



QC  
EVENT  
SCHOOL

# EVENT PLANNING CERTIFICATION COURSE

COURSE PREVIEW BROCHURE



# EVENT PLANNING CERTIFICATION COURSE

The Event Planning course shows you how to plan all types of events for both corporate and private clients. Learn each aspect of planning an event, from prioritizing the budget to day-of coordination.

## THIS COURSE IS BEST FOR THOSE WHO:

- Are not interested in planning weddings
- Want to start their own event planning company
- Would like to work as an internal event planner for a corporation

Upon graduation, you'll receive an industry-recognized certification as an International Event Planning Professional (IEPP), and you'll be ready to start your business or apply for jobs in the industry.





# COURSE CURRICULUM

The IEPP course curriculum is divided into four units. Each unit includes full-color course lesson booklets, instructional DVDs, and assignments designed to test your knowledge and develop your planning and organizational skills. The course also includes business training materials, which cover everything you need to know to start your own event planning business.

## UNIT A

- Introduction to Event Planning
- The Planning Timeframe
- Primary Event Components
- Secondary Event Components
- Starting Your Own Business (Optional)

## UNIT B

- The Planning Budget
- Internal Corporate Events
- External Corporate Events
- Marketing and Promotion (Optional)

## UNIT C

- Milestone Parties
- Social Internal Corporate Events
- Holiday and Theme Parties
- Introduction to Project Management

## UNIT D

- Parties for Teens and Children
- Religious Rites and Funerals
- Industry and Special Events
- Working with Clients and Vendors (Optional)

# TAKE A LOOK

In this video excerpt from Unit A, Course Instructor Candice Coppola discusses the purpose and process of creating a business plan.

GETTING DOWN TO BUSINESS

## SAMPLE ASSIGNMENT

QC's step-by-step program will take you through every aspect of the event planning process. The course assignments are designed to put you into the planner role, in real-world scenarios that develop your creative and organizational skills as a professional event and wedding planner.

### Unit B, Assignment 3: Planning a Corporate Retreat

The employees at Wally's Western Tavern are in dire need of a morale boost. The store manager, James Dickson, has brought you in to help organize an employee retreat. James' employees have worked very hard during the summer patio season and he'd like to reward their efforts and boost morale by taking them to an offsite venue for some team-building fun. James' goals for this one-day event are to increase employee morale and improve teamwork skills.

- a. Choose 2 possible locations in your area to hold this corporate retreat.
- b. Come up with a team-building activity that you could do at each venue.
- c. List 2 ways you could measure how successful the retreat was in accomplishing James' goals.

You will receive a course guide with easy-to-follow instructions on how to upload your assignments to the online student center and download your tutor's evaluation and audio feedback. Additionally, QC's helpful Student Support Team is ready and willing to guide you through the assignments and answer any questions you may have along the way. Connect with the support team by phone, email or Live Chat – whichever you prefer.

# THE STUDENT-TUTOR CONNECTION

Once you enroll with QC Event School, you'll be matched with a personal tutor who will review your work and provide you with in-depth feedback and advice. These accomplished tutors have years of experience in the event industry and are eager to share their professional insight to help you achieve your career goals.

## THE STUDENT'S PERSPECTIVE:

*"Every moment I spent on this course was more than worth it. I learned both little and big details that I otherwise still wouldn't know now! It really is a valuable course, with great tutors and support!"*



-Claudia Montano, QC Event School Graduate

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## THE TUTOR'S PERSPECTIVE:

*"Believe in yourself and your own talents. Work hard and take advantage of all the case studies in your course. These exercises really prepare you for the real deal. "*



-Andrea DeLucia, QC Event School Tutor

MEET THE QC EVENT SCHOOL TUTORS [HERE](#).



# TUITION

EVENT PLANNING COURSE: \$748 OR \$81MO

## TUITION INCLUDES:

- All course guides, lesson texts and DVDs
- Business Training series
- Access to all digital course materials through Online Student Center



FIND THE TUITION CALCULATOR, FLEXIBLE  
PAYMENT PLANS AND DISCOUNTS [HERE](#)

## READY TO ENROLL?

Get started today and take the first step toward a rewarding and exciting career in event and wedding planning!

ENROLL NOW



## CONTACT US!

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## JOIN THE QC COMMUNITY!



**STUDENT SHOWCASE**

**WWW.QCEVENTPLANNING.COM**