

A bouquet of pink and green flowers in a glass vase sits on a table with white dishes and glasses. The background is a blurred green wall. A white box with a black border is centered over the bouquet, containing the text 'QC EVENT SCHOOL'.

QC  
EVENT  
SCHOOL

EVENT PLANNING CERTIFICATION  
THE PROS AND CONS



*“Are you considering becoming an event and wedding planner?  
Are you wondering if you really NEED certification?”*

To help you make an informed decision, here's an overview of the pros and cons of getting certified!



## PRO: BUILDS CONFIDENCE

Novice planners can view certification as a highly valuable tool for their Event Planning tool belt. Event Planning Certification is particularly important if you have little or no previous experience in the field. Professional training helps to ensure you are a well-rounded planner. Most programs are comprehensive and cover a wide range of topics that you may not be exposed to if you are simply planning events piecemeal.

Although there are ample opportunities in this field it is also highly competitive. As a budding planner, you'll have competitors who have been in the field for many years, are well-known within the industry and already have a strong client-base. Having comprehensive training backed by certification will help you burst onto the scene with confidence. You'll enter the field feeling prepared and accomplished, ready to take your competition by storm!



## CON: UNREGULATED FIELD

The Event and Wedding Planning industry is largely unregulated world-wide. What this means is that there is no legal requirement for certification in order to work in the field. If you have prior experience planning events, a strong portfolio and a well-developed client-base then you may not need the certification. It could be more beneficial for you to use the money you would have invested in certification to polish your portfolio and ramp-up your marketing efforts!



### PRO: PREFERRED BY CLIENTS AND EMPLOYERS

Although the field is unregulated, Event Planner Certification is definitely preferred by clients and employers. For both parties, certification is indicative of more than just a solid foundation in event planning. It also denotes an ability to follow through on commitments, manage deadlines and meet predetermined goals! In many ways, your physical certificate is a symbol of your passion for the industry and your drive for success.

Additionally, clients and employers need to be confident in the planner they choose for their event. Being certified helps gain their trust and gives you that edge of being an “industry expert.” Your certificate makes you more marketable for exactly this reason. You can use it as an additional selling feature to help set you apart from your competition!



### CON: ONGOING FEES TO MAINTAIN CERTIFICATION

While QC Event School does not charge annual fees to remain certified, there are schools that do. If you are researching your school options you will want to find out if there is an annual cost for maintaining your certification. This will help you determine the long-term cost of Event Planner Certification. You can do this by multiplying any annual fees by the number of years you estimate you’ll work in the field, then adding the course cost for a grand total.





## PRO: MEMBERSHIP WITH PROFESSIONAL ASSOCIATIONS

Many associations will only accept members who have Event Planning Certification from a reputable school. Membership with a professional association lends credibility to your business as well as access to many exclusive industry benefits!

Each association will provide slightly different benefits. In general, you can expect a business listing on the association's website, opportunities to network to your peers, access to member discounts and continuing education, newsletters, resource libraries, annual conferences and more!

Keep in mind that membership will come at a cost. Associations charge annual fees for the privilege of membership. However, most do offer discounted rates to students!



## CON: DIVERTS FOCUS

Sure, having a certification and being a member of a professional association will help boost your credibility with clients but some planners rely too heavily on these aspects. It is equally important to spend time putting together a solid portfolio, doing market research, building vendor relationships, networking within the industry and establishing a client-base.

Do not assume the certification is either a shortcut to success or a guarantee of employment. It does not replace the legwork required to get your business off the ground!



## PRO: LEARN FROM INDUSTRY EXPERTS

If you feel you need help getting your career off on the right foot, there's nothing like getting advice from someone who's experienced what you're going through and has done it successfully.

Most event planning schools will have an industry expert review your work and provide feedback on what you're doing well and how you can improve your skills. This type of feedback can be invaluable for someone who's just starting out!

But more than just the event planning expertise, most of these tutors have also successfully launched their own event planning businesses. These tutors can help you with every area of your business plan—from choosing a business name to developing your business contracts.

Athena DeVonne



Candice Coppola



Andrea Delucia



Alexandra Slawek



Lauren De Koster



Heather Hawes



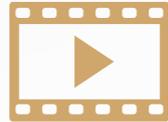
Mary Anne Figliomeni



Anita DiPaolo

Now that you have a better idea of the pros and cons of Event Planner Certification you can make an educated decision about whether becoming certified makes sense for you!

Here are some additional links that might help you in your research



## VIDEOS

### IS A CAREER IN EVENT PLANNING RIGHT FOR YOU?

Learn it from an expert

### HOW TO GET AN A+ IN YOUR EVENT PLANNING COURSE

QC expects your best work!

### BUILDING YOUR EVENT PLANNER PORTFOLIO

It's never too early to start



## ARTICLES

### BECOMING AN EVENT PLANNER— WHAT YOU NEED TO KNOW

Get all the facts

### TOP MISTAKES YOU CAN MAKE WHEN BECOMING AN EVENT PLANNER

And how to avoid them

### CHANGING CAREERS: TIPS FOR STARTING OVER

Time to follow your dreams



## DOWNLOADS

### CHOOSING AN EVENT PLANNING SCHOOL THAT'S RIGHT FOR YOU

Don't waste your money!

### EVENT PLANNING CHECKLIST

All the important steps

### QC EVENT SCHOOL COURSE BROCHURE

Course descriptions, tuition fees & more

## ABOUT QC EVENT SCHOOL

QC Event School is a proud member of QC Career School, established in 1984. Over the past 30 years, the school has developed over 30 different online courses to train and certify creative professionals in different service-based industries. Learn more about QC Event Planning School by clicking on the links below!

[COMPARE QC'S ONLINE COURSES](#)

[LEARN ABOUT TUITION FEES AND PAYMENT PLANS](#)

[MEET THE TUTORS](#)

[READ STUDENT SUCCESS STORIES](#)

[VISIT THE POINTERS FOR PLANNERS BLOG](#)

### CONTACT US!

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### JOIN THE QC COMMUNITY!



[STUDENT SHOWCASE](#)