

Meeting & Event Planning

CERTIFICATE PROGRAM

Fall 2009 Course Schedule

Meeting Planning Basics – Melanie Fly, CMP

Learn best practices in modern meeting planning management. The administration, coordination, marketing, legal, ethical and risk management of managing meetings will be covered. Practical case studies will be applied to real-life meetings management.

Melanie is a CMP with 20 years experience in the corporate and hospitality industry. She is currently the Director of Marketing at the Hilton Nashville Downtown and serves as an Adjunct Professor for Belmont University in Event Management and Etiquette.

Food & Beverage Planning – Vicky Ballard, CMP

Tailored to the entry-level hospitality or event planner. Learn food and beverage terminology and how to plan and execute a creative, successful event. The class will cover from soup to nuts, including: pre-con meetings, support services, gratuities, menus planning, guarantees, bar set ups and liquor laws. Billing and credit issues will also be addressed.

Vicky is a CMP and is Sales manager at the Nashville Marriott at Vanderbilt University. Vicky is a past President of the Tennessee Chapter of Meeting Professionals International.

Site Selection – Carol Norfleet, CMP, DMCP

Learn the hotel lingo and how to use it. Learn how to prepare an RFP (request for proposal) for an event to help select the best site for specific events. Learn what is most negotiable during the contract process as well as expectations of site/hotel guarantee, attrition, and billing policies. Discuss the latest buzz in the travel industry regarding security, safety and crisis management. Take away site/meeting room layouts, site selection checklist and examples of site/hotel contracts.

Carol is Vice President of Client Services at Destination Nashville. Carol is past President for Tennessee Chapter of Meeting Professionals International and works with the United Chambers of Sumner County on tourism projects.

Introduction to Special Events – Gary Musick

Explore the nuts and bolts of creating events that are truly special. This class will build on all the previous classes as a foundation to coordinating themes, decor, and entertainment. Learn how to think creatively and originally when planning so customers, clients, and co-workers leave with a memorable experience. This session will include opportunities to create real-life events that can be used in the participants' individual work environments. Leave with checklists, directories and resources to use in planning special events.

Gary is President of The Gary Musick Company, a Nashville-based special event, convention, and entertainment production company. Gary is a 2-time 'Supplier of the Year' for the Tennessee Chapter of Meeting Professionals International with over 25-years experience in creating and producing special events.

Event Budgeting – Cathy Summers

The budget is a major criterion for planning any event. This course will cover items to be included in the budget; budget format and spreadsheet; legal and company issues including: sales and hospitality, taxes, tax exemption, cash flow, commissions, etc.; and cost control of the miscellaneous line. Helpful check lists for budgets, templates for customization, and other resources to use in determining event budgets will be provided.

Cathy is Director of Conferences and Special Events at Tennessee State University. As a Past President of the Tennessee Chapter Meeting Professionals International and with over 30 years in event planning, she has been involved in the budget management process for many types of programs.