



Corporate Learning Division

EVENT MANAGEMENT CERTIFICATE PROGRAM

2009—2010 PROGRAM



***NEW WEEKEND COURSES
NOW OFFERED!***

**Endorsed by
Colorado Festivals & Events Association**



ADVANCING YOUR CAREER

The Arapahoe Community College Event Management Certificate Program is an advanced curriculum that provides an experiential education and training certificate program to individuals currently in the event management industry as well as those wanting to enter the field.

This program gives students education and training in all aspects of event management. All teaching is done by working professionals enabling graduates to immediately organize and manage *real-world* events.

PROGRAM INSTRUCTORS

- **Steven Stokes**, Event Management Program Chair (also the owner of Events Etc.)
- **Adrian Mabry**, Manager, Meetings and Conventions Solutions, Experient
- **James McCollough**, Colorado Convention Center
- **Scott Beekhoizen**, Pepsi Center, Kroenke Sports Group
- **Bob Spada**, Golf Operations Manager, City of Englewood
- **Cathy Pate**, Special Event Manager for Greenwood Village
- **Staci Davis**, Davis Events

List is subject to change. Additional "guest instructors" will also be included.

FAST-TRACK EVENING PROGRAMMING FOR WORKING ADULTS

This program consists of eight 5-week classes plus one "quick start" weekend course, a combined portfolio and an externship project. The year-long program meets one night a week from 6 - 9 p.m. at ACC's Chaparral campus in Parker – 3 miles east of I-25 off of Lincoln. To complete the program and earn a certificate, students must successfully complete each module plus the items listed under "program completion." Students may also elect to register for individual modules as well.

Module 1. Introduction and Event Design and Administration This course 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.

Module 2. Event Funding provides instruction on the basics of funding sources and budgeting skills necessary to effectively manage an event. The course topics include sponsorships, grants, and budget planning and contract negotiations. Considerable time will be spent on sponsorship development and solicitation.

Module 3. Public Relations, Advertising, Marketing and 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.



Module 4. Staff and Volunteer 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.

Module 5. Operations and Logistics covers from end-to-end the basic operations 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.

"This program provides valuable information for one to become a successful event planner. The instructors are great resources and the networking is awesome!" - Allison Yentsch, Event Planner, Denver Botanic Gardens

Module 6. Entertainment and Community Attractions 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.

Module 7. Meeting Planning - Food, Beverage and Hospitality covers group history, menu planning, negotiations, understanding "cost centers", guarantees of meeting planning, budget considerations, breaks, receptions, banquet functions, meeting rooms and audio visual considerations.

Module 8. Conventions, Arenas and Sporting Events provides instruction on venue selection and sports management. It also covers management of facilities (both public and private) and working with union houses as well as, catering, traveling/touring entertainment and shows.

PROGRAM COMPLETION

Students who successfully complete this program will earn a certificate from ACC. The Colorado Festivals & Events Association endorses the CEP. Completing the program includes **1)** attending all eight modules with minimal absences plus one of the "Quick Start" weekends of your choice, **2)** passing a competency quiz per class plus a final exam, **3)** passing the portfolio review, **4)** completing an externship (and/or volunteer hours) and **5)** completing an event project during the program year.



NEW! WEEKEND COURSES

Due to high demand during the course for more information about starting your own event planning business, wedding planning, and event planning for non-profits the Event Management Certificate Program is adding a new component to the program. In addition to the weeknight programs, there will be three "quick-start" weekends where we can spend additional time discussing these specific topics. Consider taking one, two, or all three courses to meet your event planning needs.

- **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.



- **Become a Wedding Planner -** With over 6,000 weddings 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.
- **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.

COLORADO FESTIVAL AND EVENTS ASSOCIATION

The Colorado Festival and Events Association (CFEA) is made up of members representing community festivals, ethnic celebrations, music and art festivals, sporting events, historical celebrations, parks and recreation districts, county fairs and rodeos. CFEA members and ACC joined forces to develop a comprehensive event management program. For more information about CFEA, go to www.coloradofestival.com.



ENROLLMENT FEES

The cost for each module is \$299 plus a one-time nonrefundable registration fee of \$50. Weekend course rates are listed on our website and are not included in the module prices. Check with your employer for tuition reimbursement eligibility.

PROGRAM LOCATION

All courses are taught by Arapahoe Community College's Corporate Learning Division at University Center at Chaparral, 15653 Brookstone Dr., Parker, CO 80134.

CLASS MEETING TIMES

The class will meet each Tuesday evening from 6 -9 p.m. beginning in May 2009 and concluding in March 2010. Weekend course dates are August 21-22, November 6-7, and February 5-6, 2010.

REGISTRATION

To register, contact the Enrollment Coordinator at 303.734.3701 or e-mail: cld@arapahoe.edu.

For more information about this program, visit: www.coloradotraining.com.

"The ACC Event Management Program is not only a great place to begin your event planning career, but also a great place for a current event planner to expand their knowledge, share best practices and learn from others in the "biz." - Julie Wassell, Special Events and Fundraising Coordinator, Town of Parker

"Along with the valuable event planning information, the networking opportunities are phenomenal! The contacts you make during this program are invaluable resources advancing your career in event planning." -- Jaime Stevens, Marketing, Town of Parker (changed jobs mid-year in program through program contact)

"This program guides you through all facets of event planning by utilizing professionals in various fields. This is a great way of introducing "real world events" in practice." -- Susan Santamaria-Fenton, Current Program Student and Caterer

"After performing some level of event planning for over eight years, I am continually surprised at how much I am getting out of each of these classes. The instructors are extremely knowledgeable and helpful and the detail that is provided per area of expertise is amazing. I would highly recommend this course to anyone that is interested in Event planning." -- Sue Santos, Current Program Student



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