

Event and Wedding Planning Certificate Program

Almost \$100 billion is spent each year planning meetings, conferences, trade shows, and special events sponsored by corporations, businesses, non-profits, and other organizations. Our new Event and Wedding Certificate Program has been designed for both independent contractors and those involved in their company's event planning. Weddings are big business today and could be yours too. More than \$72 billion is spent each year on weddings in the United States, fueling an industry that is expanding daily to include wedding consultants. Train with Midlands Technical College in a specialty certificate program that will give you what it takes to become a successful wedding consultant—in your own business enterprise as an independent contractor or as the expert in a specialty store or service.



Who should attend?

If you are looking for a career that is exciting, rewarding, and challenging, then Wedding Consultant may be the job title you have been seeking. Would you like to be good at planning and implementing complicated events? Would you like to work with many different kinds of people, from all ages and backgrounds? Would you like to become knowledgeable about protocol and be able to teach it to others? Would you like to present yourself and your ideas in a polished, professional manner? If so, you may have found your own perfect match as a Wedding Consultant.

If you are responsible for planning meetings for your business whether it be health care, non-profit, a governmental agency, public corporation or a privately held business, this three session certificate program will give you new skills to work more effectively and more efficiently. You will:

- Expand your knowledge of event planning;
- Gain specific instruction about event planning;
- Become a more effective negotiator with meeting vendors;
- Expand your knowledge of wedding planning and all pre-wedding events
- Gain specific instruction about each event
- Become a more effective negotiator with meeting vendors
- Gain professional skills to present yourself as an expert
- Earn your Event and Wedding Planning Certificate as well as receive Continuing Education Units (CEUs)!

Enroll in this three course certificate program to gain professional expertise combined with the hands on experience of working an event from the planning stages to the actual culmination! It's practical education combined with on-the-job training. Instructor: Susan Benesh, certified by the Washington School of Protocol.

CEEVT– 511 Event and Wedding Planning Certificate

Gain skills to launch a career in event planning including weddings. You'll master the scope of duties, personal interest and aptitude plus explore potential career paths as you receive step-by-step instructions, worksheets and checklists for selecting venues and vendors; also learn contract negotiation skills, protocol, etiquette, dealing with VIP's, traffic flow, and security issues. Complete coverage of all aspects of planning a successful event are included in this course. An additional three-hour business start-up session is included. \$999

OR: Choose to take the program in individual segments!

CEEVT – 505 Event and Wedding Planning I

Learn the basic aspects of Event Planning including Weddings as a career including scope of duties, personal interest and aptitude, potential career paths, self-preparation for beginning this business and the components of a basic event planning consultation with an individual or corporate client. You will also begin preparation and assume individual duties for the event you will help plan and complete. Session I is the first of a three-course certificate program. Assignments will be made at this class. All materials included in price. \$339

CEEVT – 506 Event and Wedding Planning II

Concentrate on the components of the basic wedding or other event. Step-by-step instructions, worksheets and checklists provide guidance for selecting venues and vendors, contract negotiation skills, protocol, etiquette, dealing with VIP's, traffic flow, security issues, etc. Complete coverage of all aspects of planning a successful event are included in this course. This is the second of a three-course certificate program. All materials included in price. \$339

CEEVT – 507 Event and Wedding Planning III

Pre-requisite: Event Planning, I and II. It all comes together in this course which offers guidance and resources for the event professional and wedding consultant who is ready to put knowledge into action. This class covers all aspects of starting a business, creating a business plan, marketing and promotions as well as advanced topics in event planning consultation such as themed events, meeting planning software, AV needs, in addition to presentation skills. This is the third in a three-course certificate program. All materials included in price. \$339

Don't outsource your major meetings, events and conferences. Grow your own planner. We can help.



Check our website for 2010 course schedules at www.mtctraining.com and register online or call 732.0432.