



# Invest in your career!



## Conference and Meeting Management Certificate Program

### Contact Info:

Professional and Personal Development

Phone # 706-542-3537.

Email: [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

or [Click Here\\*](#)

\* <http://www.georgiacenter.uga.edu/ppd/courses/conference-and-meeting-management/conference-and-meeting-management-certificate-program/>

### Program Objectives:

#### Best Practices in Conference and Meeting Management

In this highly interactive session, you will:

- Explore core meeting planning practices.
- Discern how to make meetings more audience-centric.
- Expand your understanding of business ethics and their applications.
- Analyze the human and financial risk factors of planning meetings and events.

#### Site Selection and Communicating for Success

Once the client has set the goals to be achieved, it is time to determine objectives that affect the site selection and to evaluate the best locations and venues for your meetings.

Communication is critical to the success of your meetings and events. In this session, planners will learn the importance of providing the right information via detailed meeting specs and group resumes. Suppliers will develop skills of interpreting this information, making suggestions, and coaching clients. Tools of the trade will be shared and you'll learn the purpose and value of conducting Pre- and Post-Convention meetings. Communication is step on in building a meaningful partnership for all parties involved in the successful staging of meetings and events.

#### Event Management Resources/Food and Beverage Resources

In this session you will learn about event management, stakeholders, and the critical stages of successful events. In order to design an awe-inspiring special event, you need to know about production companies, installation and management of A/V equipment, booking companies that bring professional expertise in music and entertainment to enhance and event, selecting appropriate vendors, and much more.

Food and beverage play a major role in developing meetings and events. Planning for special dietary needs, décor, and cost saving techniques are a part of the process. The latest trends and services will be demonstrated through group participation.

#### Negotiations, Contracts, and Risk Management

Meeting professionals must understand legal issues associated with contracting for and conducting meetings, exhibitions, and other events in order to minimize liability that may be placed on their employees or clients. In this highly-informative session, you will:

- Learn how to better negotiate more favorable contracts.
- Understand the importance of key provisions in venue contracts.
- Learn how to develop a risk management approach to minimize potential liability.



The University of Georgia  
Center for Continuing Education

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## Program Objectives - continued:

### Budgeting and Marketing for Meeting Planners

This hands-on session will provide you with the necessary tools and knowledge to develop and maintain a budget and plan for your events. After participating in this session, you will:

- Understand the importance of a budget for your organization.
- Develop a budgeting workbook.
- Summarize tools and tips for everyday application.

Now that you have developed your event, it is time to market it to the prospective participants. In this session you will:

- Learn how to select the most effective methods of reaching your customers.
- Review techniques that motivate people to attend meetings.
- Develop a dynamic marketing plan for your event.
- Use social networking to enhance your marketing.

### Exhibitions and Trade Shows/Professional Development

A successful exhibition/tradeshow, while enhancing your meeting and your bottom line, increases your company's visibility in the marketplace. This session will:

- Provide practical application from beginning to end.
- Define what you need to know to produce a successful show.
- Compare and contrast professional organizations to find those that best fit your needs and review the Certified Meeting Professional (CMP) certification process.
- Learn how to use networking in developing a client base and completing a project.

For more information about the Conference and Meeting Management Certificate Program, contact the Department of Professional and Personal Development at 706-542-3537 or email us at [Questions@georgiacenter.uga.edu](mailto:Questions@georgiacenter.uga.edu).

