



**SPECIALIZED  
STUDY PROGRAM**

# FOUNDATIONS OF EVENT MANAGEMENT

*PLAN LIKE  
A PRO*

**Plan for success by giving your interest in event management a running start to get your business idea off the ground.**

- An introduction to the types of special events, such as meetings, trade shows, and weddings
- Best practices for the multiple facts involved in events management, including production, planning, design, photography, and rentals
- Financial and legal perspectives for starting and managing an events management business
- Methods for marketing your business, including branding, web design, search engine optimization, and pay per click advertising

**Plan your path. Enroll now.**

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**UCR** | Extension  
Professional Studies

SPECIALIZED STUDY PROGRAM IN THE

# FOUNDATIONS OF EVENT MANAGEMENT

ONLINE PROGRAM

“Supporting individuals in keeping pace with the changing requirements of the modern work environment is at our core. Collaboration, partnership, and community drive us to provide accessible, affordable education, and training for working adults. Whether you are an individual looking to advance your career, or an organizational leader interested in investing in your workforce, we are here for you.”

—Kasey Wilson, Ed.D.

Director of  
Professional Programs  
UCR Extension  
Riverside, CA

## MAKE EVERY MOMENT COUNT

Every concerto needs a maestro. Likewise, every event needs a planner. Learn to be the organizer who keeps a special event in tune, on cue, and well-rounded, whether in a growing career or a new business venture.

Understand the basics of special events and industry specifics, including those for meetings, weddings, conferences, and sporting events. See how lighting, production, design, photography, and other details affect the success of an event. Then discover how you can develop your own event management business. Find out what legal and financial considerations you need to make, then learn how to effectively promote your business with marketing best practices. Explore company branding, web design, pay per click advertising, and more. Once completed, you're ready to dive into special events planning with a solid foundation of knowledge to boost.

### WHAT YOU'LL LEARN

- The types of special events and the various tasks involved, such as planning, design, photography, lighting, rentals, and music
- Examination of legal, financial, and marketing aspects of starting an event planning business
- Marketing methods to use to promote your business, such as web design, search engine optimization, networking, and social websites

### WHO CAN BENEFIT

This program is designed for professionals moving into a role with event planning duties. Individuals who are interested in pursuing their own event management business or are curious about how to do so are also encouraged to apply.

### ADMISSION

Take individual courses or fulfill all of the requirements to complete your UCR Extension certificate. Whichever you choose, you will gain the personal power that comes through learning new skills. Be assured that you are receiving education that is backed by the UC tradition of excellence.

### HOW TO EARN THIS AWARD

Individuals must complete a total of 6 quarter units, with a grade of C or better.

**PRINCIPLES OF SPECIAL EVENTS MANAGEMENT**  
3 UNITS

**MARKETING AN EVENT BUSINESS** 3 UNITS

- This program can typically be completed within 3 months.

### PROGRAM INFORMATION

Prices, requirements and courses are subject to change.

For the most up-to-date information:

Phone: 951.827.4105

Email: [prodev@ucx.ucr.edu](mailto:prodev@ucx.ucr.edu)

Website: [extension.ucr.edu](http://extension.ucr.edu)



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