

For Immediate Release
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Heritage College launches the first Bilingual Events and Conference Planning Program in the Outaouais

This March, Continuing Education at Heritage College will introduce a Bilingual Events and Conference Coordinator program leading to a full Attestation of College Studies (AEC). This exciting new AEC program will be the first of its kind in both the Outaouais and Ottawa regions.

Courses in the new program will be offered in English, but in a bilingual context, which will include some basic French terminology, and French assignments relating to the events and conference working environment. Students will be able to acquire skills in event research and analysis, logistical planning and marketing, while learning how to evaluate their work. This program also will prepare students for supervisory roles in recreation, entertainment and tourism as they learn about event budget management, human resources issues and public relations. In addition, students will have the opportunity to gain valuable hands-on experience before entering the work force by completing a compulsory co-op work term.

As an added bonus, students in the Bilingual Events and Conference Coordinator program will automatically become members of Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, connecting its members to worldwide job opportunities, contacts and resources.

Graduates of the Bilingual Events and Conference Coordinator program will not only be able to secure a better working environment and increase their salary expectations but also will be able to choose from a wide range of potential job prospects at the regional, provincial and national levels, and could even lead to involvement in high-profile international events such as the 2010 Olympics in Whistler, BC.

Some interesting related facts:

According to the March, 2007 Outaouais Trade Index, this region alone had about 1,400 enterprises which depended on tourism, representing around 16,700 jobs. *Emploi-Québec* publication, *Perspectives professionnelles 2006-2010*, indicates that, currently, there are 680 opportunities for Director-level positions, and 265 opportunities for Coordinator-level positions in this exciting, fast-paced field.

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