

Dianne Devitt

EXECUTIVE SUMMARY

Comprehensive Training. One Investment.

SCAN QR CODE



Certificate in the Business of Meetings and Events™

The Certificate in the Business of Meetings and Events™ is a comprehensive, on-demand professional development program designed to equip individuals and teams with the skills, strategies, and tools needed to plan and manage successful meetings and events.

Ideal for those new to the industry, part-time planners, or employees with event responsibilities, this program builds foundational knowledge that translates directly into improved organizational performance.

The program fulfills a company's commitment to training employees with the skills they need to perform their job responsibilities with. For example, over 85% of Executive Assistants and Admins are tasked with planning meetings and events with no formal training. With this program, companies can support employees with critical knowledge and more importantly, offer them the time allowed to complete the program.

Key Organizational Benefits

1. Cost Savings

Participants learn to make smarter, more strategic decisions—negotiating better contracts, optimizing budgets, and avoiding costly mistakes in logistics and production.

2. Risk Reduction

Through real-world examples and actionable frameworks, the program helps reduce legal, financial, and operational risk by emphasizing process, compliance, and contingency planning.

3. Standardized Training Across Teams

This program enables consistent training for all employees involved in events, ensuring a unified approach, improved collaboration, and higher overall quality of execution.

4. Increased Employee Loyalty and Engagement

Investing in employee development shows a clear commitment to their growth. Providing meaningful, career-relevant education fosters satisfaction, retention, and internal leadership development.

5. Better Business Results

Participants gain the ability to align events with business goals—enhancing brand impact, audience engagement, and measurable ROI.



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Program Highlights

19 engaging, self-paced modules (1–2.5 hours each) – free introductory module

Created and narrated by a university professor and industry veteran

Monthly live town halls for networking and Q&A

Downloadable tools: workbooks, tip sheets, case studies, and assessments

Industry interviews and embedded expert insights

A SMART BUSINESS INVESTMENT

Make a smart business investment for the full Certificate Training for \$2,195 inclusive of all course materials, downloadable tools, and program highlights.

Note: Corporate volume discount packages and benefits are available upon request.

Summary

The Certificate in the Business of Meetings and Events™ is a strategic investment in your workforce that delivers immediate value through cost efficiency, reduced risk, and improved performance. It is a proven path to strengthening your internal capabilities and elevating your organization's overall success in today's competitive business environment.

*Guaranteed return on investment or your money refunded.



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Certificate Content:

Module 1	Introduction and Industry Overview	Free Introductory Module
Module 2	Business Theory and Application	
Module 3	Sourcing and Site Selection	
Module 4	Freelancers and Creating Your Onsite Support Team	
Module 5	Volunteerism	
Module 6	Sustainability and Green Events	
Module 7	Registration and Data Responsibility	
Module 8	Food, Beverage and Catering	
Module 9	Transportation	
Module 10	Audio Visual and Production	
Module 11	Event Design and Décor	
Module 12	Music, Entertainment and Speakers	
Module 13	Event Marketing and Sponsorship	
Module 14	Production Schedules and Budgeting	
Module 15	Risk Management, Safety and Security	
Module 16	Legal Aspects	
Module 17	Insurance	
Module 18	Tackling Technology	
Module 19	Fast Forward and Finale	

Note

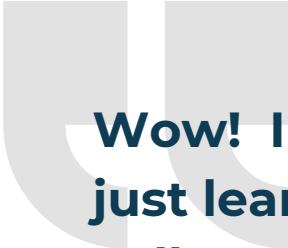
Six (6) months is allotted to complete the entire Certificate from the date of registration estimating about 35 hours.

For more information, contact Certificate@diannedevitt.com or visit <https://diannedevitt.com/certificate>



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Wow! I love this so much. What a lesson I just learned to share with my team and colleagues. Although I thought I knew most of the information, to see it presented in this way was eye opening.

- AC, Meeting Planner, Financial Company



Dianne Devitt, an esteemed producer, author, speaker, and pioneer in the event industry, has left an indelible mark in her notable 35-year career planning premiere events. Her legacy is one of mentorship, inspiration, and transformation as an adjunct Professor at New York University and has taught and influenced thousands of meetings and event professionals.