MEETING AND EVENT MANAGEMENT, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Learning Objectives

- **Event and Meeting Design:** Ability to direct, design, and coordinate multifaceted aspects of an experience (e.g. meetings, events, programs) and needed partners and vendors.
  - Develop theme, define program content and delivery methods
  - Develop procurement, communication and evaluation plan for meeting, event or program
  - Based on data, design experience (i.e., meeting, program, event) components according to achieve desired audience experience (e.g., environment aesthetics, layout, movement)
  - Coordinate logistics (site selection, entertainment, food and beverage, technical, attendee registration)
- **Event Management Strategic Planning:** Students demonstrate ability to conceptualize a strategy and make creative and management decisions that align with the strategy, vision, purpose and objectives in accordance to their experience level.
  - Listen and interpret stakeholder needs
  - based on verbal and written communications.
  - Determine financial feasibility and summary of meeting, event or program.
  - Monitor, evaluate and assess based on determined benchmarks and measures.
  - Determine manage projects (i.e. meetings, events programs) timelines and critical pathways to meet deadlines.
- **Marketing Events and Programs:** Applying theoretical marketing principles; conducting market research, develop overall marketing plans and making data-driven marketing decisions.
  - Develop and communicate overall marketing plans and/or promotions or social media marketing plans and promotions schedules
  - Articulate the need and have the ability to identify target market, segments and create personas
  - Create (or ability to communicate with those who create) marketing materials and content.
  - Identify appropriate and innovative distribution channels based on data target market/segments/personas
- **Stakeholder Communication:** Demonstrate the ability to articulate ideas, plans, and processes for the given stakeholder audience and medium
  - Identify different stakeholder groups and their needs
  - Articulate the event strategy, goals and objectives based on purpose and the stakeholder group
  - Draft a professional event proposal, bid or RFP based on industry or organizational processes
  - Recall and appropriately use industry terminology.