



QC EVENT SCHOOL

PROMOTIONAL EVENT PLANNING COURSE

COURSE PREVIEW BROCHURE

PROMOTIONAL EVENT PLANNING CERTIFICATION COURSE

QC's Promotional Event Planning course provides you with the guidance and practical tools you'll need to plan any type of promotional event, from PR stunts to mobile tours. You'll learn how to plan events of different scales for a wide range of clients. Learn each aspect of the promotional event planning process, including concept development, marketing your event, and setting event goals.

THIS COURSE IS BEST SUITED FOR THOSE WHO:

- Have a knack for getting people excited about new products and services
- Enjoy thinking of new and unconventional event ideas
- Are thrilled by the idea of hosting creating memorable, live experiences

Upon graduation, you'll receive an industry recognized certification and the designation of *Promotional Events Specialist*. 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 Promotional Event Planning course curriculum is divided into three units. Each unit includes full-color lesson texts, instructional videos, and assignments designed to test your knowledge and develop your planning skills.

UNIT A

- Introduction to Promotional Event Planning
- The Planning Process for Promotional Events
- Developing Promotional Event Concepts
- Setting Promotional Event Goals
- Promotional Event Branding

UNIT B

- Marketing Promotional Events
- Event Execution
- International Event Planning
- Day-of Event Goals
- Contingency Planning

UNIT C

- Choosing an Event Type
- Performing Client Consultations
- Scaling Promotional Events
- Emerging Trends
- Integrating Technology into Your Events

SAMPLE ASSIGNMENT

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

Unit C Assignment 2 - *Planning Event Types on Different Scales*

This assignment gives you an opportunity to practice planning events of various scales. You can refer to the text "*Promotional Event Types*" to answer the following questions.

Scenario: Imagine you are planning a promotional event to help generate a buzz about a popular Italian restaurant's new menu.

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

1. Give the restaurant a name, think of some notable dishes on the menu, and map out two SMART goals for the event.

Restaurant name:

Menu items:

Goal 1:

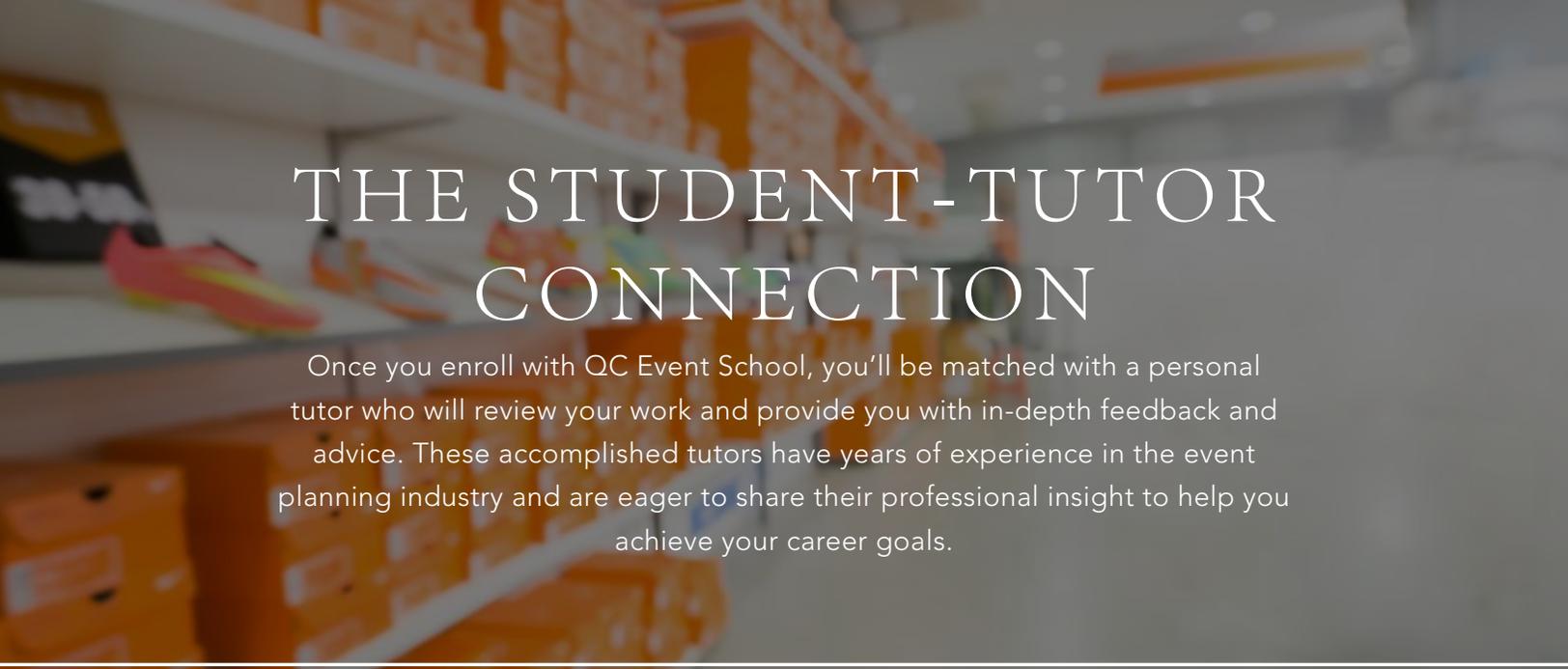
Goal 2:

2. Suggest a small promotional event this client could have. Imagine he or she doesn't want to devote a lot of money to the event, but still wants to generate a buzz about the new menu. Explain why this event type would work for this client.
3. Suggest two features you could integrate into this client's small event. Briefly explain how they would help meet the client's goals.
4. Suggest a medium-sized promotional event this client could have. Remember, a medium-sized promotional event can offer a planner the advantage of combining elements from small and large promotional events. This can allow an event to have a small layout but still include features to make the event appear larger than life. Alternatively, a medium-sized event can have a large physical layout but a relatively simple, minimalistic design.



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

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](#).

TUITION

PROMOTIONAL 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