

Professional Development Certificate

# EVENT & MEETING PLANNING *2011/2012*

[www.cel.sfsu.edu/eventplanning/](http://www.cel.sfsu.edu/eventplanning/)



FREE  
INFORMATION SESSION

**Downtown Campus**  
835 Market Street, 6th Floor  
(Powell St. BART/Muni)

For upcoming information session,  
please visit  
[www.cel.sfsu.edu/eventplanning/](http://www.cel.sfsu.edu/eventplanning/)

Please RSVP online at  
[www.cel.sfsu.edu/eventplanning/events.cfm](http://www.cel.sfsu.edu/eventplanning/events.cfm)



SF State Extended Learning Event and Meeting Planning Certificate has been developed to acquaint the student with the common components of managing and planning well-executed meetings and events; including selection of appropriate sites, pre-event publicity and marketing, audio-visual aids, budgeting, negotiation, and contracts.

The SF State program was designed by event and meeting industry professionals to meet the growing need for industry professionals. The program offers a curriculum focusing on practical knowledge taught by instructors with first-hand experience in their fields.

Many of the faculty are affiliated with the Northern California Chapter of Meeting Professionals International (MPI).

*“The Event and Meeting Planning 3 Week Certificate Program has prepared me with an in-depth and comprehensive base of knowledge and skills. It has made me feel confident and ready to begin a new career as an Event and Meeting Planner.*”

*The core and elective courses were presented by enthusiastic and caring professionals who graciously extended their support and guidance beyond the end of the program. This is a true testament of their dedication to student success in the field.”*

Jennifer H., Sonoma County, California

## CERTIFICATE OF COMPLETION

Participants may complete program requirements and receive a certificate of completion, or attend only those classes that are of particular interest. A certificate of completion is awarded upon successful completion of required classes. Applications for a certificate of completion, with a \$50 non-refundable fee, are due a minimum of four weeks before participants attend their final course. Call (415) 817-4237 to request an application.

### Requirements

Nine core courses and six elective courses, a total of 105 hours of instruction, are required for a certificate of completion. Courses may be taken individually or as part of the program.

**Core Courses** • All nine courses are required for the certificate.

- Audio/Visual Basics
- Dollars and Sense: Budgets, Accounting and Financial Management
- Site Selection
- Fundamentals of Negotiations
- Mastering the Maze: Contracts, Insurance, and Liability
- Food and Beverage Management
- Event and Meeting Marketing
- On-Site Management
- Fundamentals of Event and Meeting Planning

**Elective Courses** • Six courses are required for the certificate.

You may choose from the following:

- Special Events: Community & Non-Profit
- Incentive Travel
- Trade Show Management
- International Conferences and Trade Shows
- Corporate Events & Business Travel
- Destination Management
- Independent Event & Meeting Planner
- Meeting Planning Internship
- Government Meeting Management
- Music and Entertainment Event Management
- Sports Event Management
- Wedding Planning
- Event Sponsorship
- Managing Murphy's Law
- Opportunities
- Green Meeting Planning

Tuition costs include class materials and handouts.

### Walk-In Registration/Late Adds

Please pre-register for all Event & Meeting Planning courses.

Walk-in registration and late registration will result in a \$25 late fee.

## CLASSES

### MTGP 9017

#### SPECIAL EVENTS: WEDDING PLANNING (.7 CEU)

Weddings have become an important business market in the US, accounting for about \$35 billion in annual retail sales, with 2.4 million couples marrying annually. Wedding planners provide guidance to couples on nearly every aspect of their wedding. They assist couples with budgeting, site selection, long-range and short-range planning, vendor negotiations, and coordination of a myriad of services. This class will explore these various aspects of wedding planning, and students will gain an understanding of all that is involved in this rewarding career.

### MTGP 9018

#### FUNDAMENTALS OF EVENT & MEETING PLANNING (.7 CEU)

In order to be a successful meeting planner, one must first learn basic steps of good meeting management, including industry terminology and how to set the agenda. This course is designed for new planners or those with some experience who want a refresher. It will identify the 23 steps to planning any meeting, and will define basic meeting types and industry terminology. The class will also focus on content design, program objectives, calculating return on investment, exploring how adults learn, contracting with speakers and speaker support, and learning how room set-ups and multimedia impact program success.

### MTGP 9019

#### AUDIO/VISUAL BASICS (.7 CEU)

Put yourself into the realistic task of setting up your audio and video equipment for your event. In this workshop, you will set up a complete room of audio and video equipment from scratch. Demonstrations will be offered in the setup and proper operation of common equipment used in today's meetings. Several handouts and useful information will be distributed.

Topics include:

- hands-on training, setup and usage of LCD projector, computer, zip drive, CD player, video interface, video camera, audio PA equipment, audio mixer, wireless microphone and 35 mm projector
- complete setup of meeting room AV equipment, audio mixer, wireless microphone, and 35 mm projector
- hands-on training on Shure and Mackie mixers
- miscellaneous equipment issues
- advantages of computer networking, budget considerations, space allocation and backup options
- equipment pricing spreadsheet with adjustable packages and an audio-visual and video supplier list

### **MTGP 9022**

#### **DOLLARS & SENSE: BUDGETS, ACCOUNTING & FINANCIAL MANAGEMENT FOR THE EVENT & MEETING MANAGER (.7 CEU)**

This course examines the steps in developing meeting and event budgets. Methods for gathering data, group history, and setting goals and objectives will be covered. Techniques for projecting budgets include per person methodology with hands-on practice. Handouts will include tools for effective budget development, account management, and establishing timelines. Please bring a pocket calculator to class.

### **MTGP 9023**

#### **SPECIAL EVENT PLANNING (.7 CEU)**

Professional planning and implementation of imaginative theme parties, ceremonies, fundraisers and events as a part of tradeshow, conferences, incentive programs, fairs, and festivals. Gain an understanding of components of special events, including venues, lighting, decor, sound, lasers, tenets, music, entertainment, and more.

### **MTGP 9025**

#### **MASTERING THE MAZE: CONTRACTS, INSURANCE, & LIABILITY (.7 CEU)**

This class will prepare the meeting and event manager to develop contracts which serve as the road map of the meeting. Dates, rates, and space are the cornerstones of contracts. Other critical contract elements such as slippage, attrition, and termination are also standard. Contract clauses that are sensitive to the interest of the meeting sponsor will be covered. This class will instruct the meeting manager to insert clauses such as fire protection, insurance, change in management, remodeling, and ADA compliance and walk clauses. Class participants will review analysis and develop sample clauses.

### **MTGP 9026**

#### **EVENT & MEETING MARKETING (.7 CEU)**

Learn the basics to develop and create a marketing program for meetings and events. Discover how to create a promotional budget and workable schedule. Examine marketing methods that save money and are effective and successful. Promotional materials, advertising, printing and production, direct mail, exhibiting and more are introduced for the aspiring or new event or meeting planner.

### **MTGP 9029 SITE SELECTION (.7 CEU)**

Site selection is one of the biggest challenges facing event and meeting planners. This class focuses on the process the meeting and event manager should use in making informed site selection decisions. The planner must first know how to assess the needs of the meeting or event, understand how to access the needs

of the event, understand how to research the options of a site available, and conduct comprehensive site visits. Through this class, the meeting/event manager will be prepared for the critical steps of negotiating, including principles of group pricing and compiling leverage data. Note: Wear comfortable shoes. Class will walk to nearby venues within a five block radius.

### **MTGP 9030**

#### **FOOD & BEVERAGE MANAGEMENT (.7 CEU)**

Effectively managing food and beverage for a convention, conference, event, or meeting means successfully working with many variables. This course will examine the process, beginning with knowing your group and their needs, understanding the different role food and beverage can play within a program, and creating a budget. Once these elements are in place, the fun really begins—learning how to work with a hotel or off-premises caterer to create wonderful menus while staying within your budget. We will share a few tricks of the trade that make this process a little easier.

### **MTGP 9031 ON-SITE MANAGEMENT (.7 CEU)**

This course examines the transition from planning to on-site management, and discusses how the role of the planner changes. The necessary steps involved in project and time management are identified. You will gain insight into the role of the meeting or event manager in directing and controlling meetings on site.

### **MTGP 9033**

#### **TRADE SHOW MANAGEMENT (.7 CEU)**

Trade shows can become a valuable source of income for your association or organization. Topics include when you should consider adding a trade show to your annual convention, exhibit marketing, show and space selection, budgeting, dealing with show vendors, trade show boothmanship, timelines, shipping materials, exhibitor contract, and on-site management.

### **MTGP 9034 INCENTIVE TRAVEL (.7 CEU)**

Incentive travel is a \$50 billion worldwide industry. The sector offers great career opportunities and business growth for all segments of the travel business. How incentive travel works, career opportunities in the field, and how to provide it profitably to an ever-growing number of client companies will all be examined.

### **MTGP 9035 INTERNSHIP (.7 CEU)**

This course is designed to give you an opportunity to gain practical experience in the meeting and event planning field. You will be placed in an office, or you can make your own arrangements. Basic course requirements consist of 40 hours of volunteer work and maintenance of a work folder. Efforts are made to place you within your geographical area. You may register for this course throughout the semester by calling Joy Thompson at (415) 817-4237.

### **MTGP 9037**

#### **CORPORATE MEETING PLANNING (.7 CEU)**

This course is designed to give an overview of the corporate meeting market for the novice-to-intermediate meeting planner. Teaching speed will depend on the ability level of the class with emphasis on class input in order to take advantage of the broad class work experiences. The cases will involve some detailed nuts and bolts work on the financial planning involved with various meetings, so calculators are recommended.

### **MTGP 9038**

#### **COMPUTER APPLICATIONS FOR EVENT & MEETING MANAGERS (.7 CEU)**

This course is designed to acquaint the planner with various computerized options for event and meeting planning. From marketing to registration, budgeting to site management, computer software can make the planner's life easier and more professional. Several programs will be demonstrated and explained with handouts. Application to all aspects of event and meeting planning will be explored.

### **MTGP 9040**

#### **SPECIAL EVENTS: COMMUNITY & NON-PROFITS (.7 CEU)**

Community and nonprofit events frequently have multiple goals, multiple stakeholders interested in the process and outcome, a staff of mostly volunteers, and a budget that must be funded by the events itself. This course looks at strategies for achieving the goals; working with the varied stakeholder groups; recruiting, and keeping volunteers; and building a strong financial foundation for the future. Students should bring to class promotional materials (flyers, invitations, advertisements, programs, brochures, or news stories) about events they have attended or supported.

### **MTGP 9043 SPORTS EVENT MANAGEMENT (.7 CEU)**

During the past decade, corporations and nonprofit organizations have increasingly used sports events to raise funds, promote products, services, and causes. Success in this field requires a well-planned and organized event. This course examines the principles and elements of sports events management, with emphasis on the implementation of a public relations/marketing campaign. Through lecture and group discussions, students will obtain a practical understanding of how to select site, determine timelines, budgets, and sponsorship. If you are responsible for conducting and promoting sports events for organizations such as non-profits, corporations or team sports or if you are an entrepreneur interested in this kind of project you will benefit from this course.

**MTGP 9044  
DESTINATION MANAGEMENT (.7 CEU)**

There is always tremendous opportunity for the well-trained travel director or professional in meeting planning. This course presents an introduction to the elements of destination management: operational and receptive services. Participants will learn the components and scope of destination management, the categories of costs and will learn how to use operational worksheets including identification of requirements for the meeting or event group. Examples of specialty tours, incentive travel, and corporate events in a variety of destinations will be given.

**MTGP 9045  
MUSIC & ENTERTAINMENT  
EVENT MANAGEMENT (.7 CEU)**

Designed for planners interested in special events in the music and entertainment fields. The course covers concert planning, information on venues, securing artists, publicity, tickets and sales, and contacts for contracted services.

**MTGP 9046  
INDEPENDENT EVENT & MEETING PLANNER  
(.7 CEU)**

More and more planners are choosing to become independent and to work for themselves. Here you will examine the skills necessary to succeed as an independent planner, compare fee-setting options, develop a basic marketing plan, and identify sources for clients. You will learn how to explore legal issues like insurance, liability, taxes, and client contracts. Participants will produce a proposal with a budget for a potential client, learn to create sales and marketing plans, and to develop new business.

**MTGP 9047  
GOVERNMENT MEETING MANAGEMENT  
(.7 CEU)**

Investigate the government meetings market and learn the special requirements for planning, executing and managing government meetings. Topics include contracting rules and regulations, hotel accommodations, food and beverage functions, site inspection/selection, contract language, audio-visual equipment, meeting room rental and setting registration fees (elective course).

**MTGP 9048  
FUNDAMENTALS OF NEGOTIATION  
(.7 CEU)**

Simple in definition, but broad in scope—that's negotiation. The professional meeting planner recognizes that negotiating a contract begins long before you are "at the table." Whenever we confer for agreement, negotiation is in process. This course focuses on the principle that the best negotiators are the people who have the most information. Measuring your business to evaluate leverage points is discussed and the "value added" approach of negotiating services is explored. Students learn to think through adding enhancements to their meetings and events without affecting the bottom line.

**MTGP 9050  
EVENT SPONSORSHIP (1 CEU)**

*Very inspirational, well-structured class. I feel like a better event planner already. Great real-life exercises. Instructor very clear and concise. So much energy in this class. ~ Fall 2004 Sponsorship Students*

In this competitive environment, you must create an effective sponsorship sales plan to cover the costs of your event and make a profit. This course will give you the tools and strategies to create a proposal that is relevant to your client, price sponsorships according to what the market will bear and pitch a potential sponsor. Through lecture and interactive group discussions, students will be able to create a sponsorship proposal and present the proposal for feedback.

**MTGP 9052  
MANAGING MURPHY'S LAW (.7 CEU)**

Even with the best planning of an event, things can and do go wrong. You can't manage the crisis, but you can manage your response to it. The possible types of crisis will be identified and discussed—facility-related, speaker-related, medical emergencies, fire, natural occurrences, labor disputes/demonstrations, terrorism, and war (to mention a few). The class learns to establish a response team—who should be included, their responsibilities, and when to meet. The importance of document back-up is discussed. Other topics to be covered include elements of a response plan, dealing with the media and the various activities to provide while on-site at the event.

**MTGP 9053  
GREEN MEETING PLANNING (.7 CEU)**

Learn about the business case -ROI- of green meetings and how to increase your value as a planner to your organization. This course describes how to use industry guidelines in your meetings/events to benefit both your economic and environmental bottom lines. This session will provide key skills for creating sustainable food and beverage for your events as well as resources to assist you; eco-labels, marketing strategies and ways to avoid "green washing"; how to engage your attendees, speakers, sponsors and exhibitors with your green practices and finding the right location for an event by asking the right questions and learning about criteria for choosing a green destination (elective course).

**MTGP 9054 THEMED EVENTS (.7 CEU)**

This course will outline the various methods of creating a themed environment for corporate events to private parties. Learn how to create a fun and interactive environment with out going overboard, but also captivating your audience (elective course).

**MTGP 9055  
OPPORTUNITIES (.7 CEU)**

This elective course is designed for students desiring an overview of career opportunities, while learning the vital components of planning and managing well-executed events. The tools savvy planners use to track and manage program finances will be highlighted. Key interviewing skills, resume updating and resources for networking will be reviewed, in addition to providing reference tools for obtaining a position in the field of meeting and event planning.

The one day course will incorporate the use of tables/spreadsheets for budgeting, tracking and evaluating program revenue and attendance. Students should have a familiarity with Microsoft Word and Microsoft Excel, but do not have to be proficient. The hands on session in our computer lab will aid students in generating documents to qualify meeting results, as well as marketing themselves for a position in meeting planning.

Students are encouraged to bring their resume (hard copy or flash drive) and expected to bring a calculator to class. Actual job descriptions will be used to edit and update student resumes, especially if a computer scans it before a human being does! All handouts, resources and materials for the course will be provided.

*"After taking the whole program, I am very pleased to have clear ideas and insights on what should be done to successfully manage meetings and events and how to prepare myself to meet clients' objectives. Negotiation, contracts and on-site management were especially helpful and gave me valuable guidelines. I plan to start my own business in the meeting and event sector in Korea. I strongly believe that I can apply what I have learned from these courses to the reality of the profession."* Cho Hyun Man, Seoul, Korea



## OF RELATED INTEREST

*SF State offers degree credit courses in conference planning, event planning and management, destination recreation resorts, and leisure travel and tourism.*

*These courses may be taken individually through Open University or as part of the B.S. degree program in hospitality management. Call (415) 817-4237 for more information.*

## MEETING PLANNING FACULTY

**Jill Wien Badger** is a cum laude graduate of Florida International University's School of Hospitality Management with over twenty years of industry experience. She is a veteran of Hyatt and Westin Hotels & Resorts in both food & beverage management and sales and marketing, a published contributor in *The Meeting Professional Magazine* and was a featured presenter at the MPI Professional Education Conference and World Education Congress. Additionally, she spent 15 years volunteering to assist celebrity chefs at the *Food & Wine Magazine Classic* in Aspen, continuing her quest for the latest culinary ideas to share with SF State students!

**Melissa Biele, C.M.P.**, is an independent meeting planner based out of Los Angeles, CA. She has worked in the Hospitality Industry for over 10 years. She has held positions in hotels, as a meeting planner and currently specializes in site selection and meeting & events consulting. Last year she realized a career-long goal of becoming a Certified Meeting Professional (CMP).

**Michelle De La Campa-Martinez** is the founder of Allure Wedding Planning. With over 16 years of industry experience, Michelle brings unparalleled professionalism and enthusiasm to every event she plans. With an eye for detail and an innate sense of style, Michelle believes that every couple deserves their day to be the most spectacular it can be.

**Kerry Fiero** began working in the music industry in 1996 as a personal manager for an act on Atlantic Records and at a nationally recognized management firm before starting her own management company, Strive Management, in 1998. After building her management roster to include signed and independent artists, she expanded and diversified her services by creating and providing a variety of useful business management and career guidance services to music artists and industry professionals alike. Kerry has also been the artist liaison on music videos as well as the R&B and Hip Hop Artist Liaison and Manager of artist publicity for the San Francisco Bay Area's annual California Music Awards Show.

**Lisa Gentilin** is President of Fancy Shindigs, Inc., a corporate Event Planning company founded in 2000. She specializes in the planning and on-site management of conferences, incentive trips and registration services for both domestic and international events. Prior to starting Fancy Shindigs, Lisa was a Senior Marketing Manager in telecommunications companies including MicroFrame and AT&T. During her career, Lisa has planned and managed trade shows, user conferences and incentive trips, along with providing event planning and marketing training around the country. Lisa holds a BA in Communications with a major in Advertising and Marketing, along with a Masters in International Business. In May of 2006, she received her Doctorate in International Business and Marketing from Kennedy-Western University. She also holds her Certification in Meeting Planning.

**Michael Griffith, Jr.**, President, Metro Audio Visual Productions, Inc., has been in audiovisual since 1992, producing large event productions in varied environments around the world. A full service production company, Griffith's firm provides Audio Visual needs for companies such as Yahoo!, National Semiconductor, Lockheed Martin, The Nature Conservancy and Deloitte and Touche. Currently servicing many clients nationwide.

**Allen Gunn** works to help NGOs, activists, foundations and software developers make more effective use of technology for social change. He has worked in numerous technology environments from NGO to Silicon Valley start-up to college faculty to large corporation, serving in senior management, engineering, teaching and volunteer roles. He is an experienced facilitator with a passion for designing collaborative open learning processes, and currently sits on the boards of The Ruckus Society, Global Exchange, and Idealware, as well as the eFL-FOSS and Joomla! Advisory Boards. He believes in melding hard work with serious fun.

**Thomas McDougall** has over 26 years of experience in the travel and hospitality industry. Working with incentive travel houses, hotels, and corporate travel agencies have provided valuable experience from both sides of the business, as a buyer and a supplier.

**Kim Moeller** is managing partner of the Events Group, LLC. She has produced domestic and international meetings and events for service, technology, medical and manufacturing companies. She and her company design, produce and market conferences, business meetings and corporate events for senior executives and high-profile participants.

**Beverly Oviedo** is a certified meeting professional and founder of Sustainable Solutions by Design, a company developed to help organizations integrate sustainable practices into their organizational culture. Ms. Oviedo's credits are international as well as national. She spent five months in London, England, working with an international team to create workshops on sustainable practices for NGO leaders from six developing countries. As an international speaker, she presented on Sustainable Development at Peking University's Conference in 2009, which celebrated China's 30th year of opening up to the world. Recently, she co-authored the online sustainability text, *A Meeting Planner's Toolkit for Planning and Managing Green Meeting* at SustainableSolutionsByDesign.com.

**Sheryl Sookman Schelter, CMP**, started The MeetingConnection® in 1996, after co-managing a similar placement service for three years. Sheryl has been involved in the meeting industry for over 25 years, including 19 years as president of SOOKMAN and ASSOCIATES, a meeting management company based in Northern California.

**William Swearingen, M.B.A., C.M.P.**, has 37 years of experience in meeting, conference and special events planning. He got his start with nonprofit organizations and has worked with the State of California for the past 29 years. He is also the President and principal trainer for Always Perfect Events, a meeting planning firm located in Sonoma County. Bill is an experienced instructor, having taught seminars for meeting planners and hotel industry personnel throughout the country. ■

2011/2012

# EVENT & MEETING PLANNING

Professional Development Certificate



You would benefit from the Event and Meeting Planning Program if you are involved in planning events such as

Corporate Meetings & Events | Sporting Events | Festivals  
Fundraisers | Weddings | Large parties

*“The Event and Meeting Planning 3 Week Certificate Program has prepared me with an in-depth and comprehensive base of knowledge and skills. It has made me feel confident and ready to begin a new career as an Event and Meeting Planner.*

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