



CALIFORNIA STATE UNIVERSITY SAN MARCOS MEETING AND EVENT PLANNING COURSE SERIES

Fantastic conferences, powerful seminars, and special events don't organize themselves. Event and meeting planning are specialized services in demand. This Certificate program will help launch you into this exciting and rewarding career. You will learn from well-known industry professionals as they share the practical "need to know" tools essential to ensuring your meeting or event is a success!

Participants who complete the six core classes, three Career Perspectives and a project presentation will receive a Certificate of Completion.

Students may take courses at both the San Marcos and Temecula Campuses (an easy way to complete the entire program in one semester)!

Program Fees

\$139 individual classes (plus textbook)

\$1390 entire Certificate (plus textbook)

San Marcos Campus

Date/Time: Saturdays, 8:30 am – 4:30 pm

Address: 333 S. Twin Oaks Valley Rd., San Marcos

Temecula Campus

Date/Time: Tuesdays/Thursdays, 6:00 – 9:30 pm

Address: 43890 Margarita Road, Temecula

Program Core Classes:

- Fundamentals of Meeting & Event Planning
- Successful Logistical Planning
- Food and Beverage Essentials
- Legal Issues for Event Planners
- Finance & Budgeting Essentials
- Communication Skills for Event Professionals
- Project Presentations

Career Perspectives Courses:

- AV Behind the Scenes
- Event Marketing & Trade Show Management
- Global Meeting Management
- Independent Meeting Professional
- Planning Non Profit Events
- Special Events & Unique Venues
- Wedding Planning for Planners

Required Textbook:

Professional Meeting Management 5th Edition. ISBN #9780757552120

FREE OPEN HOUSE EVENT:
San Marcos Campus - January 12
Temecula Campus - January 31

To RSVP, visit www.csusm.edu/el/beaplanner or call 760-750-4020.

See reverse for course details
and contact information.



California State University
SAN MARCOS

Extended
Learning

COURSE INFORMATION

Core Courses

Fundamentals of Meeting & Event Planning

Program topics will emphasize what it takes to identify and establish a career path within the profession. Learn the foundational elements and strategic considerations needed for planning a successful event.

Successful Logistical Planning

Gain inside knowledge of how to build a blueprint for success by understanding ROI, targeted questioning, staging, audio visual, labor, permits, and creating value for your client.

Food & Beverage Essentials

Effectively managing food and beverage for an event means successfully working with many variables. Discuss the management of food and beverage events including identifying needs, creating a budget, and working with a hotel or off-premises caterer.

Finance & Budgeting Essentials

Learn to understand, create, sell, manage and live with event budgets, including how to evaluate your budget and provide solid information to stakeholders on return on investment.

Legal Issues for Event Planners

Review case studies and learn to minimize liability. Gain a better understanding of critical contract clauses, how to resolve legal issues relating to alcohol, food and beverage, employment disputes, and what to do practically and legally if you do not get paid.

Communication Skills for the Event Planning Professional

This two-part class will show you how to communicate effectively to peers and clients, outline and organize an effective project presentation, improve your style of delivery and maintain the attention of your audience.

Meeting Planning Project Presentations

This is the culminating project, presented to peers and instructors. Projects will focus on planning a meeting or event from beginning to end using the information and skills learned during the program.

Career Perspectives

Special Events & Unique Venues (Temecula Campus)

Learn the intricacies of special events of all types (e.g., galas, award ceremonies, and fundraisers) and the distinctive requirements. Also learn how to use unique venues for meetings and events, how to think "outside the box," and what resources will ensure success.

Event Marketing & Trade Show Management (Temecula Campus)

This course will cover how to create and execute a successful event marketing campaign, and how to work with key stakeholders. You'll also learn to manage trade shows from multiple perspectives – as the exhibitor and the attendee.

AV Behind the Scenes

Discuss Audio-Visual (AV) industry trends, opportunities, and resources, and gain the confidence to talk and negotiate with AV suppliers and ensure your clients' message and theme is successfully conveyed.

Wedding Planning for Planners

Learn must-have skills and address the challenges of this fast-growing niche industry. Topics include bridal parties, customs/traditions, music, industry associations, networking, bridal shows, PR, and more.

Planning Non Profit Events

Learn to make the most of every dollar and seek appropriate sponsorship opportunities to offset promotional costs. Also hear tips on finding and managing volunteers and staying organized amidst all the chaos.

Global Meeting Management

Participants will learn why having knowledge of cultural customs and protocol (and how they relate to negotiation, financial, travel and culinary considerations) is required to have a well-received event.

Independent Meeting Professional

Learn the obvious and not so obvious considerations for establishing a reputation as an industry professional that delivers quality. Learn from an industry professional that left her corporate job to pursue her passion of planning.

WINTER/SPRING 2012 SCHEDULE

COURSE	SAN MARCOS CAMPUS Saturdays	TEMECULA CAMPUS Tuesdays/Thursdays
Fundamentals of Meeting & Event Planning	January 28	February 7 & 9
Successful Logistical Planning	February 4	February 14 & 16
Food & Beverage Essentials	February 11	February 21 & 23
Legal Issues for Event Planners	February 25	February 28 & March 1
Wedding Planning for Planners	March 3	March 6 & 8
AV Behind the Scenes	March 10	N/A
Finance & Budgeting Essentials	March 17	March 20 & 22
Global Meeting Management	March 24	N/A
Communication Skills for the Event Planning Professional	March 31 & April 7	April 24 & 26
Independent Meeting Professional	April 14	May 1 & 3
Planning for Non Profit Events	April 21	April 24 & 26
Special Events & Unique Venues	N/A	April 10 & 12
Event Marketing & Trade Show Management	N/A	April 17 & 19
Project Presentations	April 28	May 22 & 24

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