

Enroll in the
Guiding Learning
Program and
SAVE 20%
on your
EMMF course
registration.

**Build the Skills Behind
Unforgettable Events**

Event & Meeting Management Fundamentals

Guided Learning Program

BROUGHT TO YOU BY:



**PCMA
Institute**



**Greater Philadelphia
Chapter**

who

Emerging and established event, meeting, and hospitality professionals



- New professionals entering the events and meetings industry
- Professionals planning events without formal training
- Career switchers and adjacent professionals (hospitality, tourism, marketing, operations)
- Students and emerging professionals seeking foundational credentials
- PCMA members and non-members (discount available to all through PCMA PHL)

what

Event & Meeting Management Fundamentals (EMMF): Guided Learning Program



A chapter-supported professional development experience that blends **PCMA's On-Demand EMMF course** with **live, facilitated cohort sessions**, peer discussion, real-world application, and professional networking—exclusively supported by PCMA Greater Philadelphia.

Participants earn a recognized industry credential while engaging in a structured, community-based learning experience.

when

Spring–Summer 2026 (March–July)



- March–July: Guided learning experience aligned with EMMF modules
- July: Graduation recognition at the PCMA PHL Chapter Retreat

where

Hybrid delivery



- **On-Demand:** PCMA's EMMF online learning platform (self-paced)
- **Live Engagement:**
 - PCMA PHL Chapter meetings (in-person)
 - Coffee & Conversation sessions (Zoom)

This flexible format allows participants to learn anytime, anywhere—while still building strong professional connections.

how

1. Register through PCMA PHL

- Participants register with PCMA PHL to join the cohort.



2. Receive a PCMA PHL Discount Code

- PCMA PHL provides participants with a unique promo code for the EMMF course.
- The code unlocks a 20% discount and allows the chapter to track participation and impact.

3. Complete the On-Demand EMMF Course

- Participants move through the EMMF modules at their own pace.

4. Engage in Live Cohort Sessions

- Facilitated discussions, case studies, peer learning, and industry insights deepen understanding and real-world application.

5. Graduate & Get Recognized

- Participants who complete the program are recognized by PCMA PHL and celebrated at the Chapter Retreat.

why

Because learning is better when it's shared, applied, and connected to the real world.



This Program:

- Turns self-paced content into **meaningful, applied learning**
- Builds **confidence, competence, and career readiness**
- Creates a **local professional community**
- Strengthens **engagement with PCMA PHL** and the broader industry
- Offers an **exclusive chapter-supported experience** not currently offered by other PCMA chapters

Not just a course—an experience, a network, and a career accelerator.

[Click here for more information and to register!](#)