

Event Management

The Event Management Certificate Program offers the foundation for a successful career in the field of event management. Project yourself into the event economy through establishing your own business or becoming a sought-after professional by industry employers.

This program requires completion of four core courses and one elective.

Core Classes

Introduction to Event Management

Course #: HOS034

4 Sessions

Discover major trends, methodologies, and successful practices used by professionals in the field. Learn the event-development process, fundamentals of planning, evaluation, risk management, and more. Tuition waiver applies; seniors pay fee only.

\$80 + \$110 fee = \$190; Non-Md. residents add \$120

CRN#: 25687 9/7-9/19 M,W 6:30-9:30 p.m. Rockville Campus Room 216 SB

Event Operation

Course #: HOS030

4 Sessions

Identify the steps and familiarize yourself with the process of event production. Acquire the successful concepts employed to produce content for live experience. Tuition waiver applies; seniors pay fee only.

\$80 + \$110 fee = \$190; Non-Md. residents add \$120

CRN#: 25683 9/26-10/5 M,W 6:30-9:30 p.m. Rockville Campus Room 216 SB

Event Marketing

Course #: HOS031

3 Sessions

Learn about market segmentation, market analysis, strategy, and advertising tools. Examine how to promote events and how to use these events to promote products, services, and causes. Tuition waiver applies; seniors pay fee only.

\$80 + \$100 fee = \$180; Non-Md. residents add \$120

CRN#: 25685 10/17-10/24 M,W 6:30-9:30 p.m. Rockville Campus Room: 210 SB

Case Study in Event Management Forum

Course #: HOS044

3 Sessions

Explore the nuances of planning and executing an event through your participation in the case study method. Evaluate the risks associated with the case event and incorporate troubleshooting strategies and contingency plans. *Prerequisite: You should have basic knowledge of the event-development and budgeting process, market segmentation, and promotion tools.* Tuition waiver applies; seniors pay fee only.

\$80 + \$80 fee = \$160; Non-Md. residents add \$120

CRN#: 25691 11/7-11/14 M,W 6:30-9:30 p.m. Rockville Campus Room: 210 SB

Electives

How to Open an Event Management Business

Course #: HOS046

3 Sessions

Acquire knowledge of the start-up process, including self-assessment, market volatility, and enterprise development. Relate competitive analysis, economic factors, and political ramifications to your enterprise aspirations. Position yourself to strategize, initiate, or expand your event management business. Tuition waiver applies; seniors pay fee only.

\$60 + \$60 fee = \$120; Non-Md. residents add \$120

CRN#: 25695 12/5-12/9 M,W,F 6:30-9:30 p.m. Rockville Campus Room: 207 CC

Technology and Social Media for Event Management

Course #: HOS045

3 Sessions

Technology and the use of social media have changed the way we plan meetings, conferences, and events. Familiarize yourself with the different technologies that can help you succeed in the meeting and event field. Understand how to use social media, Web sites and computer applications to enhance the effectiveness of your meeting or event. Learn how to market your business using social media applications and industry Web sites. Tuition waiver applies; seniors pay fee only.

\$50 + \$95 fee = \$145; Non-Md. residents add \$120

CRN#: 25693 11/17-11/29 T,R 6:30-9:30 p.m. Rockville Campus Room: 208 CC

No class 11/24

For more information please visit: www.montgomerycollege.edu/wdce/bits/hospitality.html
 or contact Liliana Arango, Program Director 240-567-3824 or liliana.arango@montgomerycollege.edu