



QC EVENT SCHOOL

# FESTIVALS AND LIVE EVENTS WORKSHOP

COURSE PREVIEW BROCHURE

# FESTIVALS AND LIVE EVENTS WORKSHOP

QC's Festivals and Live Events Workshop provides you with the guidance and practical skills you'll need to plan, develop, and execute events in the entertainment industry. Throughout this workshop, you'll study the logistics of planning, promoting, and producing various types of entertainment events, such as concerts, sporting events, and festivals.

## THIS WORKSHOP IS BEST SUITED FOR THOSE WHO:

- Are interested in planning and promoting festivals and live events
- Want to plan and produce various types of entertainment for public events
- Are interested in working for established companies, venues, or event planning firms
- Are looking to add new services to an existing event planning business

Upon graduation, you'll receive a certificate stating that you successfully completed the Festivals and Live Events Workshop. With your certification, you'll be ready to market your skills to employers and work for various organizations.





# COURSE CURRICULUM

The Festivals and Live Events Workshop is divided into three units. In Units A and B, you'll study from digital lesson texts, watch videos, and complete assignments designed to test your knowledge and develop your skills. Unit C is a practical unit where you will apply your skills in a hands-on case study. In this unit, you'll create the groundwork for your own festival.

## UNIT A

- Event Planning Roles for Festivals and Live Events
- Working with High-Profile Talent
- Marketing and Promoting Public Events and Concerts
- Entertainment at Sporting Events
- Conflict Resolution

## UNIT B

- The Planning Process for Festivals and Public Events
- Government Grants, Corporate Sponsorships, and Event Goals
- Festival Logistics and Operations
- Problem-solving and Risk-Management

## UNIT C

- Complete the Planning Process for a Festival:
  - Concept-Building
  - Festival Programming
  - Site Selection
  - Vendor Selection
  - Partner Selection
  - Corporate Sponsorships
  - Grant Proposal Writing
  - Permit Application



# 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 in planning festivals and public events.

## Unit A Assignment 6 - *Developing Show Concepts*

Much like an event planner, a concert promoter must create concepts for his or her shows that are unique and effective. In this assignment, you'll practice building a show concept by developing a theme for a concert you're promoting. You can refer to the text "Concert Promotion and Production."

**Scenario:** You're planning a show in your town with local bands during a busy summer for concerts. To make your show stand out, you'd like to give it a theme. Your themed show will require themed collateral as well as an appropriate venue and performers. You might also decide to include other themed elements such as a color scheme, rental decorations, activities or a suggested dress code for guests.

1. Research venues and bands in your area that would be a good fit for your show concept.

Venue:

Headlining musician:

Supporting musician:

Supporting musician #2 (optional):

2. Describe the theme you have selected for your show, and describe four elements you're planning to use. For each element, identify one potential problem you may encounter when putting it together and one way to overcome this identified problem.

*Theme:*

*Element #1:*

*Potential Problem:*

*Solution:*

## 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.



# 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

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## THE TUTOR'S PERSPECTIVE:

*"I love planning events and creating memories. I especially like working with clients and I focus on customer service. My goal is always to exceed the client's expectations. When I'm working with students of QC Event School, I encourage them to do the same. It's the key to success. Seeing students improve and go on to start their own businesses tells me that I've done a good job."*

HEATHER HAWES

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

# MONEY-BACK GUARANTEE

Starting a new career can be scary. But don't worry! Once you enroll with QC Event School, you'll be protected by a double money-back guarantee!



## 21-DAY GUARANTEE

When you enroll with QC, you have 21 days to review the course materials and decide whether you want to take the course. If you decide this course isn't the right fit for you, simply contact the school and receive a full refund.

[LEARN MORE](#)



# TUITION

## *FESTIVALS AND LIVE EVENTS WORKSHOP*

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



### TUITION INCLUDES:

- Digital copies of all course guides, lesson texts, and video tutorials
- Practical training unit
- Lifetime access to the Online Student Center to access business templates, submit assignments, chat with peers, access workshop materials, and review evaluations from your tutor
- Your certificate upon graduation

**ENROLL NOW**





## CONTACT US!

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## JOIN THE QC COMMUNITY!



## STUDENT SHOWCASE