

Licensing and Certification
 Corporate and Continuing Education
 York Technical College

EVENT PLANNING CERTIFICATE PROGRAM

Program Description: The Event Planning certificate program designed for new and aspiring event managers, those considering a career change and those desiring a credential for professional development. The program offers a comprehensive core curriculum designed to acquaint you with the common components of managing well-executed events of any type. Additionally, three specialized tracks are offered to individuals who complete the core curriculum—wedding planning, corporate meetings and conferences, and charity/fundraising events. A certificate of completion will be awarded upon completion of the core curriculum and one specialized track.

Students may choose to take single courses or complete all eight (8) of the courses required for the certificate in Event Planning.

Program Schedule:

Course Title	Meeting Dates	Day of Week	Time
The Fundamentals of Event Planning	March 24 – March 31, 2011	Thursday	6:00 pm - 9:00 pm
Event Planning as a Profession	April 14 – April 21, 2011	Thursday	6:00 pm - 9:00 pm
Special Event Management	April 28 – May 5, 2011	Thursday	6:00 pm - 9:00 pm
Vendor Services, Contracts and Negotiations	May 12 – May 19, 2011	Thursday	6:00 pm - 9:00 pm
Site Selection, Operations and Inspections	May 25 – June 2, 2011	Wednesday Thursday	6:00 pm - 9:00 pm
Food & Beverage Management	June 9 – June 16, 2011	Thursday	6:00 pm - 9:00 pm

Finance and Budgeting	June 23 – June 30, 2011	Thursday	6:00 pm - 9:00 pm
Wedding Planning	July 7 – July 14, 2011	Thursday	6:00 pm - 9:00 pm
Conference and Meeting Planning	July 21 – July 28, 2011	Thursday	6:00 pm - 9:00 pm
Fundraising and Charity Event Planning	August 4 – August 11, 2011	Thursday	6:00 pm - 9:00 pm

General Course Overview: The entire certificate program consists of seven core courses and one specialty track course totaling forty-eight (48) hours of instruction. Each course is a six (6) hour course with a course fee of \$85.

The Fundamentals of Event Planning (CLE 1026)

What are the competencies—knowledge, skills, abilities and attitude for success in the event planning industry? What are the essential start-up considerations when launching a career or business in the event planning industry? These are just a few of the many questions that we will discuss in the initial session of the Event Planners Certificate Program at YTC. Understanding what is required of you and the knowledge base that is required for success in the industry are two of the many considerations in preparing you for overall success. We look at best practices in the 21st century and what you might expect today and in the future in this ever changing industry.

Event Planning as a Profession (CLE 1027)

Did you happen into the event planning industry or do you have a natural affinity for some aspect of event planning? In this session, we explore the endless opportunities available to you in the event planning industry. Do you want to be a conference/convention planner, party planner, wedding planner or event planner—just where do you desire to fit in? The industry is huge and much of your success begins with defining who you are what you will do as a professional planner.

Special Event Management (CLE 1028)

Aligning a special event with the specific needs of a client is a critical aspect of successful event planning. Assessing the need for the event, identifying the funding and resources, setting goals and developing a master plan are important skill sets for any event planner. And that's just the beginning. Staging and programming, audio visual, targeted questions while building collaborative relationships—all requirements for successful events. Managing an event and all its important elements from concept to close out are explored in this session.

Vendor Services, Contracts and Negotiations (CLE 1029)

An event planner's success, in large part, will be attributed to the services provided by vendors for the special event. "If they don't look good, I don't look good" is the mantra of one event planner with 15 years of event planning success. Vendors are the lifeblood of an event, so building a toolbox of qualified and talented vendors is critical. An event planner's ability to solicit and negotiate with vendors throughout the planning process is an essential skills. Developing sound proposals for vendor services, negotiating pricing and understanding contracts and the many issues that may arise from them are key components for both a successful event and successful planning.

Site Selection, Operations and Inspections (CLE 1030)

Determining the best possible site for a client's event can be elusive for the novice event planner. The process for site selection involves an intricate process with many moving parts. In this session we explore issues relating to hotels, conference centers and other venues that house special events. What makes each unique, what are benefits of one over the other, and how do their services align with the needs of your special event? An understanding of "behind the scenes" operations, liability issues, design and décor, transportation and other event considerations—all knowledge essential to event planning success.

Food & Beverage Management (CLE 1031)

Menu selection, event theme, décor, layout and presentation are woven together like a sweet sounding orchestra. One missing component can affect the flow and feel of the best planned event. Effectively managing food and beverage means working with many variables and placing intricate importance on a number of details. The ability to compliment a group's needs with food choices and event presentation, while staying within the budget, can be a daunting task for the unskilled event planner. In this session, we sculpt a framework for addressing the many aspects of hospitality management.

Finance and Budgeting (CLE 1032)

Sound financial management throughout the planning process is your event success. Establishing a clearly defined budget, setting financial goals, setting accurate spending and revenue projects, managing cash flow and evaluating profits and overruns are just a few of the topics related to comprehensive financial planning for your special event.

Specialty Tracks (Choose one):

Track 1 – Wedding Planning (CLE 1040)

The wedding planning industry continues to grow. Brides spent more than \$32 billion dollars last year and couples will continue to tie the knot with style and beauty. Brides need top-notch wedding planners—they want a perfect day and a professional wedding planner who can ensure the details will be handled from beginning to end. Having the knowledge to assist brides-to-be with the myriad of details associated with their "big day" sets you apart as a seasoned planner in the wedding industry. In this six-hour track, potential wedding planners are introduced to major considerations when planning wedding related events.

Track 2 – Conference and Meeting Planning (CLE 1041)

The conference and meeting industry has grown and become so specialized that companies and organizations rely on the expertise of the most skilled and seasoned professionals to manage the execution of their special events. Where do you begin? How do you ensure the safety of guests attending the event, what are the unique requirements of conference and meeting type events? The details and requirements are endless. In this six-hour track, participants are introduced to the unique requirements of planning larger events.

Track 3 - Fundraising and Charity Event Planning (CLE 1042)

The same event basics apply to charity and fundraising events with one major exception—these events focus on raising dollars. The event planner must develop a unique ability to balance costs of the event with the expectation to raise sizeable amounts of dollars. The event planner working with the not-for-profit organizations is expected to possess a strong business base along with the ability to work with boards, volunteers, the media, celebrities, to name a few. In this six-hour track participants are introduced to the well-defined requirements of planning fundraising events.