

## Five-Course Certificate Program Term Dates

January 5, 2015—March 1, 2015

March 9, 2015—May 3, 2015

May 11, 2015—July 5, 2015

August 17, 2015—October 11, 2015

October 19, 2015—December 13, 2015

## Enrollment Information

- A. Enroll online at [www.specialeventsinstitute.com/enroll](http://www.specialeventsinstitute.com/enroll). Students complete enrollment form, select course plan and submit registration payment online through PayPal. Confirmation and course entry details are emailed to complete enrollment process.
- B. Submit payment to: Special Events Institute, 671 Main Street, Medfield, MA 02052. Download Enrollment Form at [www.specialeventsinstitute.com/enrollment](http://www.specialeventsinstitute.com/enrollment). Enrollment form can also be emailed to you to complete and return via email, mail or fax (508.359.7808).

## Course Fees

Individual Course Fee: \$499

Five-Course Certificate Program: \$2,189

*\$199 monthly/11 months—Save 10% off individual course payments*

**Full Refund within 2 weeks of start of term.**



## FLEXIBLE LEARNING OPPORTUNITIES

- ✓ Individual Course Study
- ✓ Five-Course Certificate Program
- ✓ Courses for College Credit
- ✓ Continuing Education Hours for CMP Certification
- ✓ Specialty Courses

## AWARDS AND RECOGNITION

ESPRIT winner for Best Industry Contribution from the International Special Events Society

Approved by the Convention Industry Council (CIC) for 24 hours/course for the CMP re-certification

Course 1,2 and 3 available as 2-credit courses through Endicott College—accredited by the New England Association of Schools and Colleges



To learn more visit our website at  
[www.SpecialEventsInstitute.com](http://www.SpecialEventsInstitute.com)

*special events*  
INSTITUTE

ONLINE EDUCATION *for* EVENT PROFESSIONALS



**Providing global access to  
high-quality event planning  
instruction, networking and career  
opportunities**

671 Main Street  
Medfield, Massachusetts 02052

Phone: 508-359-7778

Fax: 508-359-7808

E-mail: [info@specialeventsinstitute.com](mailto:info@specialeventsinstitute.com)

[www.SpecialEventsInstitute.com](http://www.SpecialEventsInstitute.com)

## OVERVIEW

Students may enroll in individual courses or the Five-Course Certificate Program. Courses are delivered in 8 week terms; 90 hours per course. All event types are explored through interactive instruction to allow students to gain a complete understanding of the exciting and growing industry of special events. Upon successful completion of the five-core courses, graduates earn a Certificate in Special Events Planning. Specialty Courses further explore each event type. Specialty and Masters Certificates are awarded to program graduates completing one or all Specialty Courses. Those enrolled in only Specialty Courses receive badges of completion.

## ABOUT OUR PROGRAM

SEI is a valuable educational resource to individuals entering into the field of special events. The program offers online courses, which are instructor-led and curriculum-based with learning objectives and assessments. The program provides comprehensive training in all aspects of special events culminating in a certificate of competency.

Students learn through a variety of teaching methods including online presentations, guest lecture videos, webinars, forums, case studies, assignments, projects and ongoing engagement with instructors and classmates.

The program is ideal for candidates who wish to begin a career in event planning, currently work in the industry or wish to start their own event or wedding planning business. Graduates would go on to work in an existing event business, with an event-related vendor such as a caterer, venue or rental company, within a corporate event department, own their own event planning service, or provide planning services to communities, churches, schools or other public places utilizing events. The certificate program would provide a foundation for those who wish to advance in the industry and aspire to a professional designation such as a CSEP (Certified Special Events Professional) or CMP (Certified Meeting Professional) and is ISES Approved by the International Special Events Society.

## FIVE-COURSE CERTIFICATE PROGRAM

### Course One: Foundations of Event Planning

Foundations of Event Planning examines the many skills event planners are called on to use during the process of executing an event. The course will also examine some common types of events that require the skills of a professional planner. This course will focus on the event life cycle and cover the many elements of the event process from initial client meetings to execution of the event. It will also guide students through the process of selecting the necessary materials and human resources. Other topics include budgeting for your event elements, contracts, and evaluation measures.

### Course Two: Event Marketing

Event Marketing examines all aspects of the marketing mix as they relate to successfully marketing an event. The course will explore various marketing tools – from the traditional to the emerging – to successfully promote an event. It will also cover the role of marketing in the event life-cycle, demonstrating the best use of marketing tactics while utilizing evaluation techniques to measure a successful outcome.

### Course Three: Event Design & Decor

The role of an event planner and manager requires a keen eye for design while factoring in the logistical and risk implications. Event Design and Decor will examine the process of identifying client needs and preferences, researching design options and creating unique decor elements to support the events goals and objectives. Students will learn how to explore the design phase of the event planning process using internal and external team members.

### Course Four: Event Production & Logistics

The many moving parts of an event and the way they are planned and executed can be thought of as Event Production and Logistics. Events may have few and simple production elements or complex and intricate features but all events will call for careful consideration of how the technical and supporting details are managed. This course will cover the technical features of an event as well as the people, services and elements that support the event's objectives.

### Course Five: Event Management & Leadership

Whether working in a large hotel, for an event planning firm, or starting a business—an event professional is called upon to utilize a variety of skills to successfully manage a team. In Event Management and Leadership, students will gain insight into the skills needed to be successful in a leadership role. This course will also examine the responsibility of event leaders to address environmental issues (Green Events), ethics, risk analysis and quality of events (Service Management.)

## SPECIALTY COURSES

