

**FOR MORE INFORMATION AND APPLICATION:**

Executive Education  
1-800-584-4723 / (561) 297-2709  
<http://www.executiveeducation.fau.edu>

## Certificate in Meeting & Events Management



### Business Outlook

Tens of billions of dollars are spent on the estimated twenty million meetings and events held every day. Today corporations, associations and organizations understand the importance and effectiveness of sponsoring meetings, conferences and special events that are strategically planned and executed in order to deliver value, results, and increased return on investment.

### Program Objectives:

Florida Atlantic University's Certificate in Meeting and Events 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.

#### Program Modules & Content

##### **Module 1: Introduction to the Meetings and Events Industry**

This session covers the history and scope of the meetings and events industry. Topics include career paths and career planning, definition of variety of meetings/events and venue choices, and standard industry practices, protocol and terminology.

##### **Module 2: Proposal Writing, Budgeting and Return on Investment**

Participants will learn the first steps of planning that satisfy specific goals and objectives, and will learn to formulate a budget. Topics include the inclusion of Sponsors and Strategic Partners, dealing with limited resources, and the increased importance of ROI.

##### **Module 3: Site Selection and Site Inspection Tour**

Participants will continue to work with the budget in order to develop the Request for Proposal (RFP). Topics include specific technology tools and websites which aid the site selection process, and how to determine sites that best meet event requirements. Module includes a site inspection at a local venue.

##### **Module 4: Contracting and Negotiations**

This module covers standard industry contracts for hotels, convention

centers, and other venues as well as supplier contracts for event related services, as well as negotiation strategies and practices. Topics include current contractual concerns and standard industry procedures.

##### **Module 5: Pre-Event Planning**

Participants will explore how to effectively promote and market their event. Specific planning surrounding Food and Beverage, Audio Visual, Transportation, and other areas with key venue suppliers, including destination management companies will also be covered.

##### **Module 6: Administration and Deployment**

On site meeting and event management applications will be summarized. Topics include room blocks, meeting set-ups, food and beverage service, and special events, as well as final preparations and specific roles of venue partners.

##### **Module 7: Post Event Planning and Strategic Meeting Management**

Students will review post-event tasks including billing, evaluations, budget reconciliation, and data retrieval. Topics include SMMP, green meeting management and social responsibility, and enhancing the role of the meeting professional. Module includes guest speaker.

### Ideal Candidate:

- Individuals currently in a meeting or event planning role or desiring to pursue one
- Individuals entering the meeting planning field and seeking training
- The industry professional seeking additional meeting and event planning formal training
- Individuals who plan meetings and events for their associations, organizations, or corporations
- Hotel conference, sales and catering personnel
- Trade show planners and others who interact with meeting planners and are seeking training
- Travel agents

#### PROGRAM DETAILS

**Format:**

**Dates:**

**Time:**

**Hours/CEUs:**

**Fee:**

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## Program Benefits:

Taught by a Certified Meeting Planner (CMP) with vast industry experience and a passion for the field, Florida Atlantic University's Certificate in Meeting and Events 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.

## Instructional Method & Format:

- Instructor is a seasoned meeting and event planner with vast industry experience and a passion for the field
- Curriculum includes a combination of lectures, interactive discussions and exercises, and site visits
- Participants are encouraged to use current meetings and events being planned and share challenges, lessons learned and best practices in the class discussions

## ADMISSIONS

- Online Application – Please visit <http://www.executiveeducation.fau.edu> for complete course information and to apply online.
- Choose between the option of paying by credit card or check.
- Applications are requested at least two weeks before the program start date. Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged.

# Florida Atlantic University

has conferred on

**Jane Smith**

a certificate of completion in

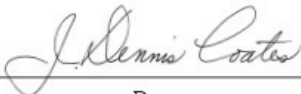
## Meeting & Events Management

With all the rights and privileges thereunto appertaining.

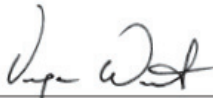
In Witness whereof, this diploma, duly signed, and with the seal of the University affixed, has been issued upon the recommendation of

**The Faculty of Executive Continuing Education  
College of Business**

and has been awarded 3.5 Continuing Education Units  
presented at Boca Raton, this thirtieth day of March, 2010.

  
Dean



  
Program Director

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