, 25 October 2014 8 November 2014 (4:00 pm - 6:00 pm) Please note that <b>NO CLASS</b> will be held on 4 October 2014	Friday 21 November 2014 7:00 pm - 9:00 pm
Event Marketing and Public Relations Strategies PDEMM-86002-2014-2-F	Saturday (2:00 pm - 6:00 pm) 2, 16, 30 August; 13, 27 September; 18 October; 1 November 2014 8 November 2014 (2:00 pm - 4:00 pm)	Friday 28 November 2014 7:00 pm - 9:00 pm

#### E. Application Deadline

Friday, 11 July 2014

#### F. Class & Examination Venue

The Hong Kong Management Association  
14/F Fairmont House, 8 Cotton Tree Drive, Central, HONG KONG

#### G. Notes for Applicants

- Acceptance is subject to the discretion of the Association.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.

# Professional Diploma in Event and MICE Management

## APPLICATION FORM FOR NEW APPLICANTS (PDEMM-2014-2/NS) (CEF Course Code: 21Z075667)

Please  
Attach a  
Photo

\* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.

Name: Mr/Ms \_\_\_\_\_  
(Surname) (Other Names) (Chinese Name)

Date of Birth: \_\_\_\_\_ HKID Card No.: \_\_\_\_\_ Student No.: \_\_\_\_\_  
(For Office Use Only)

Working Experience (In chronological order for the last seven years)		
Company Name	Position	No. of Years
Education		
Name of Institute	Qualification Attained	Year
Use a separate sheet if necessary		

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Tel. No.: \_\_\_\_\_ Fax No. (Office): \_\_\_\_\_

Mobile Phone No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Present Position: \_\_\_\_\_ No. of Years: \_\_\_\_\_

Nature of Business: \_\_\_\_\_ Home Tel. No.: \_\_\_\_\_

Home Address: \_\_\_\_\_

Mailing Address:  Company Address  Home Address

Education Level:  Master or above  Bachelor  HKMA Diploma  Other Diploma

Matriculation  F.5  Others (Please specify) \_\_\_\_\_

\* Participants applying for the Continuing Education Fund are required to submit proof of academic qualifications (Form Five or above); otherwise the application for enrollment and for reimbursement of fees will not be accepted.

Total Number of Years of Working Experience: \_\_\_\_\_

Sponsored By:  Self  Company Name & Title of Nominator (if applicable): \_\_\_\_\_

Nominator email/address: \_\_\_\_\_

### FEE FOR EACH MODULE HK2,980 - payable by 4 instalments

Term 1	1st instalment	2nd instalment	3rd instalment	4th instalment
HK\$2,980 x 3 modules	HK\$2,235 + Application Fee: HK\$200	HK\$2,235	HK\$2,235	HK\$2,235

Cheque No.: \_\_\_\_\_ Account Name: \_\_\_\_\_ Total Amount: HK\$ \_\_\_\_\_

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.  
 Please tick the box to indicate your objection.

I understand that all handout materials obtained in class are strictly for my own educational purposes.

I have understood all the "Notes for Application" listed in Application Form Annex and the "Notes" listed below.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Notes

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I authorize the HKMA to obtain, and the relevant authority to release any information about my studies in institutions in Hong Kong and/or overseas.
- I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I authorize the HKMA to use my data to carry out checks on my academic status, including but not limited to multiple admission applications and records of previous studies.
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

85003F, 86001F, 86002F

# Professional Diploma in Event and MICE Management

## INFORMATION FOR EXEMPTION PROCEDURE

### 1. Application Procedure

1.1 Students of the Diploma in Management Studies (DMS) and Diploma in Business Management (DBM) offered jointly by The Hong Kong Management Association and Lingnan University or equivalent programmes of the HKMA may apply for exemptions.

Applicants who have completed equivalent modules in the programmes offered by other institutions may also apply for exemptions.

1.2 A completed application form, together with copies of testimonials such as certificates and transcripts, must be submitted to the Secretariat before the course commencement date. Applications will not be accepted after the course has commenced.

1.3 Applications will be considered by the Admission Committee of The Hong Kong Management Association.

1.4 Applicants will be informed of the results of their applications for exemptions before the commencement date.

1.5 A non-refundable application fee for exemption of HK\$250 per module will be charged to applicants.

### 2. Conditions for Exemptions

2.1 Applicants can apply for exemptions for up to 2 modules of the PDEMM programme before the course commencement date. Applications will not be accepted after the course has commenced.

2.2 Applicants who have completed equivalent modules in the programmes offered by The Hong Kong Management Association or other institutions may apply for exemptions. However, the past academic studies for which exemptions are to be considered must have been undertaken in the last seven years (exceptions may be considered if the applicant has continued to work in the respective specialist areas of his/her past academic studies).

2.3 Applicants to whom exemptions are given will be offered full credits for the exempted module(s).

2.4 If the mode of the past academic studies was distance learning or if the grades and marks of the past academic studies of the respective subjects were lower than C grade and below 50% marks, applicants will be required to pass the examination(s) for the module(s) from which exemption is sought. A fee of HK\$250 per module will be charged for each such examination.

2.5 Those who fail in the above examination(s) are required to study the respective modules and to pay the full module fees.

2.6 Applicants who have studied similar courses before can apply for exemptions for up to 2 modules (**Management Report is a non-exempted module**) of the programme.

2.7 Applicants who have paid module fees and then been granted exemptions will be refunded by The Hong Kong Management Association.

### Enquiries

For enrolment and general enquiries, please call 2774-8501 / 2774-8500 (Customer Service Department) during normal office hours. For course details, please contact Ms Shirley Chan on 2774-8569

Fax: 2365-1000

Website: <http://www.hkma.org.hk/pd/pdemm>

Training Centres: <http://www.hkma.org.hk/trainingcentre>

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## APPLICATION FORM FOR EXEMPTION

Please complete this form, and return it to the Secretariat together with photocopies of testimonials and a **crossed cheque** (HK\$250 per module for exemption; or HK\$500 per module for exemption with examination required) made payable to "The Hong Kong Management Association".

Name: \_\_\_\_\_ I.D. Card No.: \_\_\_\_\_

Company Tel. No.: \_\_\_\_\_ Mobile Phone No.: \_\_\_\_\_

Module(s) applied for Exemption(s)	Equivalent Past Academic Studies - last seven years only
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For Official Use only	Modules with examination required _____ _____
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### From where did you FIRST learn about this Programme?

- Mail  Newspaper/Magazine (please specify): \_\_\_\_\_  HKMA email
- E mail promotion from other websites (please specify): \_\_\_\_\_
- Website Advertisement (please specify): \_\_\_\_\_
- HKMA Website (From where did you learn about, please specify): \_\_\_\_\_
- MTR Station  Admiralty (PAM)  Causeway Bay (PCWB)  Central (PCTL)  Kowloon Tong (PKLT)  
 Kwun Tong (PKT)  Kwai Fong (PKF)  Quarry Bay (PQB)  Tai Koo (PTK)
- Others (please specify): \_\_\_\_\_
- Exhibition  Education & Careers Expo (EEX)  Jobmarket Career & Education (EJEX)
- Others (please specify): \_\_\_\_\_