Special Event Management

**CRN Dept MEX902 Sec 01 www.MsWilkerson.com**

**California State University, Dominguez Hills**

College of Extended & International Education

Meeting and Event Planning Certificate Program

www.csudh.edu/ee

Online Course Syllabus

**Instructor:** Charmaine Wilkerson

### Course Objectives

### This course will provide you with tools to improve the effectiveness of your special events. Develop your skills as an Event Manager as you identify the potential challenges to a successful event and select appropriate solutions. You will be provided with essential information for success in developing profitable planning strategies, identifying event goals and objectives, working with planning committees, managing volunteers and sustainable events.

### Class Meetings

We will have 1 online class meeting on Saturday, May 2, 2020. The class meets from 09:00 AM to 4:00 PM with a break for lunch.

Link to course:

### Course Outcome

By the end of this course, you will be able to identify:

* What is Event Leadership and what it takes to be an Event Leader
* Stages of Event Management
  + Research
  + Design
  + Planning
  + Coordinating
  + Evaluation
* SMART Goals
* Risk Management
* Behind-the-scenes scenarios to avoid and true-to-life stories to learn from
* Final Project at end of class: Plan an event in groups and include your WOW!
* Much more!

### Grades

You will be given a **Credit** or **No Credit** grade at the end of the class. If you attend 100% of the class AND participate you will receive credit.

### Certificates

Certificates will be given to those students who attend 100% of all classes.

### Contact Information

You can send me email at charmaineusa@gmail.com

Our Class Website: www.MsWilkerson.com