

*Dianne Devitt*

# Certificate in the Business of Meetings and Events™

SCAN QR CODE



## Sharpen Your Skills to Plan Effective, Powerful Meetings and Events

Presenting the Certificate in the Business of Meetings and Events™, a comprehensive program filled with detailed foundational knowledge designed for those new to the industry, those who are part-time planners, or those who are responsible for planning events and can benefit by expanding their knowledge.\* This Certificate provides content that will boost your credibility, expand your value, and gain positive results.

Through 19 content-rich, visually stimulating modules narrated and created by a foremost industry leader and university professor for over 30 years, the program will train how to conceptualize, design, and execute events that align with an organization's mission, effectively convey an organization's message, and achieve business goals.

You will have the opportunity to absorb information that can be immediately applied in planning a meeting or events, through personal stories and textbook examples. You will be equipped with tools, resources, and knowledge. You will participate in monthly town halls, engage in dynamic discussions, and utilize resources such as workbooks, tip sheets, case studies and situational analyses, and assessments. Additionally, you will gain insights from candid interviews with industry leaders.

The Certificate in the Business of Meetings and Events™ provides a comprehensive and detailed overview of the diverse elements involved in planning including crucial behind-the-scenes elements that are essential for hosting successful events. Vetted and supported by industry partners, you will experience personal video messages embedded within the modules.

For those who have their industry accreditations, investing and participating in the Certificate Program qualifies you for additional class hours.

There is much included with attaining the Certificate which is why we refer to this comprehensive training as "The Gold Standard Program."

The program comprises 19 modules (approximately 1-2.5 hours each), which focus in-depth on different aspects of event planning. You can register for the entire Certificate Program at the introductory rate of \$3500 including all the above. See the following list of Certificate modules.

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### Certificate Content:

<b>Module 1</b>	<b>Introduction and Industry Overview</b>
<b>Module 2</b>	<b>Business Theory and Application</b>
<b>Module 3</b>	<b>Sourcing and Site Selection</b>
<b>Module 4</b>	<b>Freelancers and Creating Your Onsite Support Team</b>
<b>Module 5</b>	<b>Volunteerism</b>
<b>Module 6</b>	<b>Sustainability and Green Events</b>
<b>Module 7</b>	<b>Registration and Data Responsibility</b>
<b>Module 8</b>	<b>Food, Beverage and Catering</b>
<b>Module 9</b>	<b>Transportation</b>
<b>Module 10</b>	<b>Audio Visual and Production</b>
<b>Module 11</b>	<b>Event Design and Décor</b>
<b>Module 12</b>	<b>Music, Entertainment and Speakers</b>
<b>Module 13</b>	<b>Event Marketing and Sponsorship</b>
<b>Module 14</b>	<b>Production Schedules and Budgeting</b>
<b>Module 15</b>	<b>Risk Management, Safety and Security</b>
<b>Module 16</b>	<b>Legal Aspects</b>
<b>Module 17</b>	<b>Insurance</b>
<b>Module 18</b>	<b>Tackling Technology</b>
<b>Module 19</b>	<b>Fast Forward and Finale</b>

As an option, you can register for one module at \$295, and Module 1 will be included free.

For more information, contact [Certificate@diannedevitt.com](mailto:Certificate@diannedevitt.com) or visit [www.diannedevitt.com/certificate](http://www.diannedevitt.com/certificate)

**Note: You have one month to complete the purchased Module along with the free Module 1 companion; Six months to complete the entire Certificate from date of registration.**



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**Wow! I love this so much. What a lesson I just learned to share with my team and colleagues. Although I thought I knew most of the information, to see it presented in this way was eye opening.**

**- AC, Meeting Planner,  
Financial Company**

Dianne Devitt, an esteemed producer, author, speaker, and pioneer in the event industry, has left an indelible mark in her notable 35-year career planning premiere events. Her legacy is one of mentorship, inspiration, and transformation as an adjunct Professor at New York University and has taught and influenced thousands of meetings and event professionals.



Dianne Devitt has been approved by the Events Industry Council (EIC) as a Preferred Provider of the above-listed continuing education courses, which courses qualify for CMP continuing education credit. Determination of continuing education credit eligibility or Preferred Provider status does not imply EIC's endorsement or assessment of education quality.

