



EVENT COORDINATION

Qualification: Diploma in Event Coordination
(CATHSSETA Accreditation Number: 613/P/000249/2014 | QCTO Accreditation
Number: QCTOSDP011907011715 | Internationally Recognised)

If a passion for events, hospitality or entrepreneurship runs deep, and you're determined to make your mark in your future career, then you found the perfect tertiary institution to turn ambition into achievement!

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THE
ALEIT[®]
ACADEMY

The Aleit Academy Is a Tertiary Education Institution With a Difference!

The Aleit Academy: South Africa's leading events training institution, proudly based in Somerset West. Our mission is to prepare the next generation of event professionals and Project Managers to design and deliver the most exciting experiences for both the local and international stage. Passion drives us, and with passion comes purpose.

We are the only institution in the industry that's able to practically prepare our graduates to pursue any career in the events and hospitality industry.

We offer superior-quality events & project management education with an emphasis on experiential learning and industry immersion. We are committed to equipping our students with the necessary knowledge, skills and entrepreneurial mindsets so they can hit the ground running when they enter the job market.

OUR TEACHING PHILOSOPHY

Our course is as intensive as it is comprehensive! Our theoretically driven practical components allow our students the unique opportunity to collaborate with both their peers and leading industry professionals; offering them the opportunity to gain invaluable real-world experience through various internship placements.

Our full-time Diploma in Event Coordination, trains our students to become leaders in the project management and hospitality field. Our focus is on developing well-rounded and resourceful creatives who appreciate and value the entrepreneurial mindset and ethos upon which The Academy was originally founded.

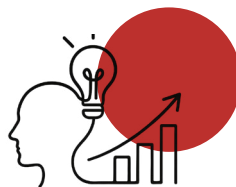
WHY STUDY WITH US?



Build Your Skills



Creative Campus Life



Strong Focus on Entrepreneurship



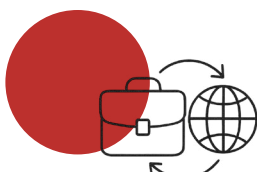
Industry-Recognised Qualification



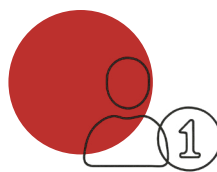
World-Class Faculty



Become an Industry Pioneer



Local & International Job Opportunities



Not Just a Number



Practical Industry Immersion



Top Institution



A Living Philosophy

The Aleit Academy has a philosophy of excellence embedded in everything we do. It was originally launched in 2009 by two close friends who became business partners; Hans Roosenschoon and the late Aleit Swanepoel (founder).

From the day they opened The Academy's doors, they were committed to the idea that our students should leave The Academy ready for success. Graduates should be knowledgeable, confident in their abilities, and capable of handling any industry challenge with ease.

Since then, this commitment was instilled in everything the Academy and its faculty stood for – from the quality of our course content and the faculty we employed, to the industry experience our students would be exposed to. And today, it still shows with every graduate who successfully advances through The Academy and into their careers.

Our Graduates' Success

Our graduates' success rates are a testimony to our teaching philosophy. Most of our students receive job offers from their internship placements. A few either decide to start their own businesses, continue with their studies, or take a gap year to travel abroad.

With our strong focus on developing entrepreneurship skills during the third year of studies, we equip our students to make a success of their new ventures. The Academy forms part of a portfolio of businesses called The Aleit Group, which represents the very best in events and hospitality management offerings. We have almost 15 Academy alumni employed within a number of the Group's other business units; this shows that we believe in what we teach our students every day.



FACULTY

We've always been deeply committed to providing support and guidance to our students on a personal and individualised basis. You can look forward to learning from the best when you study at The Aleit Academy as our world-class lecturers and faculty members have been meticulously selected over the years. They are committed to delivering a superior quality educational experience, while having a passion for being mentors to each of our students.

Meet the Team!



NICOLA BERNARDO
Aleit Academy Director
Lecturer



BIANCA RIJNSBURGER-KOSSATZ
Vice Principal
Lecturer



MARKUS BOTHA-FORTUIN
Project Coordinator
Lecturer



ANNAB LLE DU PLESSIS
Placement Coordinator
Lecturer



JUSTINE OTTO
Marketing &
Project Coordinator

Our Support Staff



GWEN JANSEN VAN VUUREN
Part-time
Lecturer



LEE-VANO BOTHA-FORTUIN
Part-time
Lecturer



MC COETZER
Part-time
Lecturer



ETZARD STRYDOM
IT Support &
Maintenance | Lecturer



JACO VAN LOGGERENBERG
The Aleit Group
Hospitality Director



JEAN-PIERRE HAYWARD
The Aleit Group
Banqueting Manager



MONIQUE THERON
The Aleit Group
Marketing Director



LINDI DU PLESSIS
The Aleit Group
Media Coordinator

CAMPUS LIFE

Breathtaking Location

Situated on the exquisite Lourensford Wine Estate at the foot of the Helderberg Mountains in Somerset West, our campus is the most beautiful and tranquil settings you can imagine.



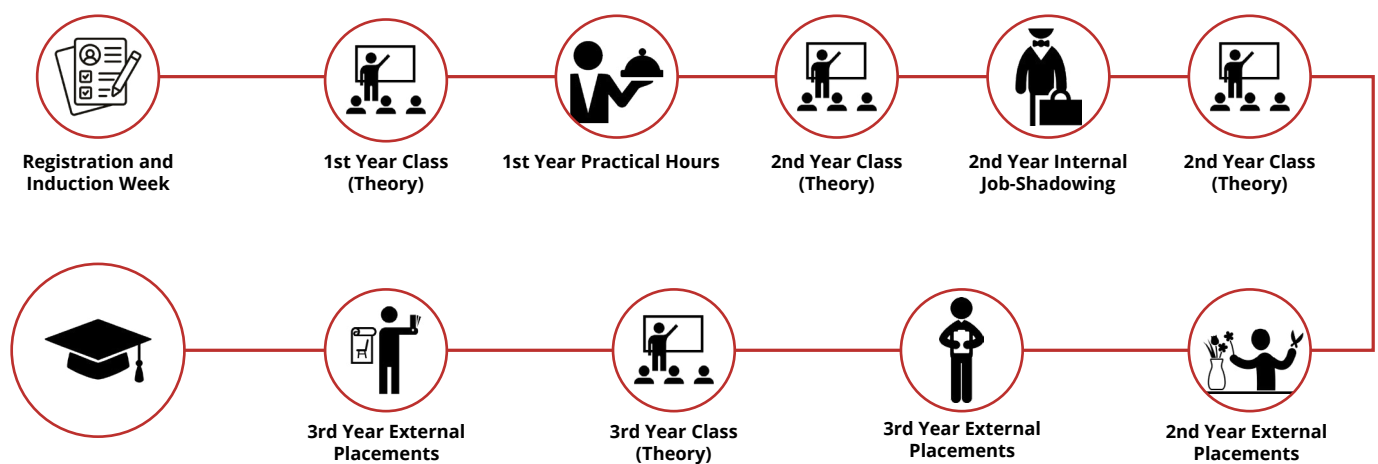
DIPLOMA IN EVENT COORDINATION

Curriculum

Our full-time Diploma in Event Coordination offers not only an exceptional theoretical curriculum but also equips students with the practical skills needed to work confidently within the events and hospitality industry.

Qualification:

Diploma in Event Coordination (SAQA ID 20613 | CATHSSETA Accreditation Number: 613/P/000249/2014 | Internationally Recognised)



First Year

Introduction to Project Management & Events

- 8608 Operate in the National and International Event Industry
- 8609 Understand the Inter-Relatedness of Event Elements

Travel, Tourism & Hospitality

- 8490 Introduce South Africa to Tourists
- 8480 Contribute to Sustainable Tourism in South Africa
- 8598 Introduce South African Heritage to Tourists

Customer Service, Personal & Professional Development

- 8551 Oversee Arrival and Departure of Customers
- 8600 Care for Customers
- 8618 Organise Oneself in the Workplace

Computer Literacy

- 7547 Operate a Personal Computer System

Project Coordination & Evaluation

- 13482 Coordinate an Event
- 13483 Evaluate an Event to Ensure Sustainable Events

Health & Safety

- 7868 Monitor and Maintain Health, Safety and Security
- 9224 Implement Policies Regarding HIV/AIDS in the Workplace

Project Planning

- 13485 Plan an Event
- 9242 Analyse External Factors Influencing People who have Special Needs

Project Design & Development

- 14806 Design an Event
- 13484 Perform Successful Event Administration
- 9242 Analyse External Factors Influencing People who have Special Needs

INDUSTRY TRAINING

350 Practical Hours

Second Year

Communications

- 8647 Apply Workplace Communication Skills
- 8664 Examine Social Features as Pertaining to the Workplace

Human Resource Management

- 7889 Manage Quality in the Organisation
- 7888 Monitor Staff Performance

Research & Feasibility Studies

- 13486 Research an Event
- 8663 Plan and Conduct a Research Project
- 8662 Analyse and Communicate Workplace Data

INDUSTRY TRAINING

6 Weeks Internal Job Shadowing | 4 Months External Placements

Third Year

Leadership Methodologies

- 8665 Lead a Team
- 8648 Demonstrate an Understanding of Professional Values and Ethics

Fundamental Accounting Principles

- 7878 Prepare and Maintain Financial Records and Statements

Project Management

- 14807 Produce a Safe and Successful Event Within a Specific Event Subfield

INDUSTRY TRAINING

6 Months Specialised Placements

Short Courses

Entrepreneurship & Small Business Course

The course introduces foundational entrepreneurship concepts, including ideation, opportunity recognition, market research and analysis, business plan development, financial planning, and business management. It also emphasizes the value of thinking and operating with an entrepreneurial mindset, regardless of one's chosen career path.

Additional Workshops



BAR & STAFF TRAINING



VISUAL MERCHANDISING



CV DESIGN



WINE CERTIFICATE



FIRE SAFETY



PHOTOGRAPHY



FLORISTRY



CANVA DESIGN



FIRST AID LEVEL 1



CREATIVITY WAKE-UP

INTERNSHIP PROGRAMME

We've always been committed to providing support and guidance to our students on a personal and individualised basis. We remain the only institution in the industry that's able to practically prepare our graduates to pursue any career in the events and hospitality industry, and to hit the ground running when they enter the job market.

Over the years we've developed a vast network of placement partners that consists of highly reputable industry professionals and companies we believe can offer our students the very best in practical experience.

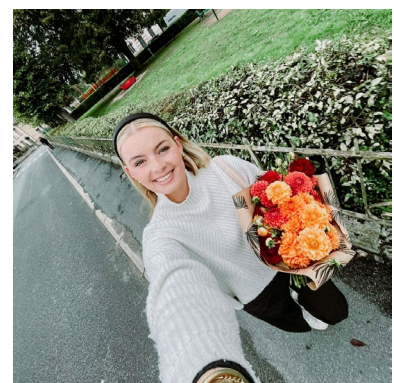
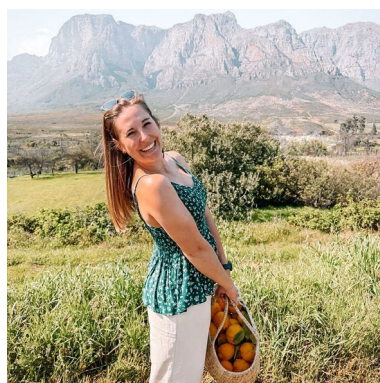
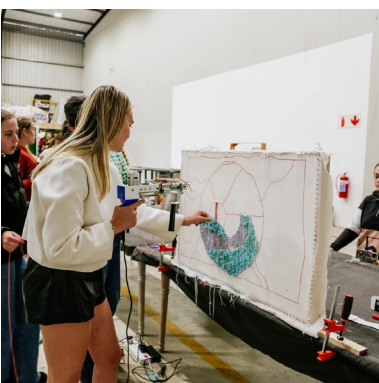
What Students Can Expect

First year students complete their practical hours as service staff at DIENS Hospitality exposing them to different venue spaces, as well as what to expect from the different scale of events – ranging from very large to very intimate events and weddings. They'll start getting an idea of the various type of niches within the industry that may appeal to them. By getting to know different service providers in the industry, they will be able to start considering where they could potentially complete their future internships.



Second year students complete their internal job-shadowing within a host of events and hospitality-related businesses that form part of The Aleit Group. This experience gives students exposure to the industry and offers insight into the possibilities available for completing their external internships.

In their final year of studies, third year students have the opportunity to experience two external internships at organisations operating within the areas of specialisation they might be considering as potential career paths after their studies.



2027 TUITION FEES

Total = R310 275	
1st Year	R103 425 (2027)
2nd Year	R103 425 (2028)
3rd Year	R103 425 (2029)

****Additional Fees Apply | Payment Plans Available Upon Request****

Academy Starter Kit: R6000

Includes: Apron, Tie, Waiter's Friend, Black Blazer, 1 x White & 1 x Black DIENS Service Shirt, Student Card, Online LMS, Name Badge, 1x Huisdans Ticket for 1st year, Mandatory Microsoft Office 365 Business Standard Package for 1st Year

Additional Mandatory Fees: R1300

Second and Third year Microsoft Office 365 Business Standard Package

Optional Additional Courses:

1st Year iSimplify Online Course (Excel/Powerpoint/Word/Outlook): Approximately R2 500

As a private educational institution with a personalised approach, we typically host classes of 50 students annually. Application submission commences in March for the next academic year.

After completing the full application process, and once a student has successfully been accepted, a deposit (enrolment fee) is required to secure their admission. This will form part of the first year's tuition fees.

Students can opt to make a once-off payment of the entirety of their course fees to benefit from a 5% discount (excluding enrolment fee).

Academic Fees Include:	Academic Fees Exclude:
Digital Course Material Examinations Classroom Facilitation Practical Internship Placement Assistance Uploading & Registering Students to the CATHSSETA Website Academic Resources Additional Workshops Short Courses	Academic Starter Kit Optional Additional Courses Academic Printing Accommodation Transport Stationery Learner Excursions Laptop All General Living Expenses Supplementary Examinations Student Social Events

FINANCIAL ASSISTANCE

Option 1: Payment Plans

Upon request, we do offer a range of personalised payment plans to help make studying at The Aleit Academy more affordable. All payment plans are interest-free. An enrolment deposit is payable upon acceptance, after which the agreed personalised payment plan will take effect. If you need a personalised payment plan, this can be discussed with our team directly.

Option 2: Student Loans

Student loan assistance is also available. We have partnered with an external company, [Student Hero](#), to make student loan applications quick and hassle-free. If you require a student loan, their details will be shared with you once your application has been successful. Their services include helping you apply to all the major credit providers (Banks) in South Africa, while ensuring that your loan application process is professional, and takes place as quickly as possible. The good news... they help you for free!

Option 3: Scholarship

The *Aleit Swanepoel Memorial Scholarship* is awarded to the most deserving student who does not have the financial means to afford the full tuition or the various payment options available for our full-time National Diploma. If you are interested in applying for the scholarship, please visit aleit.co.za for more details about the application process.



ADMISSIONS & APPLICATION PROCESS

Admission Requirements

We aim to make our admissions process clear, accessible and informative. As a boutique tertiary institution, we pride ourselves on a personalised approach to development, ensuring that every student receives individual attention and support throughout their journey.

Applications open annually in March, and acceptance into the Academy is typically finalised within 2-3 weeks once the full enrolment process is completed and the relevant documentation has been received.

Admission Requirements for the Diploma in Event Coordination (Full-Time)

- A National Senior Certificate (NSC), or an equivalent/higher-level qualification such as NCV, IEB or Cambridge.
- Any industry experience, if applicable (advantageous but not compulsory).
- If post-matric studies have been completed, results from all tertiary/university institutions must accompany your matric certificate.

Important Notes

- Provisional acceptance may be granted with a minimum 55% average in Grade 12 prelim/mid-year results or final Grade 11 marks.
- Final Grade 12 results must still be submitted once available.
- No specific Grade 12 subjects are required for admittance to the programme.
- Students must have successfully completed their NSC or equivalent qualification to be registered. This is a compulsory requirement under CATHSSETA/QCTO regulations.

International Students

We gladly welcome students from outside South Africa to study with us at The Aleit Academy. International applicants are required to have:

- A valid passport and study visa, presented at enrolment.
- Full medical cover through a South African-based medical aid.
- Proof of financial means to cover living and study expenses.
- A personal South African bank account.
- AS Level (four subjects) + one IGCSE subject, or IEB – equivalent to the South African Grade 12 National Certificate.

In addition, all foreign qualifications must be evaluated by the South African Qualifications Authority (SAQA) to confirm their South African NQF equivalence before final acceptance can be granted.

Ready to apply? Our Application Process Could Not Be Easier!



Enrol Online

<https://aleitacademy.co.za/apply/>



Meet the Faculty

Application Review Followed
By a Meet and Greet



Start Your Journey

Commence With Your
Course

STUDENT ACCOMMODATION

The Jade apartmenents are a short 9km drive away from The Aleit Academy which acts as a satellite accommodation option for interested students.



9km from The Aleit Academy Campus



24-hour Security



Join in on Lift Club Opportunities



Be Part of a Community of 30 Aleit Students



Lifestyle Centre with FREE WIFI



Swimming Pool



Restaurant



Covered Parking Bay



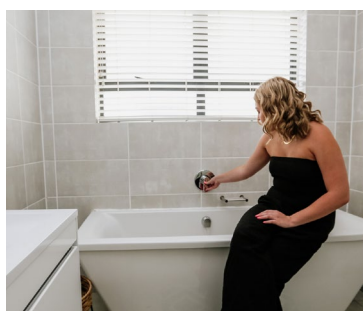
Games & Cinema Room



Training Science Gym with Trainer

The Jade offers a secure lifestyle situated down the road from Strand beach and directly opposite the Paardevlei Shopping Centre, as well as Somerset Mall. The development offers each student a beautiful 2-bedroom, 2-bathroom (107m2 incl. balcony) apartment in a 24-hour security estate. It features a superb lifestyle centre with magnificent facilities for all residents.

Although we do not offer student accommodation on Lourensford Estate, our students either live in Stellenbosch or the greater Somerset-West area. Students (or their parents / sponsors) are responsible for securing their own apartment and transportation. For students not interested in The Jade Apartments option, local estate agents need to be contacted directly to establish available rental or accommodation opportunities.





CONTACT US

Do You Have Any Further Questions?

Please contact team@aleitacademy.co.za with your queries and we will get back to you soonest. Alternatively, visit our comprehensive website

<https://www.aleitacademy.co.za/>

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Enrol Online



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