

Event Management Certificate Schedule 2009 - 2010

Classes held one night per week from 6:00 p.m. to 9:00 p.m. for 5 weeks (except as noted) at the UCC campus (15653 Brookstone Dr., Parker, CO)

Cost: \$299 per class (except as noted) plus a one-time, nonrefundable \$50 registration fee

**For Weekend Courses: \$99.00 for students who are enrolled in all Event Management courses. \$199.00 for anyone not enrolled in all Event Management courses*

Course Name	Description	09-'10 Dates	Cost
Introduction to Event Management	Introduction/Event Design and Administration will cover the requirements of the Event Management Certificate Program and give an overview of the program. It will include basic information about how to develop an event and determine its scope – it will also cover the basics of timeline planning, budget development, etc. Time will also be spent on event terminology. Some time will be taken to get to know the other students in the program so that important networking and teamwork opportunities can develop.	May 5 - June 2	\$299.00
Event Funding	The Event Funding course provides instruction on the basics of funding sources and budgeting skills necessary to effectively manage an event. The course topics include sponsorships, grants, budget planning and contract negotiations. Considerable time will be spent on sponsorship development and solicitation.	June 9 - July 7	\$299.00
Public Relations/ Advertising/ Marketing & Sales	This updated class will offer students a broad stroke overview of the many opportunities available to market an event – from advertising to public relations, marketing to outright sales – we will cover it all. This section will include information about generating traffic at your event using public relations; how to buy a media package; how to write a press release; and what to do versus what not to do on radio, TV, and other media interviews. We will also offer tips on grassroots marketing efforts necessary for all events.	July 14 - August 11	\$299.00
Quick Start Weekend: Start Your Own Event Planning Business	Starting a successful business takes skill in many areas outside of your field of expertise. In the “Start Your Own Business Weekend” we will talk about how to develop your own personal brand, what licenses and permits are needed to start a business in Colorado, and also talk about developing a business plan, funding, and branding. Guest speakers who are business owners will share from their personal experience the opportunities and challenges of owning your own business.	August 14-15 Fri: 5:30-9:30 Sat: 9:00 - 5:30	\$99.00* \$199.00
Volunteer and Staff Management	In the world of events volunteers and staff, including contractors, can either help you succeed or be one of the things that will help you fail. In the Volunteer and Staff Management course we cover the basics of hiring and firing both staff and volunteers, how to find good contractors to work at your event, diversity issues on your teams; how to manage and build teams; volunteer management including accountability and motivation, scheduling, intern development and supervision. We will also talk about working with a volunteer Board of Directors.	August 25 - September 22	\$299.00
Operations and Logistics	This course covers from end-to-end the operational elements of running any event including developing site maps, ADA compliance and accessibility needs at events, permit issues, contracts, licenses, RFP's, safety and security at events, event registration, as well as equipment rentals, communication devices, waste management issues, radio communications, generators, golf carts, insurance, road closures and municipal department relations.	September 29 - October 27	\$299.00
Quick Start Weekend: Become A Wedding Planner	With over 6,000 wedding per year in the United States and nearly \$20,000 (average) being spent on those events there is great opportunity to be a wedding planner today – but to be successful you must know what to do and do it well! In this weekend course we will cover the roles and responsibilities of a wedding planner, what you need to know about the wedding industry, and will be given information about budget preparation, wedding etiquette and protocol and how to run the wedding ceremony, the reception and so much more.	November 6-7 Fri: 5:30-9:30 Sat: 9:00 - 5:30	\$99.00* \$199.00
Entertainment and Community Attractions	The Entertainment and Community Attractions course provides instruction on the entertainment and community attractions related to event management. The course covers entertainments aspects such as lights and sound, agents and inflatables, artists and fireworks. It also covers different types of community attractions including golf tournaments, 5K run/walk events, parades, children's events and tasting events.	November 10 - December 8	\$299.00
Meeting Planning, Food and Beverage and Hospitality	The Meeting Planning, Food, Beverage and Hospitality course covers group profiling, menu planning, negotiations, understanding "cost centers", guarantees of meeting planning, budget considerations, breaks, receptions, banquet functions, meeting rooms and audio visual considerations.	Jan 5 - Feb 2, 2010	\$299.00
Quick Start Weekend: Event Planning for Non-profits	Planning events for non-profits takes both creativity and skill in fundraising, sponsorship management, and in budget prioritizing. In this weekend course we will spend considerable time preparing you to work in the non-profit sector talking about developing a non-profit event, branding your event to your business, develop a cost effective budget and marketing plan, look at sponsorship sales, and talk about creating partnerships that will ease your mind and your budget.	February 5-6, 2010 Fri: 5:30 - 9:30 Sat: 9:00 - 5:30	\$99.00* \$199.00
Conventions, Arenas, and Sporting Events	The Conventions, Arenas and Sporting Events course provides instruction on venue selection and sports management. Management of facilities, merchandising, catering, traveling and circus entertainment and shows, and working with Union Houses.	February 16 - March 16, 2010	\$299.00
Course Wrap-up/Final	If you are a student working towards the Event Management Program's Certificate, this class will spend one-week in course wrap-up and study planning and give students and opportunity to turn in portfolio's papers, etc. for grading. The second week students will take the final exam which will determine whether they receive their certificate.	March 23 - March 30, 2010	\$120.00

GRADUATION	A special graduation ceremony will be held to honor all students who complete the entire program. Most instructors will attend to offer congratulations & encouragement and a reception will follow. Family and friends are invited.	April 6, 2010	\$0.00
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