

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 1 / 8
		Author: Marketing Manager Valid from: 01/04/2026

1. Purpose of the Policy

This policy defines the scope, eligibility criteria, assessment methods, and conditions governing the allocation of scholarships for the Level 7 Executive Diploma in International Events Management at American Hotel Academy (AHA).

The scholarships aim to support emerging and experienced professionals in the events industry, while encouraging innovation, leadership, and industry engagement aligned with AHA's academic and marketing objectives.

2. Scope

This policy applies to:

1. Early career professionals in events and related industries
2. BA 3rd-year students who are eligible to apply for the Level 7 Executive Diploma in International Events Management
3. AHA alumni and graduates of American Hotel Academy L6 programmes.
4. Industry professionals seeking advancement in Events Management

Applicants may apply for multiple scholarships; however, the total combined tuition advantage awarded to a single student per intake, including Early Bird and Referral Program scholarships, must not exceed €400, unless explicitly approved by American Hotel Academy (AHA).

Scholarships are competitive, limited in number, and subject to availability per intake.

3. General Eligibility Requirements

To be considered for any scholarship, applicants must:

1. Apply to and receive an offer (conditional or unconditional) for the **Level 7 Executive Diploma in International Events Management**.
2. Meet the academic and admission requirements of the Level 7 Executive Diploma in International Events Management programme.
3. Submit all required scholarship materials within the announced deadlines.
4. Agree to the use of submitted materials (stories, visuals, testimonials, project summaries) for **AHA marketing and communication purposes**, including website, social media, and promotional campaigns.
5. Enroll in the Level 7 Executive Diploma in International Events Management programme within the intake for which the scholarship is awarded.


4. Scholarship Categories, Eligibility & Assessment

4.1 AHA Alumni Scholarship

Tuition Advantage: €200

Eligibility:

- Open to all American Hotel Academy L6 graduates and all AHA alumni
- Applicant must receive an offer to study the Level 7 Executive Diploma in International Events Management programme.

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 2 / 8
		Author: Marketing Manager

Assessment Method:

- Automatic eligibility upon receiving an official Executive Diploma in International Events Management programme offer.
- No separate application required for this type of scholarship

4.2 Excellence in Events Leadership Scholarship

Tuition Advantage: €200

Eligibility:

- All Executive Diploma in International Events Management programme applicants
- Applicants demonstrating strong leadership or contribution in events

Assessment Materials:

- CV
- Short motivation statement (maximum 300 words)

Selection Criteria:

- Leadership experience
- Contribution to events projects or teams
- Professional impact
- Quality and clarity of motivation

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social media

4.3 Rising Talent in Events Scholarship

Tuition Advantage: €200

Eligibility:

- Early career applicants or recent graduates with a strong interest in Events Management
- Demonstrated involvement in events through internships, volunteering, academic projects, or entry-level roles
- Clear intention to pursue a career in the events industry


Assessment Materials:

- CV
- Motivation statement (max. 300 words)

Selection Criteria:

- Evidence of skills and ability to grow within the events industry
- Involvement in events-related activities (academic or professional)
- Well-defined career direction and alignment with the programme

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social media

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 3 / 8
		Author: Marketing Manager

4.4 Innovation & Digital Events Scholarship

Tuition Advantage: €200

Eligibility:

All applicants demonstrating innovation in:

- Event design
- Digital or hybrid events
- Audience engagement
- Sustainability or operations

Assessment Materials:

- One-page concept or case example

Selection Criteria:

- Creativity and originality
- Practical application
- Industry relevance

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social **media**

4.4 Industry Professional Scholarship

Tuition Advantage: €200

Eligibility:


- Applicants with a minimum of 3 years of professional experience in events or related roles
- Relevant roles may include: event planners, project managers, production staff, venue staff, entertainment coordinators.
- Demonstrated involvement in the planning, coordination, or execution of events

Assessment Materials:

- CV clearly outlining professional experience, including:
 - o Roles and responsibilities
 - o Types of events managed or supported
 - o Duration of experience in the industry

Selection Criteria:

- Relevance and depth of experience in events or related fields
- Level of responsibility and contribution to event delivery
- Evidence of growth, increased responsibility, or specialization within the industry

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 4 / 8
		Author: Marketing Manager

Marketing Use: Motivation statements may be adapted into student stories for AHA's website or social **media**

4.5 Events Entrepreneurship & Start-Up Scholarship

Tuition Advantage: €200

Eligibility:

- Applicants launching or growing events-related businesses

Assessment Materials:

- CV
- Business concept or activity plan

Selection Criteria:

- Business viability
- Innovation and positioning
- Growth potential

5. Assessment Criteria

Each scholarship is assessed using a standardized scoring framework to ensure transparency and fairness.

Applications are evaluated based on:

- Relevance to scholarship objective (30%)
- Quality and clarity of submission (20%)
- Impact and applicability (30%)
- Alignment with programme outcomes (20%)


Minimum recommended score for award consideration: **70/100**

6. Application Timeline & Rolling Review (October 2026 Intake Only)

To ensure efficient processing of applications and timely communication of decisions, American Hotel Academy applies a rolling review and selection process or both Executive Diploma in International Events Management admission and scholarship allocation.

6.1 Application & Review Model

- Executive Diploma in International Events Management Programme applications and scholarship applications are reviewed on a rolling basis, as soon as a complete application is submitted.
- Eligible applicants may receive a scholarship offer shortly after review, without waiting for the final deadline.

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 5 / 8
		Author: Marketing Manager Valid from: 01/04/2026

- Early applications are strongly encouraged, as scholarships may be allocated before the closing date.

6.2 Key Dates & Deadlines

- Opening of Executive Diploma in International Events Management Programme & Scholarship Applications: 15 April
- Final Deadline for Executive Diploma in International Events Management Programme Application: 30 September (23:59 CET)
- Final Deadline for Scholarship Submission: 15 September (23:59 CET)
- Rolling Scholarship Offers Issued: April – September
- Final Scholarship Decisions Issued By: 20 September
- Enrollment & Tuition Confirmation Deadline: As specified in the Executive Diploma in International Events Management Programme offer letter

6.3 Early Award & Capacity Management

- Scholarships are awarded until the maximum number per category is reached.
- Once a scholarship category is fully allocated, AHA may:
 - o Place additional qualified candidates on a waiting list, or
 - o Offer an alternative scholarship type, where applicable.

AHA reserves the right to close specific scholarship categories before the final deadline if capacity is reached.

Late submissions will not be considered.

7. Number of Scholarships Available per Intake

Per October intake, AHA plans to award up to:


- AHA Alumni Scholarship: Unlimited (eligible graduates)
- Excellence in Events Leadership Scholarship: up to 10 awards
- Rising Talent in Events Scholarship: up to 10 awards
- Innovation & Digital Events Scholarship: up to 5 awards
- Industry Professional Scholarship: up to 5 awards
- Events Entrepreneurship & Start-Up Scholarship: up to 3 awards

AHA reserves the right to reallocate unused scholarships across categories.

All scholarships may be combined up to a maximum total value of €400 per programme per student.

8. Submission Guidelines & Platform

All scholarship materials must be submitted through:

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 6 / 8
		Author: Marketing Manager Valid from: 01/04/2026

- [AHA Cluster Application Form](#)

Incomplete or incorrectly labeled submissions may be disqualified.

9. Templates for Assessment Materials

9.1 CV Template (All Relevant Scholarships)

- Personal details
- Education
- Events-related experience
- Key responsibilities and achievements
- Certifications and relevant skills

9.2 Motivation Statement Template (Max. 300 Words)

- Career goals in Events Management
- Interest in the events industry
- Why the Level 7 programme at AHA
- Expected career impact

9.3 Concept / Innovation Story (1 Page) (Innovation Scholarship)

- Event context or concept
- Proposed or implemented idea
- Objective (engagement, digital, sustainability, efficiency)
- Results or expected impact

9.4 Professional Experience Overview (*Industry Professional Scholarship*)


- Types of events worked on
- Roles and responsibilities
- Years of experience
- Key achievements or projects

9.5 Business Activity Plan (Entrepreneurship Scholarship)

- Business concept overview
- Target market
- Services offered
- Growth or development plan

10. Selection & Approval Process

- Eligibility screening by Admissions Department

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 7 / 8
		Author: Marketing Manager Valid from: 01/04/2026

- Academic and professional evaluation by Academic Department (where applicable)
- Marketing suitability review (where applicable)
- Final approval by AHA Admission Director

Scholarship offers are conditional upon enrollment and tuition payment deadlines.

11. Offer Validity

- Scholarship offers are valid only for the October 2026 intake
- Offers must be accepted in writing by 30 September

12. Tuition Deduction & Financial Conditions

12.1 Scholarship Deduction from Tuition Fees

All scholarships awarded under this policy are applied as tuition advantages and are deducted from the total Executive Diploma in International Events Management Programme tuition fee, not paid out in cash.

The scholarship amount will be deducted only after:

- The student has formally accepted the scholarship offer
- The student has completed enrollment for the October intake
- The student has **no outstanding financial debts** toward American Hotel Academy

AHA reserves the right to suspend or withdraw a scholarship if financial obligations are not met.


12.2 Deduction Timing Based on Payment Method

A. Students Paying Tuition in Installments

- The scholarship amount will be deducted from the final installment/s of the tuition fee
- If the scholarship value exceeds the remaining balance, the deduction will be applied to the immediately preceding installment

B. Students Paying the Full Tuition Amount Upfront

- Students choosing to pay the full tuition fee before scholarship confirmation will:
 - o Either receive an **adjusted invoice** reflecting the scholarship amount, if payment has not yet been processed
 - o Or receive a **credit note** for the scholarship amount, which will be:
 - Deducted from any remaining academic fees, or
 - Offset against future AHA academic services, if applicable

	Executive Diploma in International Events Management	CODE: P- MA3.17
		Review: 01
	Scholarship Policy	Page 8 / 8
		Author: Marketing Manager Valid from: 01/04/2026

No cash refunds are issued for scholarship amounts.

12.3 Financial Compliance Requirement

Scholarships are conditional upon:

- Full compliance with AHA payment schedules
- No overdue tuition, administrative, or academic-related fees

Students with outstanding debts at the time of scholarship application, award, or enrollment may:

- Have the scholarship placed on hold, or
- Forfeit the scholarship entirely if debts remain unresolved

13. Policy Review

This policy is reviewed annually by the American Hotel Academy Admissions and Marketing departments.