

COURSE SCHEDULE

COURSE	FALL 2019	INSTRUCTOR
Fundamentals of Meeting and Event Planning	Sept. 17 & 19	Lisa English
Successful Logistical Planning	Sept. 24 & 26	Karen Charest
Legal Issues for Event Planners	Oct. 1 & 3	Mia Saling
Communication Skills for the Event Planning Professional	Oct. 8 & 10	Lisa English
Finance and Budgeting Essentials	Oct. 15 & 17	Michele Schneider
Food and Beverage Essentials	Oct. 22 & 24	Alonzo DiCarlo
Independent Meeting Professional	Oct. 29 & 31	Marlene Blas
Wedding Planning for Planners	Nov. 5 & 7	Annette Nielsen
Planning Nonprofit Events	Nov. 12 & 14	Lori Butler
Project Presentations	Nov. 19 & 21	Team

SCHEDULE DETAILS

DAYS: Tuesdays and Thursdays **TIME:** 6 – 9 p.m. **LOCATION:** CSUSM

REQUIRED TEXTBOOK

Professional Meeting Management 6th Edition, ISBN #1932841970

COSTS

FEES:

- \$169 for individual classes
- \$1,690 for entire certificate
- Fees include course materials and parking

FOR MORE INFORMATION AND TO REGISTER

csusm.edu/el/eventplanning

760.750.4004 | PROFESSIONALDEVELOPMENT@CSUSM.EDU



PROFESSIONAL CERTIFICATE IN MEETING AND EVENT PLANNING

THREE-MONTH PROGRAM

Classes meet weekday evenings for three months.

DESIGNED FOR NEW OR EXPERIENCED PLANNERS

Program is beneficial for those looking to start or advance their career as a planner

LEARN FROM THE BEST

Network with and learn from a variety of industry professionals

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PROGRAM OVERVIEW

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

AUDIENCE

This 12-week program is designed for anyone who is interested in learning how to organize, manage and lead meeting and event planning services for corporations, nonprofit organizations, small businesses and similar groups.

WHAT YOU'LL LEARN

- Effectively plan and manage food and beverage considerations for an event
- Write critical contract clauses
- Create and execute event budgets
- Plans for establishing a career path and how to set yourself apart from other planners
- Find and manage valuable volunteers and stay organized amidst the chaos

PROGRAM TOPICS

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.

FINANCE AND BUDGETING ESSENTIALS

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

FOOD AND 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.

FUNDAMENTALS OF MEETING AND 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.

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.

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.

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.

CAREER PERSPECTIVES

INDEPENDENT MEETING PROFESSIONAL

Learn the obvious and not so obvious considerations for establishing a reputation as an industry professional that delivers quality events.

PLANNING NONPROFIT EVENTS

Nonprofit organizations are often asked to accomplish the near impossible – create a four-star event with a one-star budget. Learn how to make the most of every budgeted dollar and seek appropriate sponsorship and fundraising opportunities to offset the costs. Acquire tips on how to find and manage valuable volunteers and how to stay organized amidst the chaos.

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.