

EVENT MANAGEMENT

The event management business is a division of the tourism industry that encompasses the coordination of events, meetings, conventions and trade shows. Those employed in this field may be responsible for planning every detail of meetings, conventions, and other events ranging from securing speakers and event location to arranging for printed materials and audio-visual equipment.

What type of career can I have with this major?

Since this major is so comprehensive, you will have a variety of excellent employment opportunities.

- Audio-Visual Technician
- Catering Manager
- Conference Coordinator
- Convention Services Director
- Customer Service Representative
- Corporate Planner
- Decorator
- Education Planner
- Education Seminar Coordinator
- Event Planner
- Facilities Manager
- Group Organization Planner
- Hotel Manager
- Property Manager
- Public Relations Specialist
- Registrar
- Reservation Manager
- Travel Agent

Where can I work?

This profession provides you with a choice of various work environments including government agencies, non-profit organizations, for-profit agencies, public and private companies, and firms.

- Amusement Centers/Parks
- Conference Centers
- Country Clubs
- Cruise Liners
- Foodservice Companies
- Government Agencies
- Hotels
- Leisure Organizations
- Resorts
- Restaurants
- Parties
- Special Event and Festival Organizations
- Sporting Clubs
- Theaters and Stadiums
- Theme Parks

What type of professional organizations and resources are available in this industry?

There are many professional organizations that offer resources, articles, job opportunities, training and conference information. We suggest you visit each organization's website to gather more information and contacts in your field.

- Adventure Travel Trade Association
- American Hotel Foundation
- American Society of Travel Agents
- Convention Industry Council
- Cruise Services International
- Hospitality Sales and Marketing Association International
- International Festivals and Events Association
- International Special Events Society
- Meeting Professionals International
- National Tourism Foundation
- Professional Convention Management Association
- United States Tour Operators Association

What type of Event Management program does San Diego Mesa College offer?

The program at San Diego Mesa College provides students with business skills such as sales techniques, organizational skills, and effective attention to detail necessary to carry out events of all sizes. Coursework is supplemented by field excursions and networking opportunities within San Diego County, one of the most premier locations for event management in the United States.

- Certificate of Achievement: Event Management
- Associate in Arts: Event Management

See college catalog for program descriptions, course titles, and areas of emphasis.

EVENT MANAGEMENT

Associates Degrees/Certificates

Getting Started

- Step 1: [Application](#) - Start by completing the online application for admission
Step 2: [Orientation](#) - Complete the online New Student Orientation (Flash player required)
Step 3: [Assessment](#) - Visit the Assessment office to learn about English and math testing
Step 4: [Advisement](#) - Complete the online First Semester Planning Workshop
Step 5: [Registration](#) - Register for classes

While You're Taking Classes

- | | | |
|--|----------------------|------------------------------|
| Update your resume and craft a cover letter | Attend job fairs | Conduct industry research |
| Look into volunteer/internship opportunities | Perform job searches | Think about transfer options |
- See the Transfer or Career Center for assistance*

Transfer Options

Getting Started

- Join a professional event management association as a student member
- Identify your intended major at the university(ies) you wish to apply by carefully looking at the program descriptions. This major is also known as: "Hospitality and Tourism Management"
- Map out where you want to transfer for your event management Bachelor's degree

Education Planning

Fall semester 1st year (1-15 units):

- 1) Attend transfer workshops
- 2) Review articulation agreements
- 3) Map general education (GE) requirements
- 4) Identify 4-year institutions to apply
- 5) Attend a Transfer Fair
- 6) Meet with a counselor

Spring semester 1st year (16-30 units):

- 1) Continue to attend transfer workshops
- 2) Check-in with a counselor to make sure your educational plan is on track
- 3) Seeking tutoring assistance in the academic skills center to keep your grades competitive

Fall semester 2nd year (31-45 units):

- 1) Submit admissions applications to 4-year institutions: Fall for CSU/UC; Early spring for private and out-of-state institutions
- 2) Identify deadlines and due dates for admissions transcripts and other documents

Spring semester 2nd year (46-60 units):

- 1) Identify deadlines and due dates for admissions transcripts and other documents
- 2) Submit your FAFSA between January 1st-March 1st.
- 3) Turn in your deposit and registration forms to the institution you decide to attend.
- 4) Attend the transfer orientation event(s) at your new campus
- 5) Complete academic coursework and transfer!

While You're Taking Classes

- Update your resume
- Prepare a cover letter
- Complete an internship in event management
- Build your network
- Maintain a strong GPA
- Hold a leadership position in a event management club/society
- Find a mentor
- Conduct informational interviews with individuals in your desired position(s)
- Visit your Career Center as much as possible!