MTM 0100. Introduction to Meeting Management. 1.8 Hour.
Offers students an opportunity to learn the basic skills and concepts needed to plan successful meetings. Students work through the logistics of building a meeting plan to gain an overall understanding of contract negotiation, menu planning, budgeting, site selection, and on-site management. Discusses available resources and how best to use them, the importance of networking, and working effectively with clients and vendors. Provides a broad overview of the meetings industry and serves as a foundation for the remaining courses in the certificate program. (This class must be taken first as it is a prerequisite for all other courses.).

MTM 0101. Program Design. 1.8 Hour.
Includes information on the specific processes and methods involved in designing, planning, implementing, and evaluating conferences, workshops, and education events. Meeting managers are looked to more and more as experts and advisers on a variety of issues in the meetings industry. Clients require managers to have knowledge of budgets, A/V, siting, negotiations, logistics, etc. All of these pieces are held together by the actual design of the program or event being planned. Without a solid program design, conferences often appear fragmented and fail to accomplish their intended purposes. Focuses in-depth on the design process and includes analyzing audiences, developing goals and objectives, assessing and selecting appropriate delivery methods, selecting presenters and presentation media, implementing events, and evaluating outcomes. (Required.).

MTM 0102. On-Site Conference Management. 1.8 Hour.
Offers students an opportunity to learn all of the varying pieces needed to manage a successful program. As the meeting date approaches, planning is critical to ensure a successful conference. Decisions must be made about meal planning, program staffing, attendee travel, A/V and/or production management, VIP management, hosting of spouse/guest special programming, recreational activities, attendee communication, local customs or laws (especially if you're on foreign turf), fire safety, and security issues. Planning for and managing the unexpected—such as weather, strikes, and medical emergencies—are also essential.

MTM 0103. Budgeting and Financial Management. 1.8 Hour.
Focuses on basic budgeting skills and financial management concepts that provide basic financial analysis skills that meeting planners can incorporate into their daily work. A well-prepared budget is essential to accurately plan specific components of meetings and events and to track income and expenses. It is one of the most important control mechanisms available to a meeting planner. Specific content areas include but are not limited to factors that influence budget, the budgeting process, understanding financial statements, estimations, variance analysis, cost containment, financial controls, taxes and gratuities, and understanding negotiable items. Calculators are necessary for each class. (Required.).

MTM 0104. Site Selection. 1.8 Hour.
Provides a strategic approach to site selection by breaking the selection process down into critical elements. Fundamentally, the perfect site supports meeting objectives, enhances learner outcomes, provides value, and honors budgetary guidelines. Offers students an opportunity to learn how to find the perfect site for every event by integrating site selection into the meeting-planning process. Includes an actual site inspection, offering insight into the hospitality industry, and class presentations to broaden students’ resources. Uses handouts and discussions, covering adult learning theory, legal liabilities, contractual obligations, and current industry issues. Offers students an opportunity to obtain the skills and knowledge necessary to be efficient and effective meeting managers.

MTM 0105. Audiovisual Technology. 1.8 Hour.
Takes a nontechnical, upbeat approach to understanding equipment, from microphones to video conferencing to the latest in computer displays. If the picture doesn’t appear on the screen or the microphone fails to work, there is real trouble. Audio-visual support is often the most critical and least understood element of a meeting or conference’s success. Discusses room sets, facilities, contractors, and presenters. (Required.).

MTM 0106. Contract Management. 1.8 Hour.
Covers what meeting and event planners need to know to negotiate and execute a contract with hotels, convention centers, and other suppliers, starting with the factors that drive negotiations with suppliers, negotiation tips and techniques, and keys to understanding each party’s formula for success. The final outcome of a successful negotiation is a contract. Uses a contract checklist to demonstrate how to analyze a hotel contract, covering such important terms as attrition, cancellation, indemnification, and force majeure. Offers students an opportunity to understand and negotiate the key terms and conditions of a contract through a step-by-step process. (Required.).

MTM 0107. Exhibitions and Trade Shows. 1.8 Hour.
Designed to be useful whether seeking to become a trade show/exhibition manager or a meeting planner doing events with a trade show component. Covers the selection of locations where the exhibitions take place; different factors taken into account when considering locations; exhibition facilities; overnight accommodations for visitors; and negotiating contracts with the city, the facility management, labor unions, and companies that provide the services required by the exhibitors.