

Meeting & Event Planning

CERTIFICATE PROGRAM

Spring 2010 Course Schedule

Friday, April 9th, 7:30am-3:30pm

Meeting Planning Basics

Learn best practices in modern meeting planning management. The administration, coordination, marketing, legal, ethical and risk management of managing meetings will be covered. Practical case studies will be applied to real-life meetings management.

Friday, April 16th, 7:30am-3:30pm

Food & Beverage Planning

Learn food and beverage terminology and how to plan and execute a creative, successful event. The class will cover the “nuts and bolts” of food and beverage, including: terminology, food & beverage basics, menu planning, conducting a successful tasting, off-premise catering, wine & liquor service, pre-con meetings, billing and credit issues, support services, hosting a “green” event and much more. Billing and credit issues will also be addressed.

Friday, April 23rd, 7:30am-3:30pm

Introduction to Special Events

Explore the nuts and bolts of creating events that are truly special. This class will build on all the previous classes as a foundation to coordinating themes, decor, and entertainment. Learn how to think creatively and originally when planning so customers, clients, and co-workers leave with a memorable experience. This session will include opportunities to create real-life events that can be used in the participants' individual work environments. Leave with checklists, directories and resources to use in planning special events.

Friday, April 30th, 7:30am-3:30pm

Site Selection

Learn the hotel lingo and how to use it. Learn how to prepare an RFP (request for proposal) for an event to help select the best site for specific events. Learn what is most negotiable during the contract process as well as expectations of site/hotel guarantee, attrition, and billing policies. Discuss the latest buzz in the travel industry regarding security, safety and crisis management. Take away site selection checklists, RFP templates, ADA information and examples of site and hotel contracts.

Friday, May 7th, 7:30am-3:30pm

Event Budgeting & Technology

The budget is a major criterion for planning any event. This course will cover items to be included in the budget; budget format and spreadsheet; legal and company issues including: sales and hospitality, taxes, tax exemption, cash flow, commissions, etc.; and cost control of the miscellaneous line. Helpful check lists for budgets, templates for customization, and other resources to use in determining event budgets will be provided.

Technology has become one of the most important aspects of an event; additionally, as one of the most expensive costs of an event, technology goes hand in hand with event budgeting. Learn the basics of A/V production, including vocabulary and vendor references. Learn the current trends in meeting planning software and hardware to improve your processes and efficiency. This session will also include innovative ways to use social media to market and communicate with clients and vendors.