



### **300 Series: Meeting & Event Management**

**Who should enroll?** Event managers, dedicated catering and banquet professionals, venue managers, tent and rental professionals, event staff, food and beverage staff, or anyone in catering sales and marketing. All participants will receive a certificate of completion. These courses may qualify as points gained for various special events certifications.

### **SSA301 Event Catering & Hospitality Services for the Event Manager© SSA**

**Course Description:** The event manager will gain a better understanding of the world of catering in relation to the on-premise or off-premise caterer.

**Course Objectives:** At the conclusion of this course, students will be able to define policies and procedures of catering, understand the do's and don'ts that take a lifetime to learn, exceed Client expectations, identify management mistakes, analyze and compare venue checklists, recognize challenges of financial management and timelines, develop proposals, budgets, and contracts, define great menus and tasting protocols, recognize good alcohol management and control, utilize wine protocol and styles of service, define end-of-party procedures, predict catering trends and much more!

**Instructional Methods:** The class will use a combination of instructional methods including lecture, case studies, guest speakers, group activities and discussions, role playing and visual examples.

**Prerequisite: none    Class Time: 10 hours    Handout: English**



### **SSA302 Event Organization © SSA**

**Course Description:** The creative elements of event management must be carefully designed, planned and coordinated. This course applies basic project management principles to the creative event management process.

**Course Objectives:** At the conclusion of this course, students will be able to: Define event organization principles, phases and career opportunities, develop event time management strategies, analyze and compare principles of event financial management, compare and choose sound human resource management techniques for events, identify technology and communication tools for events, recognize management components necessary to support creative process, predict consequences of event logistics and technical production management, develop event themes and choose appropriate creative elements.

**Topics will include:** event management phases, budgeting, pricing, risk management including safety and security, cash flow management, sequencing including time lines and production schedules, event software, data base management, registration, vendor management, transportation, staging, audio/visual production, décor, catering, entertainment, photography, videography and print material.

**Instructional Methods:** The class will use a combination of instructional methods including lecture, case studies, guest speakers, group activities and discussions, role playing and visual examples.

**Course Requirements:** To successfully complete this module, students must participate in class activities and pass a quiz at the end of the class.

**Prerequisite: none    Class Time: 8 hours    Handout: English**



### **SSA303 Event Protocol© SSA**

**Course Description:** The event management industry is focused on providing a positive experience for attendees in terms of comfort and hospitality. Whether the event is social or corporate, the way the attendees are treated is governed by protocol principles established over time by precedence. This course explores the development and implementation of these principles and offers pragmatic solutions and resources.

**Course Objectives:** At the conclusion of this course, students will be able to: Define and recognize basic protocol principles, identify protocol needs based upon event objectives and expected attendees, identify appropriate protocol for both written and verbal communications, recognize principles of military and diplomatic protocol, know basic principles of corporate protocol, compare different aspects of social protocol, design a protocol plan, examine aspects of personal protocol for business

**Topics will include:** Introductions, forms of address, toasts, flag placement, seating, receiving lines, business card presentation, title usage, courtesy communications, place settings, and personal etiquette.

**Instructional Methods:** The class will use a combination of instructional methods including lecture, case studies, guest speakers, group activities and discussions, role playing and visual examples.

**Course Requirements:** To successfully complete this module, students must participate in class activities and pass a quiz at the end of the class.

**Prerequisite: none    Class Time: 8 hours    Handout: English**



### **SSA 304 Social Event Management© SSA**

**Course Description:** Social event management centers on the celebration of life-cycle events. This course is designed to focus on the understanding of social event guidelines and responsibilities.

**Course Objectives:** At the conclusion of this course, students will be able to: Conduct research to determine important elements of event, recognize the ethnic and religious influences influencing event, design a focus and outline for the event, create a plan to manage client and vendors, review contractual elements including pricing and legalities, form an appropriate evaluation and communication plan, review financial and legal elements necessary to create and run a social event management business, and compose a marketing plan for an event management business.

**Topics will include:** All life cycle events from birth to death and commemoration, diversity issues, invitations, communications, contracts, pricing and creative elements.

**Instructional Methods:** The class will use a combination of instructional methods including lecture, case studies, guest speakers, group activities and discussions, role playing and visual examples.

**Course Requirements:** To successfully complete this module, students must participate in class activities and pass a quiz at the end of the class.

**Prerequisite: none    Class Time: 8 hours    Handout: English**