



MEETING AND EVENT PLANNING CERTIFICATE INFORMATION SESSION

Session will be recorded.



AGENDA

- Poll questions
- What is a meeting and event planner?
- Industry snapshot
- Who should attend?
- What does our program offer?
- Curriculum
- Instructor information
- Expectations
- Registration information
- FAQs
- Q&A
- Meet the instructors!

POLL

- Question 1: What are YOU most interested in learning tonight?
- Question 2: What do you hope to do in the industry?



WHAT IS A MEETING & EVENT PLANNER?



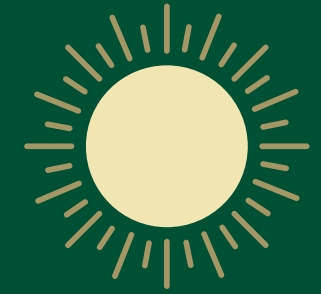
- Meeting, convention, and event planners arrange all aspects of events and professional gatherings.
- Make a client/company's vision become a beautiful reality and a seamless experience!



THEY DO IT ALL!



INDUSTRY SNAPSHOT



According to O*NET, Meeting, Convention, and Event Planners have a bright outlook occupation.

What this means is that the occupation is expected to grow rapidly.

The U.S. Bureau of Labor Statistics projects the job outlook from 2022-2032 to be 8% (faster than average).

DEVELOP THESE SKILLS TO BE A SUCCESSFUL EVENT PLANNER!

- Verbal and written communications
- Organization and time management
- Project management and multi-tasking
- Self-starter and team player
- Understand Microsoft Office applications
- Detail and deadline-oriented
- Calm and personable under pressure



DEVELOP THESE SKILLS TO BE A SUCCESSFUL EVENT PLANNER!



- Negotiation
- Budget management
- Staff management
- Marketing and public relations
- Interpersonal skills with all levels of management
- Ability to deliver virtual events

WHO SHOULD ATTEND THE PROGRAM?

*Hospitality
Professionals*

*Special Events
Coordinators /
Managers /
Directors*

Hoteliers

*Wedding
Planners /
Designers/
Assistants*

Travel Agents

Corporate Event
Planners / Marketing
Professionals

Executive
Assistants

Those in ANY
profession or
association involving
service or hospitality

"CMP" (Certified
Meeting Professional)
Certification
Candidates

Career Changers

WHY JOIN US?

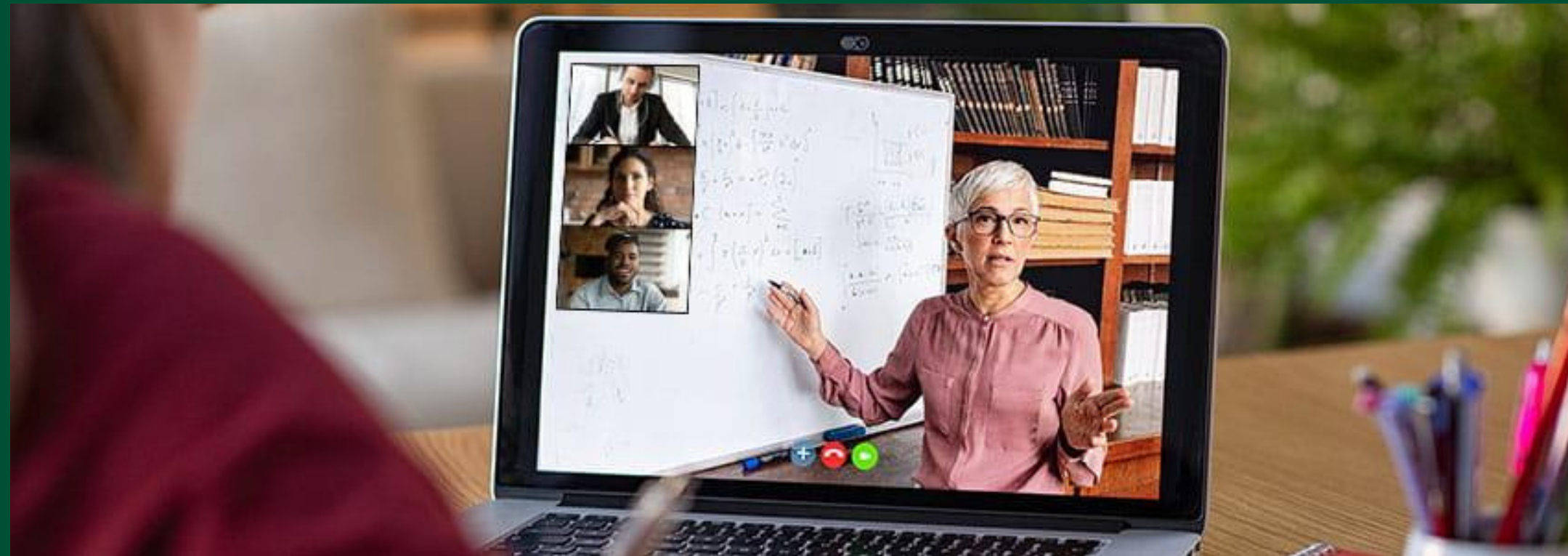
- History
- Flexible online learning
- Well-rounded curriculum
- Learn from and connect with award-winning instructors and guest speakers
- Networking opportunities
- Multiple discounts and payment options



HISTORY



FLEXIBLE ONLINE LEARNING



Program is 100% online with optional in-person experiential learning activities

PROGRAM DELIVERY

- Live Online: Zoom Video Conferencing from 6 - 9 PM on Tuesday and Thursdays
- Online Asynchronous: 2 hours of homework due during the week
 - ***Complete on your own time***



SCHEDULE

April						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

The 2024 program starts on April 4 and ends on June 18.

CURRICULUM

Strategic
Meetings
Management

Trade &
Consumer Shows

Contracts & Risk
Management

Designing Special
Events

The Business of
Weddings

Fundraising &
Non-Profit Events

Marketing Events

Communication
Skills & Sales
Strategies

Hotel Operations
& Management

Presentation
Strategies, Virtual
Events, & Event
Technology

OUR AMAZING INSTRUCTORS



HEIDI HANSEN
*COMMUNICATION SKILLS &
SALES STRATEGIES*

Heidi Hansen Associates



JOAN EISENSTODT
*CONTRACTS & RISK
MANAGEMENT*

Chief Strategist, Eisenstodt
Associates, LLC



TALIA HITE
*STRATEGIC MEETINGS
MANAGEMENT*

Director of Events, NC
Chamber

OUR AMAZING INSTRUCTORS



LANCE DEVEREUX
DESIGNING SPECIAL EVENTS

Owner and Lead Designer -
Designs by Devereux



TIM MIRON
*HOTEL OPERATIONS &
MANAGEMENT*

Hospitality Professional



TESS VISMALE
*PRESENTATIONS, VIRTUAL
EVENTS, & EVENT TECHNOLOGY*

Chief Event Rescuer | Event
Technologist,
iSocialExecution, Inc.

OUR AMAZING INSTRUCTORS



SHEA BLACKSTON
TRADE & CONSUMER SHOWS

President and CEO, Blackston
Brands



RACHEL SUTHERLAND
MARKETING EVENTS

Founder, Rachel Sutherland
Communications



KRISTIN YOUNG
*FUNDRAISING & NON-PROFIT
EVENTS*

Director of Marketing and
Communications, Ronald
McDonald House Charities
Greater Charlotte



CARLA EUSTACHE
THE BUSINESS OF WEDDINGS

Owner and Principal Event
Planner
Chief Dream Maker
Style Perfect Weddings and
Events

YOU WILL LEARN

Develop needs assessments and profile attendees

Develop SMART goals and objectives

Design and develop outstanding programs

More effectively communicate and negotiate with planners and suppliers

Create budgets and develop timelines and checklists

Conduct comprehensive site selections and inspections

Plan for security, crisis management and legal issues

Successfully market and promote your meeting or special event

Implement a Green meeting

Plan and process fundraising events

Wedding planning

CERTIFICATE REQUIREMENTS

- To earn the certificate, one must attend all courses in the program.
- *no substitutions or make-up classes available
- *no tests will be administered
- Complete all asynchronous homework assignments by their due date.
- Attendance Policy: To receive the certificate you may not miss more than one class (6 hours) of live online instruction.

CERTIFICATE REQUIREMENTS

- Volunteer 10 hours in the hospitality industry or complete an alternate LinkedIn assignment.
- Complete a group capstone project assignment and presentation.
- The team capstone projects will be presented on the last day of the program.

You will receive a UNC Charlotte Meeting & Event Planning Certificate and Credly badge upon completion of the program!

REGISTRATION INFORMATION

- Register online at continuinged.charlotte.edu/mep
- Register by calling our Registration Office at (704) 687-8900



DISCOUNTS & PAYMENT OPTIONS

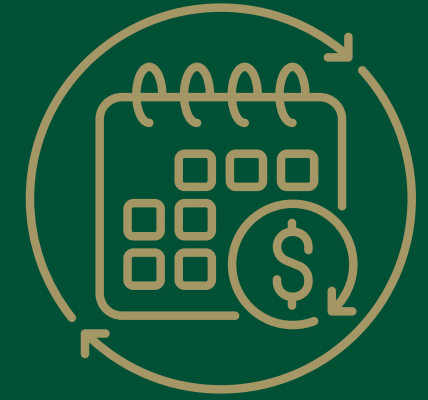
Discounts

- 5% Early Bird discount
- 10% UNC Charlotte Alumni discount
- 20% UNC Charlotte faculty/staff discount

Payment Options

- \$500 deposit
- Payment plan
- Loans
- NCWorks/WIOA

PAYMENT PLAN INFORMATION



- Pay a \$500 deposit (standard for all enrollees), to enroll in the April 4 start with the pay-as-you-go installment plan.
- Make 2 automatically drafted monthly payments to break up the rest of the cost. The payments are \$800 each.
- Have the course paid off by the time you earn your certificate on June 18!
- For more information, please call our Registration Office at
- (704) 687-8900 or email them at ceregistration@uncc.edu.

FAQS

How does a UNC Charlotte MEP Certificate differ from the Certified Meeting Professional (CMP) designation from Events Industry Council?

The UNC Charlotte MEP program provides 80 hours of professional education. You will receive a certificate from UNC Charlotte the last day of class. Certification requires years of industry experience and passing a national exam. If you would like information on the Certified Meeting Professional (CMP) Certification exam, including eligibility requirements, please visit the Events Industry Council's website.

The UNC Charlotte certificate program meets the educational requirements for individuals taking the Events Industry Council Certified Meeting Professional (CMP) certification exam.

FAQS

What are job titles in the hospitality industry that a student would look for after completion of this certificate program?

Event Planner, Event Coordinator, Event Manager, Meeting Planner, Meeting Assistant, Conference and Convention Coordinator, Project Manager/Coordinator, Event Designer, Marketing Coordinator, Fundraiser, Special Events Planner, Convention Services Planner, Food Service/Catering Manager, Event Analyst, Volunteer Coordinator, Hotel Sales Manager, Director of Events, just to mention a few.

QUESTIONS?



MEET THE INSTRUCTORS!



Joan
Eisenstodt



Lance
Devereux



Talisa
Hite



Tim
Miron



Rachel
Sutherland



Kristin
Young

QUESTIONS?



WANT MORE INFO?



<https://continuinged.charlotte.edu/course/mep101>



Schedule a phone call with an Enrollment Specialist
through Calendly





THANK YOU!

Krystle Kunnathur, Program Director



Krystle.Kunnathur@uncc.edu



704-687-8770

Registration Office, Enrollment Specialists



CERegistration@uncc.edu



704-687-8900

