



# *Certificate in Festival and Event Management*

Your guide to successful  
– and fun – events

## *How Fun is Done Right*

This comprehensive, 36-hour 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, electronic list serves create and maintain 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 logistics and budgeting processes will also be discussed. A site visit to the Twin Cities Marathon is also planned. FM 1 is offered in-person and online.

#### **FM II**

This session explores how to prepare for the unexpected. Risk management and crisis communication are two major topics covered. In addition, marketing strategies and sponsorship development plans are discussed. FM II is offered in-person and online.

#### **FM III**

An in-depth, three-hour seminar that examines a specific issue or topic of interest to the events industry. Previous topics include accessibility for event patrons, event crisis management and sponsorships. Offered in person during the fall. The topic for the Fall class will relate to event security.

### *What people are saying*

*“The combination of excellent people and information surpassed my expectations and the knowledge I’ve gained will be valuable for the rest of my life. I had a lot of fun!”*

– Jessica Berg;  
Minneapolis Park & Recreation Association;  
Minneapolis, Minnesota

*“This program is an educational and fun way to add or enhance your skills as an event planner. Especially helpful is the networking that takes place between the facilitators and participants, as well as the outside speakers from successful, established events from around the area.”*

– Cecilee Turmo;  
Lake Agassiz Girls Choir;  
Fargo, North Dakota

*“This class was the best use of time and money that I spent for a long time. The people in the class brought a wealth of experience. This was a definite ‘can’t miss’ opportunity.”*

– Diane Korby;  
Fergus Falls, Minnesota

## Certificate

The University of Minnesota Tourism Center and the Minnesota Festival and Events Association award a certificate to participants who complete all coursework, submit a written event analysis, prepare a staff development plan and complete a FM program evaluation.

## Class Schedule

Class	Online	In Person
FM I	Fall 2007*	Oct. 4-6, 2007 (Th-Sat)
FM II		Oct. 11-13, 2007 (Th-Sat)
FM III		October 13, 2007 (Sat afternoon)

Each class starts at 9:00 am and adjourns by 4:00 pm.  
\*Check [www.umn.edu](http://www.umn.edu) for price, date and registration.

## Prices\*\*

Class	Before Sept. 1, 2007	After Sept. 1, 2007
FM I	\$285	\$305
FM II	\$285	\$305
FM III	\$125	\$145
Total	\$695	\$755

\*\*Minnesota Festival and Event Association (MFEA) members receive a 10% discount.

## Scholarships

There are two scholarship programs for the Certificate in Festival and Event Management Program. The first is for residents of St. Paul and is offered by the St. Paul Festivals Association. The second is offered by the Minnesota Festival and Events Association and is available to its members. Please contact Tourism Center staff ([tourism@umn.edu](mailto:tourism@umn.edu)) to request further information about both scholarship programs.

## Questions?

For more information,  
[www.extension.umn.edu/festival](http://www.extension.umn.edu/festival)  
call (612) 624-4947 or  
e-mail [tourism@umn.edu](mailto:tourism@umn.edu).



## Three Ways to Register

### ONLINE:

Visit [www.tourism.umn.edu](http://www.tourism.umn.edu) and click the "order/register now" button.

### MAIL:

Complete the form below and send it along with a check for the current amount made payable to the University of Minnesota. Mail it to University of Minnesota Tourism Center; 120 BioAgEng Building; 1390 Eckles Avenue; St. Paul, MN 55108.

### FAX:

Complete the form below and fax it to (612) 624-4264. A check for the total amount due and payable to the University of Minnesota should be mailed immediately to the University of Minnesota Tourism Center; 120 BioAgEng Building; 1390 Eckles Avenue; St. Paul, MN 55108 to guarantee your registration.

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Name

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Organization

\_\_\_\_\_  
Business Address

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City

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State

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ZIP

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Daytime Phone

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E-mail

Check your Course(s):

FM I \_\_\_\_ FM II \_\_\_\_ FM III \_\_\_\_

Tuition Due \$ \_\_\_\_\_

Make checks payable to the University of Minnesota.