

Meeting & Event Planning Certificate

A comprehensive 46 hour program that will expose participants to all areas of the industry. Courses are led by industry professionals who combine their knowledge, experience, and expertise with a passion for teaching and education. All courses are held at the Fowler Southside Center in downtown Bethlehem.

Exciting career opportunities that exist in the Lehigh Valley and beyond include:

- Festival & Sporting Events
- College/University Event Planning
- Corporate Event Planning
- Hotel/Resort Sales & Catering
- Wedding Consultant

CBI - Hospitality & Tourism

By promoting excellence as a core value for success, the Hospitality & Tourism Program offers the educational training and resources to elevate and expand the leisure and hospitality industry sector throughout the Lehigh Valley and beyond. Training is also available in:

- Mixology I & II in "the Bar" training facility
- RAMP Alcohol Certification
- Food Sanitation Certification
- Restaurant/Franchise Ownership
- Foodservice Manager Program
- Destination Lehigh Valley



One source. Countless solutions.

511 East Third Street + Bethlehem, PA 18015

www.northampton.edu/cbi



Certificate in **MEETING & EVENT PLANNING**

An Exciting Program
for a Fast-Paced and
Challenging Career!





MEETING & EVENT PLANNING

Certificate

Core Classes

Provides the participant with the essential knowledge and skills to successfully enter the event planning industry. All core classes are seven hours in duration. A total of 28 core hours are required.

Principles of Meeting & Event Management

This foundation course will provide participants with a general overview of the various components of meeting and event planning. This includes site selection, contract negotiations, creating and managing timelines, set-up, audio-visual, food and beverage, onsite management, evaluation and event follow-up.

Event Sales & Marketing

This core class will provide participants with the tools they need to successfully develop and maintain a client base in the competitive event world. Topics will include creating and following a marketing plan, the sales process, business development strategies and client relationship building. The class will also include role playing exercises illustrating hospitality sales scenarios.

Catering Design & Management

This course will give participants an in-depth look at the food and beverage side of event planning. Topics will include menu development and planning, packages, service styles and event flow, and the logistics of offsite catering management. This course will give participants the tools they need to make the right menu decisions for the right type of program.

Financial Planning & Legal Studies for the Event Planner

This required course will allow participants to gain knowledge in the basics of financial management for events and to become familiar with the legal issues surrounding the industry. Topics will include budgeting, profit and loss, contracts, insurance and liability issues.

Elective Classes

Elective courses allow participants to get more exposure and experience to areas of personal interest in meeting and event planning. Eighteen elective hours are required to complete the program. Elective courses are three and six hours in duration.

- Entrepreneurship: Starting Your Own Event Planning Business
- The Business of Weddings & Social Events
- Festival Management
- Sports Event Management
- Corporate Event Planning
- Non-profit Event Planning
- Tradeshows & Exhibits
- The Media Technology Lab
- Social Technology Tools for Events
- Professional Development for the Event Planner
- Ways to Staff your Event
- Cvent

To view current course offerings, visit:
www.northampton.edu/lifelearn.

For more information, contact us at:
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