



QC EVENT SCHOOL

CORPORATE EVENT PLANNING COURSE

COURSE PREVIEW BROCHURE



CORPORATE EVENT PLANNING CERTIFICATION COURSE

The Corporate Event Planning course provides you with the guidance and practical tools you'll need to plan every type of corporate event and work with a diverse clientele. Learn each aspect of event planning from concept development to post-event assessment for successful internal, external, public, and industry corporate events.

You'll have the chance to exhibit your skills in a final practicum assignment where you'll plan a complete event from beginning to end. Choose between two real-world scenarios and develop your event using everything you've learned throughout the course.

THIS COURSE IS BEST SUITED FOR THOSE WHO:

- Are not interested in planning weddings
- Want to start their own corporate event planning business
- Are interested in working for an established corporate event planning company
- Are interested in working for a corporation

Upon graduation, you'll receive an industry recognized certification and the designation of International Corporate Event Planning Professional (ICPP). With your certificate and professional title, you'll be ready to start your own business or work as an in-house event planner for corporations and businesses alike.





COURSE CURRICULUM

The Corporate Event Planning course curriculum is divided into seven units. Each unit includes full-color lesson texts, instructional videos, and assignments designed to test your knowledge and develop your planning skills. The course also includes career training materials, which cover everything you need to know to start your own business or find a high-paying job in the industry.

UNIT A

- Introduction to Corporate Events
- Creating Event Concepts
- Building a Planning Timeline
- Event Budget Creation and Management
- Funding Sources

UNIT B

- Evaluating and Selecting Venues
- Corporate Event Catering
- Standard Industry Venues Practices and Proposals
- Working with AV Equipment, Lighting, and Other Technology

UNIT C

- Day-Of Event Scheduling and Execution
- Marketing and Promotion
- Contingency Planning and Risk Management
- Understanding Event Insurance

UNIT D

- Internal Corporate Events
- External Corporate Events
- Industry and Public Events
- Non-Profit and Government Events

UNIT E

- Post-Event Assessment
- Calculating and Understanding ROI
- Project Management for Event Planners
- Team Management Strategies
- Communication Skills and Tools
- Event Accessibility Needs and Sustainability

UNIT F

- In-Depth Case Study
- Final Practicum Assignment

UNIT G - OPTIONAL COMPANY TRACK

- Finding Job Opportunities
- Developing Your Resumé and Interview Skills

UNIT H - OPTIONAL BUSINESS TRACK

- Starting Your Own Business
- Marketing Your Business





SAMPLE ASSIGNMENT

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

Unit C Assignment 2 - *Event Setup and Strike*

Event setup and teardown can be complex processes. Event planners will have to take great logistical care and communicate clearly with their vendors to keep these processes efficient. In this assignment, you will analyze some of the behind-the-scenes work required to make an event run smoothly. You can refer to the videos "Event Setup and Strike" and "Budgeting for Event Decor."

Your answers may be in full sentences or in point form.

1. What is the "last in, first out" rule of event setup and strike? Explain its importance.
2. Suppose your event vendors are an AV provider, a caterer and a decorator. How would you assess the order in which these vendors need to set up and strike for your event?
3. Suppose your event involves a "flip" of a room (i.e. you'll be changing a room's setup during the event). Your decorator's staff will need your guests to migrate completely from the room before they are able to turn the room over. How will you plan to integrate the flip smoothly into your event?

WHAT YOU'LL RECEIVE

You will receive a Course Guide with easy-to-follow instructions on uploading your assignments to the Online Student Center and downloading your tutor's evaluation and audio feedback. Additionally, QC's helpful Student Support Team is ready and willing to guide you through your assignments and answer any questions you have along the way. Connect with the support team by phone, email or Live Chat – whichever you prefer.



YOUR PRACTICUM PROJECT

At the end of Unit F, you'll complete a hands-on practicum assignment where you'll plan a corporate event from beginning to end. You'll select a client and scenario relevant to your personal career goals and experience the planning process in full form.

In this assignment, you'll create an event brand, build a marketing strategy, develop a budget, research venues and vendors from your local region, respond to project changes, and draft questions for a post-event guest experience survey. When you complete this unit, you'll have created an in-depth plan to execute a successful corporate event in the real world!

Your personal tutor will provide you with in-depth feedback on your assignment to let you know what you did correctly and how you can improve, and to offer additional career guidance!



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 planning industry and are eager to share their professional insight to help you achieve your career goals.

THE STUDENT'S PERSPECTIVE:

"The feedback from my mentor was encouraging, direct, constructive, and useful. The course material was informative, and there was so much I did not even consider. I had started out as a skeptic and was wondering if I could even do this for real. I ended confident, and now I know I can do this. QC has provided me with all the tools and more to become successful."

AMANDA BODNAR-DAVIS

THE TUTOR'S PERSPECTIVE:

"Planning weddings and events has become my passion and I hope to pass that onto you. I remember how helpful, encouraging and supportive my tutor was when I was taking my certificate, and I would love to provide that same support to you."

HEATHER HAWES

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

TUITION

CORPORATE EVENT PLANNING COURSE

SAVE UP TO \$300! USE THE TUITION CALCULATOR TO FIND A PAYMENT PLAN THAT BEST SUITS YOUR NEEDS.



TUITION INCLUDES:

- All course guides, lesson texts and instructional videos
- Business Training series
- Access to all digital course materials through the Online Student Center
- Your certificate upon graduation

ENROLL NOW



CONTACT US!

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JOIN THE QC COMMUNITY!



STUDENT SHOWCASE