



YOUR GUIDE TO SUCCESSFUL-AND FUN- EVENTS

Certificate in Festival and Event Management

HOW FUN IS DONE RIGHT

This comprehensive program provides event staff, festival organizers and volunteers with the essential knowledge and organizational tools to successfully operate. Content is divided into three, easy-to-master classes that complement one another, creating a complete festival management package. Further, a connection with the Minnesota Festivals and Events Association and the International Festivals and Events Association creates and maintains a network of other event professionals.



THREE STEPS TO SUCCESS AS AN EVENT PLANNER

FM I

Participants will understand the importance of job descriptions and learn volunteer management techniques. Event budgeting and logistics are also discussed. A site visit to a Twin Cities event is also planned.

FM II

This session explores how to prepare for the unexpected. Risk and crisis management are two major topics covered. In addition, marketing and sponsorship strategies are discussed.

FM III

An in-depth, three hour capstone seminar that examines a specific issue or topic of interest to the events industry.

WHAT PEOPLE ARE SAYING

“This program provides an excellent balance between academic research and real-world application. I highly recommend it to anyone looking to expand their base of knowledge, creative thinking, and to implement fantastic festivals and events.”

Shari Kunza, Shoreview (2011)

“The last two days regarding sponsorships and marketing was fantastic. The ideas I’m taking with me, I cannot wait to apply to my own event.”

DeBora Bernick, Duluth (2011)

“This was one of the best classes I have attended. We got to practice what we were learning. It gives me insight of an event, both operational and management. It is indispensable to be able to see the whole picture.”

Mike Young, Minneapolis (2010)

CERTIFICATE

The University of Minnesota Tourism Center and the Minnesota Festivals and Events Association award a certificate to participants who complete all coursework and submit a written event analysis.

2012 SCHEDULE & PRICES

Dates and prices TBD.

SCHOLARSHIPS

There are two scholarship programs for the program. The first is for members of the St. Paul Festivals Association. The second is offered by the Minnesota Festivals and Events Association. Please contact Tourism Center staff to request further information about scholarships.

THREE WAYS TO REGISTER

Online:

Visit www.tourism.umn.edu and click the “order/register now” button.

Mail:

Complete the form to the right and send it along for the correct amount made payable to the University of Minnesota.

Fax:

Complete the form to the right and fax it to 612-624-4264. Mail a check for the correct amount payable to the University of Minnesota.

Mail to: University of Minnesota Tourism Center 448 Coffey Hall 1420 Eckles Avenue, St. Paul, Minnesota 55108.

Name: _____

Business: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Check your course(s)

FM I _____ FM II _____ FMIII _____

Tuition due \$ _____

FURTHER INFORMATION

Web: <http://www.extension.umn.edu/festival> E mail: tourism@umn.edu Phone: 612-624-4947

