

Comprehensive Program

Make your event more successful and easier to handle by avoiding trial and error, while implementing key event planning strategies.

This comprehensive certificate program gives you the expertise to conduct events that have a community-wide impact whether it contributes to the tourism economy or raises funds for your favorite cause. Gain a thorough understanding of all event planning and production facets including

- creating an event concept,
- mastering logistics,
- conducting advertising and publicity,
- negotiating sponsorships,
- securing entertainment,
- working with governmental entities,
- budgeting and
- locating venues.

The cost for this certificate program is \$429. To register go to wdce.tmcc.edu and click on “classroom courses.”

TMCC is an EEO/AA (or equal opportunity/affirmative action) institution and does not discriminate on the basis of sex, age, race, color, religion, disability or national origin or sexual orientation in the programs or activities which it operates.



Workforce Development
and Continuing Education

*Learn the tricks of the trade
from the area's top experts.*

Special Events Management



wdce.tmcc.edu
775-829-9010



<http://wdce.tmcc.edu>
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The Variety and Convenience to Fit Your Life!

Real-life lessons

In 1995, TMCC became the first college in the country to offer this type of program. As a trendsetter in special event management training, TMCC continues to receive requests from colleges nationwide for copies of this curriculum.

One of the things that makes TMCC's program so extraordinary is its emphasis on real-life skills. Learn by taking part in lectures, discussing actual event case studies, putting together a mock event and gaining tips from a wide range of guest speakers.

Whether you are looking to begin a career in event planning or working in this field and wish to further hone your skills, this course is designed to allow you to learn at your own pace.

Seasoned experts

Gain a more thorough perspective of events planning, production and management by hearing from experts who have been working in this field. Learn about safety and other regulations from

- fire,
- police and
- health officials.

Learn what it is like to run some of the nation's most successful special events from the executive directors of the

- Reno Air Races,
- Hot August Nights and
- other major events.

In addition, round out your events knowledge by gleaning tips from those who specialize in

- non-profit events,
- lighting and stage logistics,
- entertainment and more.

Instructors in the trenches

TMCC's special event management certificate program is taught by two veteran event planners, Jim Webster and Deanna Valles.

Deanna Valles

A graduate of this program and operations manager for the Make-A-Wish Foundation, Valles has co-taught this course since 2001. She has worked as the special events manager for Special Olympics, the Multiple Sclerosis Society and Hot August Nights.

Jim Webster

Jim, co-founder of Hot August Nights, has a wide range of special event experience ranging from fundraising for Easter Seals to servings as a board member of the Reno Balloon Races, the Nevada State Fair and The Events Network of Northern Nevada. In addition, he served as Morrey Distributing's marketing director for 15 years.