

**MEETING & EVENT PLANNING
CERTIFICATE**

Spring 2016 Course Schedule

Friday, March 4, 7:30am-3:30pm

Meeting Planning Basics – Melanie Fly, CMP

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, March 11, 7:30am-3:30pm

Site Selection – Carol Norfleet, CMP, DMCP

Learn how to prepare an RFP (request for proposal) to help you 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.

Friday, March 18, 7:30am-3:30pm

Food & Beverage Planning – Vicky Ballard, CMP

This class covers 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.

Friday, April 1, 7:30am-3:30pm

7:30 – 11am

Event Budgeting & Return on Investment – Angela Layton, CMP, CMM

In this session, you will learn how to decipher accounting jargon, calculate registration rates using budget-building basics and identify the five levels of measurement involved in calculating return on investment.

12 – 3:30pm

Contracting Audio, Video, and Lighting for Your Events – Malcolm Greenwood

In this class, you will learn the basics of A/V production, including vocabulary, function and how to evaluate the A/V needs for your events. You will learn how to identify your needs in advance to ensure you have the correct audio, lighting and video required for a successful event. An extensive checklist for A/V needs is included and at the conclusion of the class you will know how to contract A/V from suppliers to save you and your clients cost.

Friday, April 8, 7:30am-3:30pm

Introduction to Special Events – Gary Musick

Explore the nuts and bolts of creating events that are truly special. This class will build on all of the previous classes as a foundation to coordinating themes, décor and entertainment. 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.

