Most of us have attended a conference, a convention, a trade show or a special event such as a concert or a wedding held in a beautiful hotel. Little thought goes into how much planning went into these functions to make them a success. That work is done by a meeting planning professional. Meeting planners coordinate every detail of meetings and conventions, from the meeting location, to the speakers, to arranging for printed and web-based materials and audio-visual equipment. Professional planners search for prospective meeting sites, which could be hotels, convention centers, conference centers or concert arenas. They negotiate contracts with speakers, entertainment, facilities and suppliers and must oversee finances. They are given overall budgets by their organizations and must create a detailed budget, forecasting what each aspect of an event will cost. The job of a meeting or event planner is to create a great experience for the attendees and exhibitors who participate. This industry inspires people to be creative, efficient, organized, and in a constant state of growth.

Meetings, conventions, and events bring people together for a common purpose, and the planners work to ensure that this purpose is achieved seamlessly. An important part of all these different functions of meeting professionals is establishing and maintaining relationships. Meeting, convention, and event planners interact with a variety of people and must be able to communicate effectively. They must understand their organization’s goals for the meeting or convention, be able to communicate their needs clearly to meeting site staff and other suppliers, maintain contact with many different people, and inform people about changes as they occur.

Students admitted to the Meetings and Events Management program receive the education required to manage any business through their participation in courses such as accounting, marketing, law, organizational behavior, finance and human resources management. As a Meetings and Events Major, their studies are focused on the convention, conference, tradeshow and special events industry through additional coursework taken in introduction to convention, meeting planning, trade show operations, special events management, meetings and event coordination and a capstone course called Festivals which utilizes all learned knowledge to put on an actual event. The addition of the required work experience and internship in the meetings and events area as well as a broad liberal arts approach to the general education core makes this program second to none in preparing future meetings and events planners and managers.
The College
The William F. Harrah College of Hotel Administration offers one of the world’s best programs in the preparation of students for the global hospitality and leisure services professions. Strong classroom academics are combined with focused internship and mentoring opportunities to provide a solid, applied educational foundation. The college features professional programs with a career in management as its goal. Our majors prepare students for a diverse and exciting business focus specific to careers in hotels/lodging, restaurants, tourism, gaming, trade shows, conventions, meeting planning, recreation, food service and the culinary arts. In addition, our location offers students the “World’s Greatest Laboratory” of opportunities to acquire professional experience in the hospitality and leisure services field.

Career Opportunities
The meetings and events industry is an exciting, fast-paced field, which allows, encourages, and rewards creativity and innovation. According to the Bureau of Labor Statistics, employment of meeting and convention planners is expected to grow faster than the average for all occupations over the next decade. As businesses and organizations become increasingly international, meetings and conventions become even more important. In organizations that span the country or the globe, the periodic meeting is increasingly the only time the organization can bring all of its members together. Remember also that many graduates are employed on the venue side, working in convention centers and hotels with conference facilities. They are the people that professional planners work with in arranging events and meetings for their organizations. Being an independent planner is another option that can be challenging but rewarding, and is one of the fastest growing segments in the meetings industry according to Professional Meeting Management, Fifth Edition (PMM5).

Who Hires Our Graduates?
- GES Exposition
- Freeman Decorating
- AdVenture Vegas
- Airstar Space Lighting
- ARAMARK
- ATOM
- Blaine Event Staffing
- Freeman Audio Visual Services
- Experient
- J. Gatsby
- Las Vegas Water District – Springs Preserve
- Comedy on Deck Tours
- Dakota Events
- Destination by Design
- ConvExx
- Meeting Planning Plus
- PRA Destination Management
- Priority Event Staffing
- PRG
- Soirees Catering
- Vegas 4 Locals
- World Meditours
- The Republic, DMC
- MGM MIRAGE
- Harrah’s Entertainment
- Hard Rock
- GBS Linens
- Pure Indulgence Party Planners
- LV Wedding Connection
- Helms Briscoe
- Las Vegas Sands Corporation
- Academy of Achievement
- Professional Liability Underwriting Society
- American Library Association
- Las Vegas Convention & Visitors Authority
- Los Angeles Dodgers
- Ronald McDonald House
- Activity Planners
- USA Hosts
- Bacara Resort and Spa
- Big Sky Resort
- Bluegreen Corporation
- Boyd Gaming Corporation
- Charlie Palmer Group
- Club at Cordillera
- Cornerstone Colorado Club
- Dragon Hill Lodge
- Fairmont Hotels
- Four Seasons
- Freeman Group
- Hilton Hotels Corporation
- Houston’s Restaurants
- Hyatt Hotels and Resorts
- Incline Village Resorts
- InterContinental Hotel Group
- Island Hospitality
- Islands Restaurant
- Kimpton Hotels and Restaurants
- KSL Resorts
- Las Vegas Sands (Venetian Group)
- Loews Lake Las Vegas Resort
- LXR – Luxury Resorts and Hotels
- Mammoth Mountain Ski Area
- Marriott International
- Oakwood Worldwide
- Omni Hotels
- Pacifica Hotel Company
- Planet Hollywood Resort and Casino
- Resort at Squaw Creek
- Rosewood Hotels and Resorts
- Sage Hospitality Resources
- SeaWorld Orlando
- Sodexho
- Starwood Hotels and Resorts
- Station Casinos
- The Capital Group
- The Grand Del Mar Resort
- The Kor Group
- The Parker Palm Springs
- Tower 23
- Trump International Hotel Management
- Walt Disney World
- West Paces Hotel Group
- White Chocolate Grill
- Wyndham
- Wynn Las Vegas

Typical Jobs utilizing the Meetings and Events Management Major include...
- Corporate Meeting Planner
- Association Meeting Planner
- Independent Meeting Planner
- Event Planner
- Wedding Planner
- Meeting Concierge
- Showroom/Entertainment Coordinator
- Tour and Travel Sales Manager
- Special Events Manager
- Convention Audio-Visual Coordinator
- Meeting Marketing Manager
- Tradeshow Manager
- Exhibit Manager
- Exhibit Sales
- Account Executive for a Service Contractor
- Account Executive for a Destination Management Company
- Account Executive for a Convention and Visitors Bureau
- Hotel Convention Sales Manager
- Hotel Convention Service Manager
- Catering Sales Manager
- Conference Sales Manager
- Hotel Sales and Marketing Manager
- Supplier/Distributor Account Executive