



# Event and Meeting Management Certificate Program

Learn to  
**develop the "Big" event for your organization or client.**

## Program Objectives

### Setting the Foundation: Best Practices in Meeting Management

Just as an RFP (request for proposal) and resulting hotel or vendor contract set the foundation for a good business relationship and meeting, this first session in the Program provides the groundwork for constructing a meeting and how best to learn throughout the program. You will develop a greater understanding of industry terminology and communications, learn how to develop and stay on track with meeting goals and objectives that tie into a company's or organization's overall mission, and recognize how to differentiate between audience-centric (focused on your meeting's demographic and best learning practices) and general room sets and meeting formats. In this first session, we'll explore how to keep people, property, and finances safe and how to ensure your personal reputation and that of your employer using industry ethics policies and practices examined using industry-focused scenarios. Throughout the day, adult learning enhancements will be used to help you stay engaged and energized and to provide examples of best practices that you can adapt for your own meetings.

In this interactive session, you will:

- Explore core meeting planning practices;
- Enhance your understanding of industry terminology for better communications;
- Discern how to make meetings more audience-centric;
- Expand your understanding of creating and achieving meeting goals and objectives;
- Analyze and prepare to manage the human and financial risk factors of planning and executing meetings;
- Develop a plan to guide you ethically; and
- Create methods by which to ensure your personal growth.

### Event Sourcing and Site Selection

Once your event goals are developed, it is time to determine objectives that affect the site selection and to evaluate the best locations and venues for your meetings.

After completion of this session, you will have gained in-depth information on:

- How to incorporate the goals and objectives of your event into the selection of host location and venue
- The Convention Industry Council's Accepted Practices Exchange tools, templates and worksheets to enhance the professionalism of your event sourcing and planning
- Ways to access the data to include in the creation of a Request for Proposal (RFP)
- Sustainable event principles to guide your site research and proposal evaluations
- Which meetings and events should be considered for Return on Investment (ROI) Analysis methodology
- How to compare bids to ensure the best host location for your meeting or event

### Strategic Communication and Food & Beverage

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 resumé. Suppliers will develop skills for 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 one in building a meaningful partnership for all parties involved in the successful staging of meetings and events.

Food & Beverage plays 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.

In this session, you will:

- Review documents needed in the execution of the meeting (including planning timeline, run of show, meeting specs, group resumé, and Banquet Event Orders.
- Define the 10 most important questions to ask internal clients (if a planner) or external clients (if a supplier).
- Detail Pre-Con and Post-Con Meetings: who to attend, what information to be covered, set up of the room..

#### Four easy ways to register:

Phone: 706-542-3537 or

800-811-6640 (toll free in the USA)

Fax: 706-583-0180

E-mail: [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

Online: [Click Here](#)



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- Create meeting specs and Banquet Event Orders (BEOs) for all events to be provided to the facility.
- Create an on-site duty roster that itemizes each task to be completed in the execution of the meeting and identify individuals responsible for each task.
- Develop a checklist of post-event activities and responsibilities
- Develop a survey for attendees and describe the data to be collected, how results are to be utilized, list of questions to be asked.
- Select and communicate room layout and service for the meetings including selection of linens, table settings, and food service.
- Obtain and accommodate various dietary restrictions and other special needs.
- Create an action plan for various cultural restrictions that may be encountered.
- Draft an overview of meal functions and include actual complete menus for each function.

## Budgeting the Event or Meeting

This hands-on session will provide you with the necessary tools and knowledge to develop and maintain a budget and narrative for your events and meetings. You will develop a spreadsheet in the Computer Lab as you prepare a line-itemed budget for major income and expense categories. These categories include: facilities, telecommunications, production and AV, marketing and promotion, lodging and travel, food and beverage. You will also work with tools to keep the meeting on track, such as financial goals, break-even analysis, expense accounts, plans for contingencies and emergencies, and cash flow needs.

After participating in this session, you will:

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

## Marketing the Event or Meeting

Learn the fundamentals of marketing (the 4Ps: product, price, place and promotion) and determine how to apply these to your event or business. Marketing and Branding are key components to executing a successful event.

In this session you will:

- Understand how to develop the 4Ps of marketing
- Create a brand identity for your event or business
- Explore how to make the most of Public Relations opportunities for your event or organization
- Determine which social media platforms are best suited for your event and target audience
- Gain knowledge of ways social events and weddings are different from corporate and organization meetings and conferences

## Special Events

Clients are always asking for a “wow” and in this fast-paced session, planners will have the opportunity to learn about the elements needed to create a truly special event. Topics will include selecting and hiring professional decorators, entertainment producers, transportation vendors and more. Special events such as weddings, reunions, sports, will be covered as well as corporate and business meetings for large and small clients. A special section will be dedicated to successful trade show management and exhibitions.

At the end of this session, you will:

- Know how to produce a special event that will reinforce your goals
- Select the best vendors with which to collaborate
- Understand key industry terminology
- Know how to accommodate and plan for changing demographics
- Have the foundation of knowledge and confidence to produce a special event

## Technology and Audio Visuals

In today's world, technology and audio visual are two of the most important elements in any successful meeting, yet many meeting planners are still not quite versed in the primary requirements when planning an event.

In this session, you will:

- Learn the Who, What, When, Where & Why of production services
- Identify venues, logistics, in-house audio visuals
- Develop a realistic budget

- Learn common terms for production gear and equipment
- Select a production company to develop that memorable event for your client

## Contracts and Risk Management

Meeting and event professionals must understand the legal issues associated with contracting for and conducting meetings, exhibitions and other events in order to minimize liability that may be placed on employers or clients. This session will use an actual hotel contract to explain the importance of key provisions in venue contracts, as well as address the changes which should be made in language typically proposed by hotels and similar venues. The session will also touch on negotiation strategies and highlight the process necessary to develop a risk management protocol for all meetings and events to minimize potential liability.

In this session, you will:

- Consider detailed contract provisions to deal with major issues such as cancellation force majeure, etc.
- Learn how to contractually manage room block requirements.
- Examine risks to be taken into consideration in planning a meeting or event.

## Professional Development

The most successful meeting and event practitioners are life-long learners who are strategic and active networkers. Do you have a plan to continue your professional growth and take control of your career?

In this session you will:

- Compare and contrast professional organizations to find those that best fit your needs
- Review the Certified Meeting Professional (CMP) certification process
- Learn how to use networking in developing a client base and completing a project
- Develop a "career plan" to monitor your progress and celebrate your successes