



QC  
EVENT  
SCHOOL

# EVENT & WEDDING PLANNING CERTIFICATION COURSE

COURSE PREVIEW BROCHURE



# EVENT & WEDDING PLANNING CERTIFICATION COURSE

The Event and Wedding Planning course provides you with the guidance and practical tools you'll need to launch a successful career in event and wedding planning. Get ready to jumpstart your creativity and use your organizational skills as you learn how to plan beautiful weddings and organize milestone parties, corporate events and more.

## THIS COURSE IS BEST FOR THOSE WHO:

- Want to start their own event and wedding planning business
- Are interested in working for an established event & wedding planning company
- Want to achieve maximum income potential by learning how to plan all types of events

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



# COURSE CURRICULUM

The IEWP course curriculum is divided into six 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 and wedding planning business.

## UNIT A

- The Planning Timeframe
- Primary Event Components
- Secondary Event Components
- The Planning Budget
- Starting Your Own Business (Optional)
- Internal Corporate Events

## UNIT B

- Milestone Parties
- Holiday and Theme Parties
- Social Internal Corporate Events
- External Corporate Events
- Marketing and Promotion (Optional)

## UNIT C

- Parties for Children and Teens
- Religious Rites and Funerals
- Industry and Special Events
- Working with Clients and Vendors
- Introduction to Project Management

## UNIT D

- The World of Wedding Planning
- The Wedding Step-by-Step
- Wedding Roles
- Working with the Wedding Party
- Religious Wedding Variations
- Civil and Cultural Variations

## UNIT E

- Early Planning Tools
- The Wedding Budget
- Pre-Wedding Parties
- The Guest List and Wedding Stationery
- Wedding Attire and Aesthetics

## UNIT F

- Planning the Ceremony
- Planning the Reception
- Reception Vendors
- After the Wedding
- Special Topics



# 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 A, Assignment 7: Your Wedding Resources

Find three (3) resources in your area for each of the following eleven (11) wedding-related services for a total of 33 resources:

- Religious ceremony venue
- DJ/musicians
- Non-religious ceremony venue
- Stationery supplier
- Officiant
- Bakery
- Reception venue
- Limousine/transportation
- Catering
- Photographer
- Florist

Try to find different types of resources. For example, don't use three hotels as possible reception venues. Look at hotels, golf clubs, galleries, restaurants, and other possible sites. Also, be sure to search for a range that covers low, medium, and high-priced resources. You'll need to be able to direct your clients to resources that fit their budget.

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:

*"The course has been invaluable to my career in the wedding and event planning industry. It gave me the confidence to start my business and also gave me the support of the tutors when needed."*



-Michelle Panton, QC Event School Graduate

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## THE TUTOR'S PERSPECTIVE:

*"Embrace the course. Treat each assignment as a client walking into your office. Allow yourself the time to gain experience in the field, build your portfolio, and make connections with others in the industry. A successful business takes time and experience."*



-Anita DiPaolo, QC Event School Tutor

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



# TUITION

EVENT & WEDDING PLANNING COURSE: \$998 OR \$100/MO

## 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**