

Business & Management

Meeting & Event
Management
Specialized Studies

Accelerate Your Career

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Improve Your Career Options with a Professional Certificate



UCI Division of Continuing Education's professional certificate programs help you increase or enhance your current skills or prepare for a new career. Courses are highly practical and instructors are qualified leaders in their field. Convenient online courses make it easy to learn on your own time, in your own way. A certificate bearing the UC seal signifies a well-known, uncompromising standard of excellence.



Meeting & Event Management Specialized Studies

The current push for more international business relations has increased the demand for event managers capable of overseeing all details of special events, while ensuring that everything runs smoothly and appears effortless. According to the U.S. Bureau of Labor Statistics, “between 2008-2018, the occupational outlook for event managers is expected to grow faster than the average for all occupations.”

UCI Continuing Education’s Meeting & Event Management Specialized Studies program provides students with tools and training in financial and legal safeguards, organization, and marketing and business practices. Meeting and event professionals will learn to manage administration, operations, and risk for events across any industry.

Our courses are designed for individuals interested in the theoretical and practical aspects of event and meeting management including the research, design, planning, coordination, and evaluation of events. Individuals study best practices, and the program emphasizes the training and management competencies required for a successful career as an event and meeting professional.

Who Should Attend

This program is ideal for you if you are:

- Interested in starting a new career in meetings, events, travel, hospitality
- Charged with handling some or all event and travel duties for your company or organization
- Pursuing industry certification for the CSEP or CMP designations
- Wishing to enhance your skills or seeking continuing education units for recertification of your CSEP or CMP

Program Benefits

- Learn best practices and latest thinking for event design
- Learn to conduct effective event and meeting management research
- Learn how to manage volunteers, vendors, caterers, sound and light technicians, entertainment, and other resources
- Understand budgeting, pricing, and accounting as they relate to event design

For more information:
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Curriculum

Specialized Studies Award Requirements

To earn the Meeting & Event Management Specialized Studies Award, participants must choose courses totaling a minimum of nine (9) units, or 90 hours of instruction, with a grade of “C” or better. To receive the award after completing all program requirements, students must submit a **Specialized Studies Certificate Request** form. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the award are welcome to take as many individual courses as they wish.

Program Fees

The total cost of the program varies depending on the courses selected. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course fees (\$385-\$435 per course)	\$2460
Textbooks*	\$500
Candidacy Fee	\$35
Total Estimated Cost	\$2995

*Available for purchase at The Hill (uci.bnccollege.com).

On-Site Training

Our Corporate Training specialists can deliver this program or customize one that fits your organization’s specific needs. Visit ce.uci.edu/corporate, or call (949) 824-1847 for more information.

Event Planning Essentials

MGMT X464.31 (2 units)

Cultivate a clear understanding of the event planning process and enhance management skills by examining best practices in the event industry. Explore tools for managing time, space, money, human resources, information, materials and challenges that arise during the production process. Review all aspects of event planning including scope, theme, and budget.

Event Risk Management: Financial, Legal and Ethical Safeguards

MGMT X464.32 (1.5 units)

Examine the process for analyzing and responding to risks to ensure that appropriate safeguards are implemented in order to produce safe and successful events. Contractual and statutory liabilities, negotiations, and laws and regulations pertaining to meetings and events will also be explored.

Event Operations, Logistics and Communications

MGMT X464.43 (2 units)

Examine the framework for organizing and executing an events from concept to post-production evaluation. Explore the organizational principles needed to coordinate onsite logistics, operations, and production, including the selection of operation teams and the management of subcontractors. Site selection, entertainment selection, and standard industry communication documents will also be explored.

Event Administration and Stakeholder Management

MGMT X464.44 (1.5 units)

Examine the capabilities needed for efficient management of events and event organizations, regardless of scale. Analyze the roles and responsibilities of stakeholders and the administrative team to optimize organizational structure and ensure event success and sustainability. Leadership skills and communication tools will also be explored.



Event Marketing, Fundraising and Sponsorship

MGMT X464.45 (2 units)

Explore practical skills for preparing a comprehensive event fundraising plan that incorporates strategic marketing, fundraising activities, and secures sponsors and donors. Examine how to create effective messaging, and identify and appeal to corporate and individual sponsors. The elements of a winning proposal, auctions, volunteer collaboration and program facilitation will also be explored.

Food and Beverage Essentials for Meeting Planners

MGMT X464.39 (1.5 units)

Examine the variables that influence food and beverage management for any event. Explore budgeting, as well as how to effectively assess group needs, negotiate bookings and incorporate choices that align with the program theme. Coursework will also include reviewing guidelines for serving alcoholic beverages.

Entertainment Arts in Events

MGMT X464.50 (2 units)

Explore the use of entertainment to elicit the desired response from target audiences through maximizing engagement in planned events. Examine how to apply organizational principles and integrate event content, design and music with the show direction. Talent selection and management, rehearsal execution, and collaboration with technical directors and venues will also be explored.

Advisory Committee

- **Marian Buchanan**, CMP, PMP, Project Manager, Broadcom
- **Wendy Dahl**, CEO, Chic Productions
- **Aleka Garcia**, CMP, CMM, Director, Meeting Services, Pacific Communications
- **Kai Kanatsiz**, CEO, Katano Weddings and Events
- **Carlin Motley**, Special Events Coordinator, University Advancement, University of California, Irvine
- **Cheryl Rivas**, CMP, Director, Accounts & Global Meeting Management Services, Meeting Sites Resource
- **Jessie Steward**, Senior Director of Special Events, University of California, San Francisco
- **Alexis Wensman**, Event Management Director, Shady Canyon Golf Club



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