EXCELSIOR COLLEGE

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CENTER FOR PROFESSIONAL DEVELOPMENT

EVENT MANAGEMENT AND DESIGN

300 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD059**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Event Management and Design program. It is split up into two modules: Special Event Management and Special Event Design and Decoration. Each module includes multiple units complete with interactive presentations. Corporate events, weddings, parades, festivals, and more are covered. You'll learn about the practicalities of planning events and the dazzle of designing them. From permits to pyrotechnics, this program will teach you how to design, plan, implement, and evaluate special events.

You'll build a foundation that you can use to build a career in special events or start your own special event business.

OBJECTIVES

Upon successful completion of the Event Management and Design program, you'll:

- Understand the five stages of event management: research, design, planning, coordination, and evaluation
- Understand how to manage time effectively
- Learn how to manage human resources and volunteers
- Have insight into hiring vendors, caterers, sound and light technicians, entertainment, and other resources
- Learn how to conduct an event site inspection
- Be knowledgeable about risk-management procedures and tactics
- Learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements
- Understand budgeting, pricing, and accounting as they relate to event design
- Be able to apply the principles of design to event decoration and effectively use flowers, fabric, lighting, and more

MATERIALS INCLUDED

Excelsior College / ed2go will provide the following textbooks:

- *Art of the Event*, by James C. Monroe, CMP, CSEP
- *Special Events: The Roots and Wings of Celebration, Fifth Edition* by Dr. Joe Goldblatt, CSEP

OUTLINE

I. Special Event Management

A. Principles of Event Management
B. Administration
C. Coordination
D. Marketing
E. Legal, Ethical, Risk Management
F. Special Event Management Technology
G. Special Event Career Development

II. Special Event Design and Decorations

A. Design and Decorations
  i. Theory and Principles
  ii. Practices and Methodology
  iii. Impact of Venue
  iv. The Business
B. Decorative Elements
  i. Backdrops and Props
  ii. Flowers
  iii. Fabrics
  iv. Balloons
  v. Lighting
  vi. Entertainment, Signage, and Food
  vii. Candles, Ice, Pyrotechnics
C. Types of Special Events
  i. Corporate
  ii. Social
  iii. Weddings
  iv. Fairs and Festivals
  v. Spectacles
  vi. Parades

COMPUTER REQUIREMENTS

This program can be taken on either a PC or a Mac. A high-speed Internet connection (DSL or cable) is required. Students will need a basic understanding of computers and must be comfortable navigating the Internet. E-mail capabilities are also required. Microsoft Outlook 2007 software should be installed prior to beginning this program. This program is compatible with the Windows XP and later operating systems and IE 7 and later browsers.

INSTRUCTOR BIO

James C. Monroe, CMP, CSEP, has been a special events professional for over 30 years. With Jayna Monroe, CMP, his wife and business partner, and their team of designers and technicians, he decorates and manages events for corporate, community, and family celebrations.

Experience
Design Director/Senior Event Manager Dallas, Texas

Travel, Exposition and Meeting Management Program, Richland College
Adjunct Faculty, Spring 2002
Bill Reed Decorations, Inc. 1974 - 1984
Scenic artist: Design Director
Texas Christian University 1972 - 1974 Fort Worth, TX
Instructor, Theatre Arts Department

Certifications: Certified Meeting Professional, Certified Special Event Professional

Awards and Honors
2007: ISES Eprit Winner for Marketing Design, Jayna Monroe
2006: Esprit Award for Best Industry Contribution of 2006, presented at ISES EventWorld, Jim Monroe
2006: MPI DFW Chapter Rising Star Award, Jayna Monroe
2005: ISES Esprit Winner for Marketing Design, Jayna Monroe
2004: Supplier of the Year, MPI DFW Chapter
2003: Nominee, Supplier of the Year, MPI DFW Chapter
2002: Nominee, International Supplier of the Year, MPI
2002: Nominee, Colleen Rickenbacher CMP Leadership Award, MPI, DFW Chapter
2001: Nominee, Colleen Rickenbacher CMP Leadership Award, MPI, DFW Chapter
2000: Outstanding Service Award, TxACOM
Texas Association of Convention Operations Managers

Professional Affiliations
International Special Events Society (ISES)
Meeting Professionals International (MPI)
National Association of Catering Executives (NACE)
Association of Event and Convention Professionals (TxACOM)
APEX Initiative, Terminology Committee, Convention Industry Council (CIC)

Publications
Convention Industry Council Manual, 7th Edition
Chapter 5, Continuing Education
Chapter 17, Support Services
Professional Convention Management, 3rd Edition
Chapter 22, Special Events
Art of the Event: Complete Guide to Special Event Design and Decor (Wiley, 2004)

Education
State University of New York at Fredonia, Fredonia, NY, Speech and Drama; BA, 1970
University of Cincinnati, Cincinnati, OH, Theatre Arts; MA, 1971

Outlines are subject to change.
For more information, visit our Web site at: **www.excelsior.edu/CPD**,
email **CPD@excelsior.edu**, or call: **888-647-2388 ext 11-8211**