

# Fall Session



 UNIVERSITY of VIRGINIA  
Richmond Center



# Meeting & Event Planning

*Certificate Program*

 UNIVERSITY of VIRGINIA  
SCHOOL of CONTINUING & PROFESSIONAL STUDIES  
Richmond Center 2810 N. Parham Rd.  
Suite 300 Richmond, VA 23294

## Program Topics

- Preliminary Planning
- Goals and Objectives
- Needs Assessment
- Program Design and Development
- Budgeting and Financial Management
- Site Selection and Inspection
- Hotel/Facility Operations
- Marketing
- Legal and Ethical Issues
- Organization
- On-site Management

## Meeting Days and Times: Fall 2009

Tuesdays, September 22 - December 1, 2009; 6:00pm - 9:00pm  
and Saturday, November 7, 2009; 9:00am - 5:00pm

## Location:

University of Virginia  
Richmond Center  
2810 N. Parham Rd., Ste 300  
Richmond, VA 23294

## Program Tuition: \$650

**For More Information:** Deonna Hall (804-662-7464 or drh4q@virginia.edu) or Kathy Cullen (804-662-7464 or kac7j@virginia.edu)

## Registration

Registration details can be found at [www.scps.virginia.edu/SIS](http://www.scps.virginia.edu/SIS). There you will find information for enrolling in your class, as well as payment options.

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## Ideal participants for this program are:

- Corporate meeting planners and trainers
- Non-profit and association staff who plan events and conferences
- Directors of special events
- Conference and convention center coordinators
- Administrative staff in meeting and event planning companies
- Hotel staff responsible for conference sales and planning
- Meeting and event suppliers and vendors who need to acquire more knowledge about their clients' industry
- More experienced planning professionals who wish to refresh their skills and earn a credential
- Career changers who wish to learn the fundamentals of the dynamic world of meeting and event planning

## At the end of this program, you will be able to:

- Plan, design, and manage successful meetings and events
- Work effectively with internal or external clients
- Develop professional budgets
- Make facility and vendor selections based on predetermined objectives and budgets
- Understand contract issues and review contracts critically
- Create an effective marketing plan to promote meetings and events
- Understand hotel/facility operations and how to work with facility staff
- Minimize risk associated with event planning and operation
- Manage on-site operations effectively and efficiently



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### **Do you have responsibility within your company or organization for planning meetings, conferences and events?**

Are you interested in entering the dynamic profession of meeting and event planning? Then this certificate program is just for you!

Every meeting and event requires careful preparation, design, and management, whether the client is a commercial business, a nonprofit organization or association, or a private party. It is an area of professional expertise that spans a broad range of industries and organizations, including corporate enterprises, professional membership associations, the hospitality industry, sporting and entertainment venues, and civic arenas and convention centers. This certificate program will provide you with practical tools and knowledge to plan and manage exceptional meetings, conferences, and events. New meeting and event planners, more experienced planners, and those looking to enter the field will take away a wealth of valuable information and ideas that are designed to address the range of issues involved in the meeting and event planning industry. Program topics range from preliminary planning and needs analysis, to program design and budgeting, to site selection and on-site management. Course instruction will be supplemented with guest speakers who are successful practitioners in the meeting and event planning industry and a site visit to a primary meeting and event venue.



### **Lead Instructor**

**Robert M. Ramsey, CAE**, is Director of Dealer Services, Virginia Auto Dealers Association and Ramsey Management Group Inc., an association management firm that specializes in providing strategic solutions for associations, convention and visitors bureaus, and businesses. Throughout his career, Mr. Ramsey has served many organizations that are heavily dependent on meetings, events, and conferences for education and funding. He has facilitated strategic planning sessions for organizations such as the American Resort and Development Association and the American Hotel and Lodging Association. He has special expertise working with convention and visitors bureaus in marketing and promotion planning. He has served as executive vice president of the Virginia Hotel and Motel Association, CEO/executive vice president of the Virginia Hospitality and Travel Association and president of the International Society of Hotel Association Executives.

Since 1992, Mr. Ramsey has managed the largest emergency medical symposium in the United States for Virginia's Office of Emergency Medical Services. The 3,000 room-night event offers over 240 workshops for 1,600 participants. In his current capacity as president of Printing Industries of Virginia, he manages trade shows and conferences, state-wide professional competitions, awards banquets, and networking events.

Mr. Ramsey has also taught meeting and conference planning at the university level for eighteen years.

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