Master Meeting and Event Planning in Just 6 Months

San Diego’s event industry is booming. The beach, the weather, and world-class attractions make it a top 5 destination in the U.S. for conferences — including the famous Comic-Con International. Whether you’re new to the field or a seasoned pro, San Diego State University’s Meeting and Event Planning Certificate will give you invaluable skills to elevate occasions from weddings to festivals.

Program Highlights
- Complete in 6 months, or take up to 2 years
- Pursue the certificate or take just the classes you need for professional development
- Estimated cost $2,345 (individual courses vary)
  - No textbooks required
- Taught by seasoned industry professionals
- Networking and exclusive volunteer opportunities

Enroll Now
Courses vary by semester, go to neverstoplearning.net/meeting to view the current schedule.

Core Courses (complete all 7)
- Meeting Planning Basics | 6 hours | Recommended as the first course in the program
- Food and Beverage Planning | 6 hours
- Event Marketing and Promotion | 6 hours
- Site Selection, Negotiation, and Legal Issues | 13 hours
- Financial Management of Meetings and Events | 6 hours
- Audio/Visual Basics | 6 hours
- Professional Development | 6 hours

Elective Courses (complete 18 hours)
- Starting Your Own Business | 6 hours
- Event Design and Production | 6 hours
- Weddings and Social Events | 9 hours
- Event Technology Tools | 6 hours
- Effective Networking and Resumes | 6 hours
- The Art of Selling | 3 hours
- Nonprofits and Fundraisers | 6 hours
- Festivals and Public Events | 6 hours
- Event Safety, Security, and Risk Management | 6 hours
- Conference Architecture: Creating Engaging Experiences for Today’s Audience | 6 hours

Annette Gregg
Program advisor Annette Gregg, CMM, MBA is senior vice president of experience for Meeting Professionals International, where she leads the education and events teams.

A group discount is available to businesses that enroll multiple employees.
Call (619) 594-3946 for more information.

For additional information, please email mep.ces@sdsu.edu or call (619) 594-3946.
Meeting and Event Planning (MEP) Program FAQ’s

Q. Can I start with any class?
A: Yes, you can! The courses stand on their own and you can take as few or as many as you’d like. The classes do build on one another, so it’s ideal if you can take them in order but it’s not required. To get the certificate, take all seven required courses (100 level) and 18 hours of elective courses (200 level).

Q: What are the application requirements?
A: There are none. This program is open to everyone and no prerequisites are needed for enrollment.

Q: Do you offer job placement?
A: Jobs and exclusive volunteer opportunities can be found on our MEP Facebook page (facebook.com/SDSU.MEP) and LinkedIn group. Follow us for the latest updates.

Q: What kind of events will this certificate help me plan?
A: This program will give you all the necessary tools to plan meetings and events — small to large scale — anywhere in the world. The courses cover both business and social events.

Q: Is financial assistance available for this certificate?
A: Yes! Find out if you qualify for funding by visiting a San Diego Workforce Partnership career center.

Q: I am already in the meeting and events industry; how will the certificate help me?
A: The in-depth instruction and comprehensive course variety can open up opportunities and new learning for even the most seasoned event professional. The MEP program combines foundational courses with a wide selection of electives to expand overall industry knowledge. This combination enables students to explore new aspects of the industry they may not have previously known. Experience face-to-face networking with seasoned industry professionals who have worked all aspects of planning, and creating high profile events all over the world. You’ll get their insider tips and learn from their experiences to create memorable meetings and events anywhere.

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everstoplearning.net/meeting
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