



# MEETING AND EVENT PLANNING CERTIFICATE PROGRAM

Winter/Spring 2010



ATTENTION - SPECIAL EVENT!

Attend our **FREE Program**  
**Information Session:**  
**Wed., Jan. 13**  
**6:30-8:30 pm**

Register at [www.csusm.edu/el/beaplanner](http://www.csusm.edu/el/beaplanner)



California State University  
SAN MARCOS

# MEETING AND EVENT PLANNING PROFESSIONAL CERTIFICATE PROGRAM

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DAYS: Saturdays

DATES: 1/23 – 5/1

TIMES: 8:30am – 4:30pm

FEE:

\$1390 (entire Certificate)

\$139 (individual classes)

*Call about Team Savings  
for individual courses!*

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DATE:  
January 23

WEB KEYWORD:  
Fundamentals

DATE:  
January 30

WEB KEYWORD:  
Logistical

DATE:  
February 6

WEB KEYWORD:  
Food

DATE:  
February 13

WEB KEYWORD:  
Legal Issues

DATE:  
February 20

WEB KEYWORD:  
Finance

**Fantastic conferences, powerful seminars,** and special events don't organize themselves. Event and meeting planning are specialized services in demand. This 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.



## CORE COURSES

### Fundamentals for Meeting & Event Planners

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Get your career off to a solid start with this interactive session. Program topics will emphasize what it takes to identify and establish a career path within the profession. Participants will also learn the foundation as well as strategic considerations for planning a successful event, including establishing goals and objectives and program content development.

### Successful Logistical Planning

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This course emphasizes the "behind the scenes" components that support and enhance live events. You will gain inside knowledge of how to build a blueprint for success by understanding the basic requirements of ROI, targeted questioning, staging, audio visual, labor, permits, and most importantly, how to create value for your client.

### Food & Beverage Essentials

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Effectively managing food and beverage for an event means successfully working with many variables. Participants will discuss the process, beginning with knowing your group and their needs, understanding the different roles food and beverage can play within a program and creating a budget. Planners will also learn how to work with a hotel or off-premises caterer to create wonderful menus while staying within your budget.

### Legal Issues for Event Planners

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This course focuses on a variety of need to know legal issues. Participants will review case studies based on common disputes with clients, employees, vendors, and hotels and how to minimize liability. Participants will leave with 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.

### Finance & Budgeting Essentials

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This course provides you with a comprehensive plan for understanding, creating, selling, managing and living with the budgets set for each of your events. You'll learn how to evaluate your budget for future success and provide solid information to your stakeholders to show their return on investment

## Communication Skills for the Event Planning Professional

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Good communication skills are key to your professional success. This class will show you how to construct an effective presentation that makes a positive impact to your client. You will learn how to add strength and authority to your voice and how non-verbal communication (gestures, facial expressions and eye contact) can enhance your message.

### CAREER PERSPECTIVES

## AV Behind the Scenes

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This course provides an overview of Audio Visual (AV) industry trends, opportunities, and resources that are available to every meeting & event planner. Planners will have the opportunity for a hands-on experience and active integration of knowledge of audio/video/lighting terminology and equipment into a working environment. You will leave this seminar with more confidence to talk and negotiate with AV suppliers regarding how to keep within your budget while ensuring the clients' message and theme is successfully conveyed.

## Wedding Planning for Planners

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This course is designed for anyone interested in entering the field of professional wedding planning. Discussions will focus on must-have skills as well as the challenges of this fast-growing niche industry. Conversations will cover working with vendors, the prospective bridal party, ethnic wedding customs and traditions, music, industry associations, networking, bridal shows, industry terms, public relations, and more.

## Planning Non Profit Events

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Non-profit organizations are often asked to accomplish the near impossible – create a four star event with a one star budget. Planners will learn how to make the most of every budgeted dollar and seek appropriate sponsorship and fundraising opportunities to offset the costs of the event to market the event. Tips on how to find and manage valuable volunteers and how to stay organized amidst all the chaos will also be discussed.

## Global Meeting Management

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As companies, associations and communities continue to become more global in their business and audiences, your role becomes even more critical in assuring a successful meeting. 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 Planner

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This class will provide you with the important tools needed to launch a successful business. You will learn the obvious, and not so obvious, considerations for establishing a reputation as an industry professional that delivers quality service events. Learn from an industry professional that left her corporate job to pursue her passion of planning meetings and events.

## Meeting Planning Project Presentations

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Upon completion of the eight core classes and three Career Perspective classes, you will present a final project to your 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.

DATES:  
April 10 & 24

TIMES:  
8:30am–noon

WEB KEYWORD:  
Communication

DATE:  
February 27

WEB KEYWORD:  
Audio Visual

DATE:  
March 13

WEB KEYWORD:  
Wedding

DATE:  
March 20

WEB KEYWORD:  
Non Profit

DATE:  
March 27

WEB KEYWORD:  
Global Meetings

DATE:  
April 17

WEB KEYWORD:  
Meeting Planner

DATE:  
May 1

WEB KEYWORD:  
Presentations

# MEETING AND EVENT PLANNING CERTIFICATE PROGRAM

Winter/Spring 2010

NEW PROGRAM!

## Meeting Responsibility: Planning Meetings for People, Planet and Profit

Socially responsible meetings and events are not just buzzwords or a catchy phrase. As more organizations and individuals seek the economical and ecological benefits of green events, a legitimate expertise in planning sustainable events will be in high demand for the future.

Whether a novice or experienced planner, this course will guide you in planning an event that leaves a lasting, positive effect on the community in which it takes place. The latest Green Standards, Measurement Tools and determining ROI for CSR and Green initiatives will be discussed. Additional topics include:

- Fundamental Sustainability
- Vendor Sourcing
- Certification, Rules and Regulations
- Various Types of Green Events
- Green Communications
- Corporate Social Responsibility (CSR)

Saturday, March 20  
8:30 am - 12 noon



## REGISTER TODAY!

CORE PROGRAMS

Fundamentals for Meeting & Event Planners.....	1/23
Successful Logistical Planning.....	1/30
Food & Beverage Essentials.....	2/6
Legal Issues for Event Planners.....	2/13
Finance & Budgeting Essentials.....	2/20
Communication Skills .....	4/10 & 4/24
Project Presentations .....	5/1

CAREER PERSPECTIVES

AV Behind the Scenes .....	2/27
Wedding Planning for Planners.....	3/6
Planning Non-Profit Events .....	3/13
Global Meeting Management.....	3/27
Independent Meeting Planner .....	4/17

[www.csusm.edu/el](http://www.csusm.edu/el)  
(760) 750-4020