

# Manage your future—

Train for a growing career or brush up skills as a Special Event and Conference Planner

## Spring 2009



MiraCosta College  
1 Barnard Drive  
Oceanside, CA 92056  
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[www.miracosta.edu](http://www.miracosta.edu)



## Meeting, Special Event, Conference Management (HOSP 293)

Gain the skills increasingly in demand to create exciting conferences, special events, trade shows, and meetings. Ensure your events keep guests talking for weeks. At the conclusion of this class, students will:

- Attend conferences and trade shows to observe what makes a successful event.
- Learn the keys to successfully market any event.
- Know how to create a profitable event that draws an enthusiastic attendance.
- Gain tips to attract sponsors and ensure their business is retained.
- Develop strategies to keep attendees returning to your events year after year.
- Learn how to use your new knowledge for projects in any industry.

**Meeting & Conference Management (HOSP 293)** is a 3-unit class that meets Tuesdays and Thursdays from 5–6:15 pm on MiraCosta's Oceanside Campus, beginning January 20th, 2009. The course is taught by Dr. Karen Smith, who, for more than 20 years, produced and organized nationally recognized conferences drawing between 5,000–15,000 attendees. Smith's conferences featured international celebrity speakers such as Oprah Winfrey and major corporate sponsors including AT&T, IBM, Disney, Marriott Hotels, etc.

This class may be substituted for other courses required for Hospitality, Restaurant or Tourism certificates.

Dr. Karen Smith, Lead Instructor  
Hospitality, Restaurant and Tourism Programs  
(760) 757-2121 ext. 6404 [ksmith@miracosta.edu](mailto:ksmith@miracosta.edu)

### Enroll now—class begins January 20th!

Classes at MiraCosta College cost just \$20 per unit for California residents.

You can apply and enroll online at [www.miracosta.edu](http://www.miracosta.edu) or in person at the Admissions and Records Office.

[www.miracosta.edu/hosp](http://www.miracosta.edu/hosp)