



QC
EVENT
SCHOOL

ACCELERATE YOUR BUSINESS WORKSHOP

COURSE PREVIEW BROCHURE



ACCELERATE YOUR BUSINESS WORKSHOP

The Accelerate Your Business workshop provides you with the guidance and practical tools you'll need to launch your own wedding and event planning business, or take your existing business to the next level.

By the end of this workshop, you'll have a greater understanding of branding, social media, content marketing, search engine optimization, and other advanced marketing tools. You'll understand how to direct a styled shoot, and how to create and use your professional portfolio to get more clients. You'll also have the option to do a final independent development project where you'll work one-on-one with your tutor to target your business needs.

THIS COURSE IS BEST FOR THOSE WHO:

- Have completed QC's Event & Wedding Planning course or Event Décor course, and want to start their own event and wedding planning business
- Already have an event planning business but are having a hard time navigating the industry and expanding their client pool
- Already have a successful event planning business and want to take their business to the next level



COURSE CURRICULUM

The Accelerate Your Business workshop is divided into nine units. Each unit includes digital lesson texts, instructional videos, and assignments designed to test your knowledge and develop your business and marketing skills. The workshop also includes optional units on business communications, project management, and financial management that will cover everything you need to know about business ownership.

UNIT A

- Business Evaluation
- Developing Your Brand
- Identifying Target Clients
- Industry Competition
- Running Promotions

UNIT B

- Website Design
- Social Media Success
- Search Engine Optimization
- Understanding Website Analytics
- Gaining Testimonials

UNIT C

- Low-Cost Marketing Channels
- Content Marketing
- Running a Successful Blog
- Creating Email Newsletters
- Pay-Per-Click Advertising

UNIT D

- Building Your Portfolio
- Managing Photo Permissions
- Portfolio Professionalism
- Planning a Styled Shoot
- Publishing Your Work
- Creating a Video Portfolio

UNIT E

- Vendor Networking
- Email Skills
- Creating Proposals
- Business Documents
- Verbal Communication
- Conflict Resolution

UNIT F

- Strategies for Organization
- Single Project Management
- Wedding Planning Management
- Corporate Planning Management
- Planning Methods and Systems

UNIT G

- Managing Multiple Projects
- Prioritization
- Marketing Management
- Delegation and Team Management
- Burnout: Avoidance and Recovery

UNIT H

- The Language of Finance
- Budgeting
- Understanding Financial Reports
- Working with Accountants
- Collecting Payment

UNIT I

- Identifying a Business Challenge
- Complete a Personalized Assignment
- Receive One-on-One Feedback via Skype
- Start Planning Your Business's Future





YOUR INDEPENDENT DEVELOPMENT PROJECT

This optional (but highly recommended) personalized project is designed to target your unique business needs. Your tutor will work closely with you to develop an advanced assignment that covers an area of your business that you feel needs attention. You'll be able to have an exclusive one-on-one Skype session with her to get her in-depth, professional feedback on your work. She'll provide you with unparalleled business advice and show you where you can take your business next.

Because this project is highly personalized, the final assignment will not be the same for every student. The first thing you'll need to do is to provide information about your business to your tutor so she knows what you want to funnel all your efforts into improving. Here's what you can expect.

1. Do you want to complete an Independent Development Project?

- a. Yes
- b. No

2. What area would you like to focus on in your project?

- a. Branding
- b. Web presence
- c. Social Media
- d. SEO
- e. Content marketing
- f. Blogging
- g. Email marketing
- h. Portfolio development
- i. Vendor networking
- j. Business communications
- k. Project management
- l. Financial management

3. What is your business's current situation in this area?

4. How will this fit in with your business goals?

You'll receive a Course Guide with easy-to-follow instructions on how to upload your assignments to the Online Student Center. Once your tutor has received your information, she'll create a set of guidelines for your final, Independent Development Project. She'll then contact you through the Online Student Center to arrange a Skype session.

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!



YOUR TUTORS

Once you enroll for this workshop, you'll be matched with a personal tutor who will review your work and provide you with in-depth feedback and advice. For all the units except for Unit I, you'll receive your evaluation with audio feedback in your Online Student Center. For the Independent Development Project, you'll instead have your one-on-one Skype session with your tutor where she'll give you your grade with additional feedback.

Our 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.



TUITION

TUITION INCLUDES:

- Digital copies of to all course guides, lesson texts, and video tutorials
- Your Independent Development Project 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



FIND THE TUITION CALCULATOR, FLEXIBLE
PAYMENT PLANS AND DISCOUNTS [HERE](#)

READY TO ENROLL?

Get started today and take the first step towards building a business
you'll be proud to call your own!

[ENROLL NOW](#)



CONTACT US!

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JOIN THE QC COMMUNITY!



STUDENT SHOWCASE

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