

Meeting and Event Planning

14-credit Technical Certificate

About the Certificate

The Meeting and Event Planning certificate, endorsed by Meeting Professionals International - Wisconsin Chapter, is designed for individuals who need experience or have some experience in the meeting planning industry and want to gain additional skills and knowledge. Learn from nationally recognized professionals who bring the latest developments in their areas of expertise to the classroom. The program begins with an overview of meeting management and includes courses that focus on core issues of meeting and event planning.

What is a Technical Certificate?

A WCTC technical certificate provides an excellent means for those already employed in business to cross train or to expand their knowledge through short-term training opportunities.

For more information, call 262.691.5200.

Required Courses

Credits

First Semester

109-171	Fundamentals of Meeting Mgmt	3
109-172	Meeting and Event Coordination	3
Total semester credits		6

Second Semester

109-174	Special Events Management	3
109-176	Risk Management & Legal Issues	3
Total semester credits		6

Summer Term

109-173	Transportation, Registration, Housing	2
Total term credits		2

Curriculum is current as of catalog printing.

The ability to complete a full certificate may be affected by low enrollment.

Meeting and Event Planning Required Courses

109-171 Fundamentals of Meeting Mgmt 3
Discover the basic fundamentals of meeting management, meeting management resources, and meeting and event coordination.

109-172 Meeting and Event Coordination 3
Gain a solid understanding of the tasks and details involved in developing and coordinating a meeting and/or event.

109-173 Trnsprtatn, Rgistratn, Housing 2
Learn to anticipate the transportation, registration, and housing needs of event attendees and to make informed decisions about fulfilling those needs. Prerequisites: 109-171 Fundamentals of Meeting Mgmt (or concurrent) and 109-172 Meeting and Event Coordination (or concurrent)

109-174 Special Events Management 3
Develop event planning basics to include theme, goals, budget, marketing, logistics, planning, documents and decor. Plan an event from start to finish as well as learn about Greater Milwaukee event planning resources.

109-176 Risk Management & Legal Issues 3
Explore the concepts of crisis planning and risk management, the art and science of negotiating contracts, and contract and legal issues in the meetings industry. Prerequisites: 109-171 Fundamentals of Meeting Mgmt (or concurrent) and 109-172 Meeting and Event Coordination (or concurrent)