



OFFICE OF PROFESSIONAL AND
CONTINUING EDUCATION

Office of Professional & Continuing Education
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No refunds can be issued after the start date published in your Financial Award document.

Education & Training Plan

Student Name: _____

Start & End Dates: ___/___/___ to ___/___/___

Event Planning & Banquet Management Certificate Program

Mentor Supported

MyCAA Information

Course Code: AU - EPBMA
Program Duration: 9 Months
Course Contact Hours: 450
Student Tuition: \$3,950

This training program combines a two course training track:

- **Event Planning & Management**
- **Dining Room & Banquet Management**

Event planners need professional caliber information that explains everything from how to decorate, to the use of technology, and everything in between. In this course you will learn that information and much more. It is through planned events that we remember our shared history, our friends, family, and community. We include information on greener events, corporate social responsibility, international best practices, and the expanding event field. You will also learn how technology, including the use of social media, may be harnessed to improve the financial, environmental, and other strategic outcomes of a special event.

The Job Outlook

Employment of meeting, convention, and event planners is expected to grow 44 percent from 2010 to 2020, much faster than the average for all occupations. As businesses and organizations become increasingly international, meetings and conventions are expected to become even more important. For many of these organizations, meetings are the only time they can bring their members together. Despite the spread of online communication, face-to-face interaction is irreplaceable. In addition, industries and businesses increasingly recognize the value of hiring professional meeting planners who can deliver top-notch meetings at the best available price.

Certification:

Upon successful completion of our Event Planning and Management course, students will be prepared for an entry-level job in the Event Planning industry and to sit for the NCCB national certification exam to become a **Certified Event Planning Specialist (CEPS)**.

Event Planning & Management

270 Hours

Overview

After completing this course, you should be able to:

- Define the principles of event leadership
- Identify the steps for planning an event budget, solving problems, and making critical decisions
- Identify the requirements for working with vendors, securing a space, and marketing the event
- Identify legal considerations and guidelines for writing event contracts
- Identify the steps for starting your own event planning business

Outline

Event Planning & Management Module 1

Event Leadership

- Anthropological & Sociological Origins
- Global Business
- The Event Leadership Profession
- Demographic Changes
- Career Opportunities
- The 5 Phases of Event Leadership
- A Blueprint for Your Event
- Comprehensive Needs Assessment
- Good Communication
- Corporate Social Responsibility (CRS)
- Developing & Implementing the Event
- Research the Event
- Design a Program
- Develop a Theme
- Manage the Timeline

Event Planning & Management Module 2

Event Administration

- Identify Leadership Characteristics

- Make Critical Decisions
- Solve Problems
- Human Resource Management
- Recruiting Staff & Volunteers
- Effective Organizational Charts
- Financial Administration
- Maintain Event Records
- Forecast Projected Revenues
- Identify Sustainable Funding
- Plan an Event Budget
- Greener Events
- Reduce Your Carbon Footprint
- Minimize Waste
- Implement Energy Efficiency
- Market Your Greener Event

Event Planning & Management Module 3 Event Coordination & Marketing

- Managing Vendor Contracts
- Coordinate Catering Operations
- Conduct & Analyze Site Inspections
- On-Site Event Production
- Integrate New Technologies
- Event Contingency Plans
- Registration Operations
- Lighting, Sound, and Video
- Event Leader as Producer
- Advertising & Public Relations
- Promotions & Sponsorships
- The 5 Ps of Event Marketing
- Promote Fairs & Festivals
- Online Marketing
- Using Social Media

Event Planning & Management Module 4 Legal, Ethical, Risk Management & Technology

- Legal Event Documents
- Control Liabilities
- Risk Management Procedures
- Inclusiveness, Morality & Ethics
- Comply with ADA
- Avoid Ethical Problems
- Corporate Social Responsibility (CSR)
- Measure the Social Responsibility Index
- Technology & Event Planning
- Using Mobile Technology
- 360-degree Event Experience
- Building Your Resume
- Career Advancement

- The New Best Practices
- New Frontiers in Planning Events

Event Planning & Management Module 5 Corporate Events

- What is a Corporate Event?
- The Future of Corporate Events
- Types of Venues
- Anatomy of a Venue
- Types of Staging
- Choosing the Best Stage for Your Event
- Types of Seating
- Choosing the Best Seating for Your Event
- Introduction to Rigging
- Rigging Equipment
- Introduction to Lighting
- Elements of Lighting

Event Planning & Management Module 6 Audio, Video & Design

- Video Basics
- Video Cameras & Controls
- Introduction to Audio
- Understanding the Sound System
- Types of Speakers & Presenters
- Presentation Management
- The Value of Rehearsals
- Design Teams & Processes
- The Proposal Response Process
- Designing from the Ground Up
- Drafting Software
- Venue Floor Plans
- The Fire Marshal's Approval

Event Planning & Management Module 7 Developing & Presenting the Design

- The Fundamentals of Design
- Developing a Design Palette
- Scenic Design
- Design Approaches
- Environment Design
- Providing Atmosphere
- Scenic Materials & Construction
- Scenic Specialty Items
- Dealing with Transportation
- Presenting Your Design
- Effective Presentation Methods
- Ordering Your Presentation

Event Planning & Management Module 8 Start Your Own Event Planning Business

- The Event Planning Industry
- Who Hires Event Planners
- Conducting Market Research
- Building Your Business Foundation
- Finding Your Niche
- Creating a Map for Success
- A Day in the Life
- Developing Design Ideas
- Getting Started
- Choosing a Business Location
- Financing Your Business
- Buying Equipment & Inventory
- Fundamentals of Hiring Employees
- Paying Employees
- Marketing Your Business
- Managing Your Finances
- Keeping Your Business Healthy

Dining Room & Banquet Management

Overview

This Dining Room & Banquet Management course is ideal for a student that wants to move into hospitality management. Its emphasis is on the service aspects of a business that will distinguish an outstanding dining experience. The course includes the history of dining room and banquet service, the proper techniques of service, sanitation requirements, and important merchandising concepts. In addition, information about reservations, priority seating, and reservations systems is also included.

After completing this course, you should be able to:

- Define principles for dining service, sanitation, and presentation
- Identify guidelines and various styles of serving
- Recall training and managing needs of service personnel
- Identify the steps for managing the dining experience for guests
- List the principles for banquet business management

Outline

Dining Room & Banquet Management Module 1 Principles of Remarkable Service

- Hospitality
- Service
- Combining Hospitality and Service Skills
- Personal Qualities of a Server
- Styles of Service
- History of Table Service

- Dining Room Brigade
- House Style
- Restaurant Types

Dining Room & Banquet Management Module 2 Preparing and Maintaining the Dining Room

- Cleanliness
- Preparing Serviceware
- Food Safety
- Personal Safety
- Fire Safety
- Arranging Tables and Chairs
- Preparing Wares for Service
- Setting the Table
- Ambience
- Personal Mise en Place

Dining Room & Banquet Management Module 3 Reservations, Waiting Lists and Serving Guests

- When Reservations Might Be Necessary
- Special Requests
- Waiting Lists
- Soft Skills
- Steps of Service
- Table Maintenance
- Check Presentation and Payment
- Resetting the Table
- Handling Complaints

Dining Room & Banquet Management Module 4 Beverage and Wine Service

- Water
- Cocktails
- Spirits 101
- Beer
- Responsible Beverage Service
- Coffee and Tea
- Styles of Wine
- Wine Labels
- The Wine Menu
- Taking the Wine Order

Dining Room & Banquet Management Module 5 Banquet Service and Remarkable Interactions

- Banquets and Special Events
- Arranging the Room and Tables

- Bar Service for Banquets
- Styles of Banquet Service
- Why Focus on the Guest?
- Creating a Service-Oriented Organizational Culture
- Training
- Motivating
- Leading

Dining Room & Banquet Management Module 6

Planning for Banquets

- Earliest Banquets: Greeks and Romans
- Banquets in Medieval and Renaissance Europe
- Banquets in the 1700s and 1800s
- Banquets in the Victorian and Edwardian Eras
- Today's Banquets
- Creating a Timeline and List of Priorities
- Rental vs. Ownership
- Tents, Bars, Tables and Chairs
- Serviceware
- Tableware

Dining Room & Banquet Management Module 7

Service Styles and Techniques for Banquets

- Tabletop and Service Items for Seated Service
- Setting the Banquet Cover
- Setting Buffet Tables
- Pantry
- Staging/Plating Area
- Dish and Linen Drop-off
- Styles of Service
- Carrying Plates
- Serving from Platters and Trays

Dining Room & Banquet Management Module 8

Service for Banquets

- Guests' Arrival
- Reception or Cocktail Hour
- Coordinating Seated Service and Buffet
- Sequence of Service
- Table Maintenance
- Theme Buffets
- Weddings
- Bar/Bat Mitzvahs
- Business Lunch

- Fundraising Dinner

Dining Room & Banquet Management Module 9 Beverages and Special Events

- Water and Hot Beverage Service
- Beer and Wine
- Types of Bars
- Bar Service
- Emergency Kit
- Issues with Rented Items
- Flipping the Room
- Managing Ancillaries
- Guest Issues and Comfort

Materials:

All materials are included in this course.

System Requirements:

Internet Connection

- Broadband or High-Speed - DSL, Cable, and Wireless Connections

*Dial-Up internet connections will result in a diminished online experience. Classroom pages may load slowly and viewing large audio and video files may not be possible.

Hardware Requirements

- Processor - 2GHz Processor or Higher
- Memory - 1 GB RAM Minimum Recommended

*While our courses are accessible through multiple mobile learning platforms, some courses may include a CD or DVD with the Textbook, so you may need access to a computer with CD-ROM or DVD Drive.

PC Software Requirements

- Operating Systems - Windows Vista, Windows 7, Windows 8 or 8.1
- Microsoft Office 2007, 2010 or 2013 or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
 - Cookies MUST be enabled
 - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- QuickTime, Windows Media Player &/or Real Player

MAC Software Requirements

- Operating Systems - Mac OS x 10 or higher with Windows
- Mac office programs or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)

- Internet Browsers- Google Chrome is highly recommended
 - Cookies MUST be enabled
 - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- Apple QuickTime Media Player
- If your course has a CD-ROM or DVD included, you **may** need to have Microsoft Windows Operating Systems over Bootcamp (Bootcamp is a free download from Apple's website) or Windows setup with Parallels.

****Outlines are subject to change, as courses and materials are updated.****