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
180 Hours

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
- Comprehend training and managing needs of service personnel
- Identify the steps for managing the dining experience for guests
- Comprehend the principles for banquet business management

Outline
Dining Room & Banquet Management Module 1
Service, Sanitation & Appearance

- The Importance of Service
- Service for the Present & Future
- Reasons to Provide Good Service
- Who is Responsible for Great Service?
- What is Poor Service?

- The Importance of Sanitation & Appearance
- Who Monitors the Cleanliness of the Restaurant?
- The Influence of the Manager
- Cleanliness of Banquet Rooms
- Styles of Service & Place Settings
- American, French & Russian Settings
- Basic Place Setting
- Placemats and Tablecloths

Dining Room & Banquet Management Module 2
Service Guidelines & Styles

- Proper Guidelines for Service
- Importance of Competency
- Guidelines for American A la Carte & Banquet Service
- Guidelines for French & Russian Style Service
- The Styles of Service
- Dining Room Service Personnel
- Dining Room Service Stations
- Restaurant Sidework
- Methods of Serving the Meal
- Wine Service & the Sommelier

Dining Room & Banquet Management Module 3
Training the Service Staff

- Training the Service Staff to Serve the Meal
- The Manager's Role
- Parts of the Meal
- Learning the Menu
- Writing & Placing Orders
- Tableside Cooking & Flambé
- Merchandising Food & Beverages
- Organizing the Dining Room
- The Host or Hostess
- The Five Ps of Management
- Scheduling the Employees

Dining Room & Banquet Management Module 4
Dining Room Reservations & Dealing with Guests

- Planning Reservations & Blocking Tables
- Factors that Affect Taking Reservations
- Advantages & Disadvantages of Reservations
- Blocking Tables Effectively
- How to Alleviate No-Shows
- Managing the Dining Experience
- The Seven Deadly Sins of Service
- Greeting & Assigning Tables
- The Waitlist
- Leading & Seating Guests

- Working the Floor
- The Problem Guest

Dining Room & Banquet Management Module 5
Banquet Business & Management

- What is a Banquet?
- Clients' Reasons for Having a Banquet
- The Key to successful Banquet Management
- Staffing a Banquet Facility
- Banquet Manager Qualifications
- Banquet Manager Benefits
- Types of Service for Banquets
- How to Book Functions
- Function Room Setups
- Types of Function Equipment
- Audiovisual Equipment

Dining Room & Banquet Management Module 6
Managing the Function

- The Banquet Event Order (BEO)
- Organization: The Key to a Successful Event
- Purpose of the Event
- Planning the Details of the Event
- Alcoholic Beverage Service
- Setting Up the Time Schedule
- Confirming the Arrangements
- Managing the Function
- Staffing a Wedding
- Planning for the Equipment
- Serving at the Wedding Party
- Serving Cocktail Parties
- Managing Buffets
- Managing Business Meeting

Required Materials:

- *Special Events: A New Generation and the Next Frontier* by Joe Goldblatt
- *Freelancer's Guide to Corporate Event Design* by Troy Halsey
- *Start Your Own Event Planning Business* by Entrepreneur Press
- *Dining Room and Banquet Management* by Anthony J. and Pamela P. Strianese

System Requirements:
Internet Access
- Broadband or high-speed internet access is strongly recommended. Broadband includes DSL, cable, and wireless connections.
- Dial-Up internet connections will result in a diminished online experience. Moodle pages may load slowly and viewing large audio and video files may not be possible.

Hardware
- Virtually all Windows-Mac hardware configurations and processors are acceptable.
- 1 GB RAM recommended
- Software
- Operating Systems
    - Windows XP or Vista and Mac OS X 10 and higher
- Web Browsers
    - Mozilla Firefox 2 and 3 (previous versions will work also)
    - Internet Explorer 6, 7 and 8
    - Safari is not currently recommended as it cannot display certain Moodle editing menus for both students and instructors
- Media Plug-ins (These may be required depending on your course media-click on the links below to download the latest versions)
- Adobe Flash Player
- Adobe Acrobat Reader
- Apple Quicktime
- Windows Media Player
- Real Player
- PowerPoint Viewer (use this if you don't have PowerPoint)