



# EXECUTIVE EDUCATION

Programs available for corporate on-site training.

## CERTIFICATE IN MEETING AND EVENT MANAGEMENT

**DATES:** Saturdays, Sep. 8 – Oct. 20, 2018  
**TIME:** 9 a.m. – 3 p.m.  
**CONTACT HOURS/CEUs:** 35/3.5  
**LOCATION:** FAU, College of Business, Boca Raton Campus  
**FEE:** \$1199 (Includes instructional materials, lunch, and parking.)  
**CONTACT:** Sarah Wilson, 561-297-2366 or [sarahwilson@fau.edu](mailto:sarahwilson@fau.edu)

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### PROGRAM FOCUS

Florida Atlantic University's Certificate in Meeting and Event Management's comprehensive curriculum is based on the Convention Industry Council's guidelines for meeting planning functions, and focuses on the role of the planner and delivering a solid return and successful event every time.

### DESIGNED FOR

Designed for anyone in (or interested in) the field, Florida Atlantic University's Certificate in Meeting and Event Management delivers the fundamental knowledge planners need to produce efficiently run meetings and successfully coordinated events, which ultimately can facilitate successful business transactions and deliver long lasting benefits and results.

This program will empower in-house meeting and event planning staff to handle all aspects of a meeting or business event, including budgeting, site selection, participant registration, organizing transportation, developing agendas, arranging guest speakers, facilitation of entertainment, planning food & beverage functions, audiovisual, etc. to specifically meet the needs of the organization and deliver the expected return.

### PROGRAM OVERVIEW

The curriculum includes a combination of lectures, interactive discussions and exercises, and one site visit.

MODULE 1 (9/8)	Introduction to the Meeting and Event Industry
MODULE 2 (9/15)	Meeting Goals and Objectives
MODULE 3 (9/22)	Legal Side of Meetings and Events
MODULE 4 (9/29)	Site and Venue Selection
MODULE 5 (10/6)	Pre-Event Planning – <i>Why Marketing &amp; Branding are Crucial to the Success of your Program</i>
MODULE 6 (10/13)	It's Show Time
MODULE 7 (10/20)	What's Next – Post-Event Planning

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