



OFFICE OF PROFESSIONAL AND
CONTINUING EDUCATION

Office of Professional & Continuing Education
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Auburn University is an equal opportunity educational institution/employer.

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 Entrepreneur Certificate Program

Mentor Supported

MyCAA Information

Course Code: AU- EPE2

Program Duration: 9 Months

Course Contact Hours: 495

Student Tuition: \$3,950

This training program combines a two course training track:

- **Event Planning & Management**
- **Start Your Own Business**

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

Start Your Own Business 225 Hours

Overview

Have you ever eaten a Mrs. Fields cookie? Used an Apple computer? Listened to a hip-hop CD? Entrepreneurs brought these products to your world. People that start their own businesses and work for themselves are called entrepreneurs. For an entrepreneur the sky is the limit as far as earnings and potential success. An entrepreneur is someone who has recognized an opportunity to start a business

that other people may not have noticed. Entrepreneurs can shape and create an opportunity where others see little or nothing -- or see it too early or too late. Our *Start Your Own Business* class will help you create the business you want. Throughout this course you will be working on your business plan and creating a quick comprehensive overview of the elements you want in your new business.

After completing this course, you should be able to:

- Define entrepreneurship
- Recall the steps for developing a business plan
- Identify methods for forming a financing strategy
- Recognize the fundamentals of commercial law
- Distinguish between potential strategies for growing your business

Outline

Start Your Own Business Module 1 Entrepreneurial Pathways

- Defining Entrepreneurship
- What Entrepreneurs Do
- Finding & Evaluating Opportunity
- Examining Profits
- Creating Business from Opportunity
- Creating a Feasibility Analysis
- Developing a Business Model
- Defining Your Business
- Analyzing Your Competitive Advantage
- Viability Testing
- Valuing a Business

Start Your Own Business Module 2 Integrated Marketing

- Exploring Your Market
- Marketing vs. Selling
- Market Research
- Market Segments
- Positioning Your Product or Service
- Developing Your Marketing Plan
- Marketing Mix
- Pricing Your Products
- Breakeven Analysis
- Smart Selling
- Effective Customer Service
- Principles of Selling
- Successful Sales Calls
- Customer Relationship Management

Start Your Own Business Module 3 Cost Analysis

- Understanding & Managing Costs
- Identify Required Investment
- Analyze Fixed Operating Costs
- Calculate Gross Profit
- Financial Record Keeping
- Financial Statements
- Income Statements
- Examining a Balance Sheet
- Financial Ratio Analysis
- Calculating Return on Investment
- Same-Size Analysis
- Quick, Current & Debt Ratios

Start Your Own Business Module 4 Financing Strategy

- Cash Flow Management
- Cash vs. Profits
- Cash Flow Statement
- Cash Budget
- Taxes
- Filing Tax Returns
- Financing Preferences
- Types of Business Financing
- Debt vs. Equity Financing
- Identifying Sources of Capital
- Stocks & Bonds as Investments

Start Your Own Business Module 5 Operating For Success

- Addressing Legal Issues
- Managing Risk
- Business Legal Structures
- Contracts
- Commercial Law
- Intellectual Property
- Protecting Tangible Assets
- Operations in a Business
- Production-Distribution Chain
- Supply Chain Management
- Managing Suppliers
- Managing Inventory
- Facilities Location & Design

Start Your Own Business Module 6 Growing Your Business

- Management
- 10 Basic Tasks Handled by Managers
- Leadership Styles
- Organizational Cultures
- Organizational Structure
- Human Resources Management
- Ethical Leadership
- Incorporating Social Responsibility
- Ethical Practices
- Growing Your Business
- Franchising
- Licensing
- Cashing in Your Brand
- Methods for Valuing a Business

Materials Included:

- *Entrepreneurship: Starting and Operating a Small Business* by Steve Mariotti & Caroline Glackin

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.****