



THE  
ALEIT<sup>®</sup>  
ACADEMY



# **ONLINE COMPACT EVENT COORDINATION SUPPORT COURSE**

Qualification: CATHSSETA Approved Skills Program NQF 4 -35 credits |  
CATHSSETA Accreditation number 613/P/000249/2014

**Calling all high school learners, gap-year adventurers,  
event professionals, creatives, practical thinkers,  
and opportunity seekers!**

**If your passion lies in events, hospitality,  
or entrepreneurship, you've just discovered the perfect  
place to turn that passion into a thriving career.**

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# WHAT IS THE ALEIT ACADEMY?

**The Aleit Academy is a tertiary education institution with a difference!**

The Aleit Academy is one of South Africa's esteemed boutique tertiary institutions. Offering a unique online curriculum that equips the event support and project management professionals of tomorrow. We offer superior-quality education with an emphasis on experiential learning.

At Aleit Academy, we take pride in fostering a dynamic learning environment where innovation and trendsetting are at the forefront of our educational philosophy. As a forward-thinking institution, we are dedicated to equipping our students with not only foundational knowledge but also the latest and most relevant industry insights.

Our compact course in Event coordination support, empowers students to evolve into dynamic, forward-thinking specialists in event coordination, staying abreast of current trends in the field. We are committed to equipping our students with the necessary knowledge, skills and entrepreneurial mindsets.



## OUR TEACHING PHILOSOPHY

Our online skills programme is a partial qualification making the learner work-ready upon successful completion of this short course. Whether you are looking for work or are already working within the events or hospitality industry, this online course will support your growth. It includes practical and theoretical lectures, with 60% of the time spend on the practical component.

The practical components allow our students the unique opportunity to collaborate with leading industry professionals; offering them the opportunity to gain invaluable real-world experience through various internship placements.

This compact course, guides 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  
Online Platform**



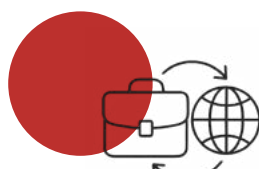
**Industry-  
recognised  
qualification**



**World-class  
Faculty**



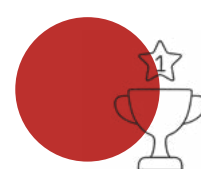
**Become an  
industry pioneer**



**Local &  
international job  
opportunities**



**Practical industry  
immersion**



**We are a top  
institution**



# A Living Philosophy

At The Aleit Academy, excellence is more than a value; it's a philosophy woven into everything we do. Founded in 2009 by two close friends and business partners, Hans Roosenschoon (CEO and owner) and the late Aleit Swanepoel, the Academy was built on a shared vision: to equip students with the knowledge, confidence, and adaptability to thrive in the fast-paced world of events and hospitality.

From day one, our mission has been clear: our students don't just graduate; they leave ready for success, capable of meeting industry challenges with creativity and ease.

The Academy is proudly part of The Aleit Group, a portfolio of businesses that embodies the very best in events and hospitality management. Today, nearly 12 of our alumni are employed across the Group's various business units, living proof that we practice what we teach.



Over the years, our students have contributed to coordinating an impressive line-up of unforgettable events and masterclasses, showcasing both their talent and the Academy's commitment to real-world learning.



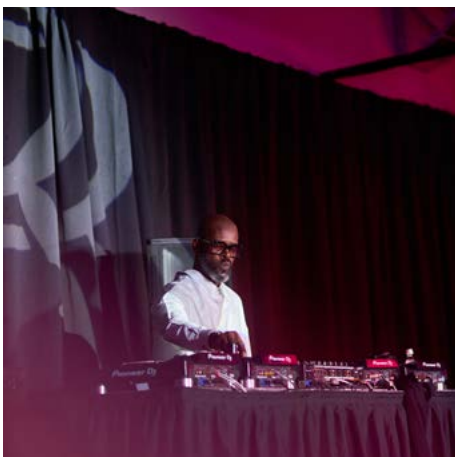
// MISS WORLD ROLENE STRAUSS  
WEDDING | CAPE TOWN



// ABSA CHAMPAGNE FESTIVAL  
| JOHANNESBURG



// B20 SOUTH AFRICA LAUNCH,  
CAPE TOWN



// ROLLS ROYCE SHOWROOM LAUNCH  
| JOHANNESBURG



// CORPORATE LEADERSHIP CENTER  
MASTERCLASS | MAURITIUS.



// YPO EDGE PRESIDENTIAL 1000 PAX  
DINNER | CAPE TOWN



## ONLINE FACULTY

At The Aleit Academy, we are committed to offering our students personalised support and guidance every step of the way. When you choose to study with us, you'll be learning from some of the very best in the industry.

Our world-class lecturers and faculty members have been carefully selected over the years, not only for their expertise and experience, but also for their passion for mentoring. They are dedicated to delivering a superior educational experience while inspiring and empowering each student to reach their full potential.

### Meet the team



**Nicola Bernardo**

The Aleit Academy Director  
Online Lecturer  
Hospitality & Events Experience:  
25 years



**Bianca Rijnsburger-Kossatz**

Vice Principal  
Online Lecturer  
Hospitality & Events Experience:  
15 years



**Markus Botha-Fortuin**

Project Coordinator  
Online Lecturer  
Hospitality & Events Experience:  
9 years

# ONLINE EVENT COORDINATION SUPPORT COMPACT COURSE

## Curriculum

The Aleit Academy is a CATHSSETA accredited training provider: 613/P/000249/2014  
CATHSSETA Approved Skills Program (Part-Qualification) - NQF 4, 35 Credits  
(70% theory | 30% practical)



Registration and  
induction



Lectures & Completion  
of practical hours at own  
leisure



Practical task submission  
& Exam



Final Feedback



Certificate  
Completion

### 6 Unit Standards | (Modules)

**110296**

**Adhere to professional conduct and business ethics in a Public Relations and Communication environment**

The correct use of business protocol is discussed in conjunction with professional behaviour. The umbrella of business ethics is used to identify and describe the role of professional bodies and/or associations or regulatory authorities in the Public Relations field.

**116594**

**Function in a team**

Learners are guided to correctly identify and structure the purpose of a team, describing and applying the roles and responsibilities required to work in a team. Learners are conducted to identify factors that affect a team in the work-place and how to review the effectiveness of a team while also being able to manage their own participation therein.

**246740**

**Care for customers**

Learners are guided to identify customer needs and expectations along with recognising customer dissatisfaction and taking action to resolve the situation. Learners also unravel how to identify and use opportunities to enhance the quality of customer service whilst consistently communicating with customers.

**155914**

**Minimise and manage safety and emergency incidents**

Learners are guided to correctly implement a policy to promote the prevention of safety and emergency incidents; manage incidents which affect the safety of an individual, group or crowd; manage emergency incidents which affect an individual, group or crowd and manage the reaction of an individual, group or crowd to any safety or emergency incident.

**260170**

**Function in the events industry**

Learners will learn to demonstrate an understanding of the national and international events industry. Discussions relating to the requirements associated with responsible events will simultaneously lead to the investigation of employment opportunities in the events industry.

**261157**

**Conduct event support services with specific event genres**

An array of different types of events and their differing requirements are covered, such as: sport events; business and corporate events; exhibitions; incentive and meeting events; cause related or fund-raising events; entertainment, recreational or festival events; government or civic events as well as hospitality venues or banqueting events.



# OUTCOMES TO BE COVERED DURING PRACTICAL PLACEMENTS

By the end of their placement, learners should demonstrate competence in the following areas:

## **Professionalism & Ethics**

- Apply business protocol correctly and consistently.
- Demonstrate professional and ethical behaviour in all interactions.
- Recognise the role of professional bodies, associations, and regulatory authorities within the Public Relations field.

## **Teamwork & Collaboration**

- Understand and align with the team's purpose.
- Respect and support the roles and responsibilities of team members.
- Work effectively as part of a team and reflect on their own performance.
- Act as a team player by considering and supporting colleagues.

## **Client Relations & Service Excellence**

- Consult with clients to identify needs and expectations.
- Handle customer dissatisfaction effectively and resolve issues promptly.
- Identify and act on opportunities to enhance the quality of customer service.
- Communicate clearly, confidently, and professionally.

## **Health, Safety & Incident Management**

- Adhere to safety protocols and policies to prevent accidents and emergencies.
- Manage incidents and emergencies appropriately.
- Provide transparent communication and reporting following an incident.

## **Industry Knowledge & Application**

- Demonstrate a strong understanding of the events industry.
- Apply principles of responsible event management.
- Identify and investigate employment opportunities within the industry.
- Recognise different event genres and their support requirements.
- Provide appropriate support tailored to the genre and operational needs.

## **Personal & Organisational Skills**

- Organise tasks in a structured and efficient manner.
- Manage contingencies and potential crises effectively.
- Show adaptability and problem-solving skills.
- Collect, analyse, and interpret relevant information.
- Demonstrate an understanding of how systems interrelate within the industry.
- Use science and technology appropriately to enhance performance.

# 2026 TUITION FEES

**Total = R15 000**

|                          |                                                     |          |
|--------------------------|-----------------------------------------------------|----------|
| Online Class (Aleit LMS) | Own Practical Work Integrated Learning Arrangements | 6 months |
|--------------------------|-----------------------------------------------------|----------|

**T's & C's Apply**

**\*\*All learner textbooks, practical logbooks, examinations and tasks will be completed online | No additional fees\*\***

## **Academic fees include:**

Digital course material (online LMS & App)  
Examination  
Online training / Facilitation  
Uploading and registering students onto the CATHSSETA website  
Additional Academic resources (online LMS)

Once you have completed the full online application form and paid a 50% enrolment deposit, your place in the course will be secured. This deposit is credited toward your total tuition fees. The remaining balance must then be settled as a once-off payment before the start of the Online Compact Course in Event Coordination Support.





# COURSE FACILITATION LAYOUT

## Intake 1 | February 2026

| 6 months                                    |                        |
|---------------------------------------------|------------------------|
| Registration                                | February 2026          |
| Online Lectures & Workbook Task Completion  | March 2026 - July 2026 |
| Practical WIL Hours                         | March 2026 - July 2026 |
| Practical WIL Project & Workbook Submission | July 2026              |
| Examination                                 | July 2026              |
| Examination re-write (if applicable)        | August 2026            |

## Intake 2 | May 2026

| 6 months                                    |                           |
|---------------------------------------------|---------------------------|
| Registration                                | May 2026                  |
| Online Lectures & Workbook Task Completion  | June 2026 - November 2026 |
| Practical WIL Hours                         | June 2026 - November 2026 |
| Practical WIL Project & Workbook Submission | November 2026             |
| Examination                                 | November 2026             |
| Examination re-write (if applicable)        | December 2026             |

## Intake 3 | August 2026

| 6 months                                    |                                |
|---------------------------------------------|--------------------------------|
| Registration                                | August 2026                    |
| Online Lectures & Workbook Task Completion  | September 2026 - February 2027 |
| Practical WIL Hours                         | September 2026 - February 2027 |
| Practical WIL Project & Workbook Submission | February 2027                  |
| Examination                                 | February 2027                  |
| Examination re-write (if applicable)        | March 2027                     |

## Intake 4 | November 2026

| 6 months                                    |                          |
|---------------------------------------------|--------------------------|
| Registration                                | November 2026            |
| Online Lectures & Workbook Task Completion  | December 2026 - May 2027 |
| Practical WIL Hours                         | December 2025 - May 2027 |
| Practical WIL Project & Workbook Submission | May 2027                 |
| Examination                                 | May 2027                 |
| Examination re-write (if applicable)        | June 2027                |

Learners should expect to spend approximately 4–6 hours per week on lectures and workbook activities. Please ensure that all logbooks and assigned tasks provided by The Aleit Academy are completed.

**Note:** All online submissions by learners are formally registered for assessment purposes. Examinations, practical components, and workplace placements will be assessed by qualified assessors and moderated by appointed moderators.

# ADMISSIONS & APPLICATION PROCESS

## Admission Requirements

We've made our admissions process simple, clear, and designed with you in mind. If you're ready to take the next step in your career, here's what you'll need to join our 6-month online compact course:

- A minimum of Grade 11 (or an equivalent/higher qualification).
- No subject restrictions - your passion and drive are what matter most!
- You must be 18 years or older.
- Proficiency in English (to ensure you get the most from your studies).
- Industry experience is an advantage, but not required - we'll equip you with the skills you need.
- A 50% deposit (enrolment fee) to secure your spot.
- A laptop or computer to easily access our online learning platform.

### International Students:

We're proud to welcome students from all over the world! If you're applying from outside South Africa, here's what you'll need:

- A valid passport.
- An equivalent qualification, such as International O-Level or IGCSE (comparable to the South African Grade 11 National Certificate).
- Applicants who do not have a South African qualification are required to send their results/qualifications to the South African Qualifications Authority (SAQA) in order to have them evaluated and equated to a South African qualification at NQF Level 4 for admission.
- Please note that international rates apply.
- Get in touch with us directly for full course fees and personalised guidance - we're here to make your enrolment process smooth and simple.

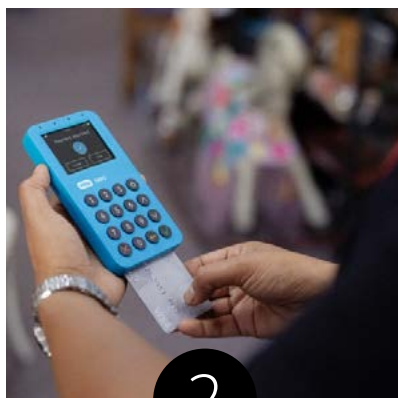
**Apply today and take the first step towards building your future with The Aleit Academy!**



1

### Enrol Online

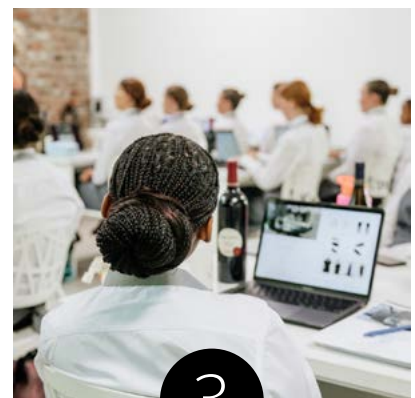
<https://aleitacademy.co.za/>



2

### Complete final payment

Final payment for tuition fees to be paid.



3

### Start your journey

Gain access to the LMS and commence with your online compact course.



## CONTACT US

We're here to help you take the next step in your journey!  
If you have any questions or need more information, our team is just a message away.

✉ Reach out to us at [team@aleitacademy.co.za](mailto:team@aleitacademy.co.za) - we'll get back to you quickly.

🌐 Discover even more about us on our website: [aleitacademy.co.za](https://aleitacademy.co.za)

📞 Or phone us, +27 71 426 0064 | +27 82 512 3103

The Aleit Academy, Lourensford Wine Estate, Somerset West, South Africa, 7130

**Your future starts here — let's make it happen together!**

*Enrol Online*



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