Since 1992, the Event and Meeting Planning Certificate Program, the only such program in the San Francisco Bay Area, has provided students with the knowledge needed to successfully organize and launch a variety of events.

Overview
The Event and Meeting Planning Certificate Program provides students with the knowledge necessary to plan, design and execute a variety of events and meetings. Topics include budgets, contracts, marketing, vendor selection and technology.

The program offers fast-track certificates in Event Management, Corporate and Association Events and Special Events. Students may take individual courses, take the five courses required to earn a fast-track certificate or all 15 courses to earn the Event and Meeting Planning Certificate.

Intended Audience
Students in this program are new or seasoned event and meeting professionals who are self-employed or work for corporations, nonprofit organizations, entertainment venues or other associations.

Program Objectives
• Introduce ways to assess sites and manage a variety of events and clients
• Teach how to budget effectively by identifying the right vendors and negotiating with them strategically

Cost and Length of Study*
Each fast-track certificate consists of five courses and costs approximately $1,500, plus a $50 certificate fee.

Students may complete a fast-track certificate in three to six months or all three fast-tracks in six to 12 months to earn the Event and Meeting Planning Certificate.

*Subject to change
Curriculum*

Fast-Track Event Management Certificate

<table>
<thead>
<tr>
<th>Course #</th>
<th>Required Courses</th>
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</thead>
<tbody>
<tr>
<td>MTGP 9048</td>
<td>Fundamentals of Negotiation</td>
</tr>
<tr>
<td>MTGP 9029</td>
<td>Site Selection</td>
</tr>
<tr>
<td>MTGP 9031</td>
<td>On-Site Management</td>
</tr>
<tr>
<td>MTGP 9050</td>
<td>Event Sponsorship</td>
</tr>
<tr>
<td>MTGP 9055</td>
<td>Opportunities or Managing Murphy's Law</td>
</tr>
<tr>
<td>MTGP 9052</td>
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Fast-Track Corporate and Association Events Certificate

<table>
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<tr>
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<tbody>
<tr>
<td>MTGP 9018</td>
<td>Fundamentals of Event and Meeting Planning</td>
</tr>
<tr>
<td>MTGP 9022</td>
<td>Dollars and Sense: Budgets, Accounting and Financial Management for the Event and Meeting Manager</td>
</tr>
<tr>
<td>MTGP 9025</td>
<td>Contracts, Insurance and Liability: Mastering the Maze</td>
</tr>
<tr>
<td>MTGP 9037</td>
<td>Corporate Meeting Planning</td>
</tr>
<tr>
<td>MTGP 9019</td>
<td>Audio/Visual Basics</td>
</tr>
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Fast-Track Special Events Certificate

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<tr>
<td>MTGP 9018</td>
<td>Fundamentals of Event and Meeting Planning</td>
</tr>
<tr>
<td>MTGP 9026</td>
<td>Event and Meeting Marketing</td>
</tr>
<tr>
<td>MTGP 9030</td>
<td>Food and Beverage Management</td>
</tr>
<tr>
<td>MTGP 9045</td>
<td>Music and Entertainment Event Management</td>
</tr>
<tr>
<td>MTGP 9017</td>
<td>Special Events: Wedding Planning or Green Meeting Planning</td>
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<tr>
<td>MTGP 9053</td>
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Summer Meeting Planning Institute: Three-Week Intensive**

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<td>Opportunities</td>
</tr>
<tr>
<td>MTGP 9052</td>
<td>Managing Murphy's Law</td>
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<tr>
<td>MTGP 9048</td>
<td>Fundamentals of Negotiation</td>
</tr>
<tr>
<td>MTGP 9025</td>
<td>Contracts, Insurance and Liability: Mastering the Maze</td>
</tr>
<tr>
<td>MTGP 9027</td>
<td>Corporate Meeting Planning</td>
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*Subject to change
**Successfully complete all 15 courses to earn the Event and Meeting Planning Certificate.

Professional Credit: Continuing Education Units

Credit is recorded as continuing education units (CEUs), which provide a standard of measurement for nondegree educational experiences. CEUs cannot be applied to a degree. Each fast-track certificate is 3.5 CEUs. The Event and Meeting Planning Certificate is 10.5 CEUs.

Admissions

There is no formal application or admissions process for these courses. Interested students simply register and pay for classes they wish to take.

Requirements

There are no formal requirements or prerequisites to fulfill prior to enrolling in courses for any of the certificate programs.

“The Event and Meeting Planning Program gave me the tools and confidence I needed to present myself for more prestigious positions and follow my desired career path in tourism and travel. After 10 years in hospitality, I transitioned to destination management, where I now coordinate educational tours to Latin America. The Event and Meeting Planning Program is great for beginning planners, those transitioning to a new career or experienced planners wishing to prepare for the CMP® exam. I highly recommend the program!”

– Natasha Ravnik
Royal Adventures, Tour Manager

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Joy Thompson, program coordinator | 415.817.4237 | joyla@sfsu.edu

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