



# EVENT PLANNING

## Alliance Certificate Program: Event Planning

This engaging and interesting Certificate program will introduce you to the field of event planning. Participants will learn requirements, skills, and resources needed to begin a career as an event planning professional, what opportunities may be available and practical knowledge about what is needed to start or grow an event planning business.

Participants will be led through the process of setting up a small business while gaining familiarity with elements common to all events. Emphasis will be placed on learning the roles and responsibilities germane to planning and delivery of all aspects of an event with a keen awareness of best industry practices. In addition, participants will examine which aspects of event planning match their skills and abilities and seek avenues to augment, if needed. Activities will be given to enhance the participant's creativity and help them learn how to seek and implement creative approaches in order to create unforgettable events.

To obtain the Alliance Certificate, participants must successfully complete this 30 hour program. Each module will consist of instruction and follow-up assignments on the participants' own schedules. The out-of-class assignments will be assessed and scored on a Pass/No Pass basis. To earn an Alliance Certificate of Achievement, participants must score a Pass on all assignments and maintain attendance at 70%. There will be opportunities to rework out-of-class assignments that are deemed unsatisfactory. Also, all topics will be addressed from both a logistical coordination and a creative perspective.

### Benefits of the Alliance Event Planning Certificate Program:

Event Planning is projected to grow by 33% between 2012 and 2022, much faster than the average for all occupations. This is occurring as businesses recognize the value of professionally planned events in which all details from registration to airport departure are handled with expertise. This business venture can be begun on a small scale in areas of an entrepreneur's expertise and developed strategically as client bases are identified and cultivated and a reputation for quality management becomes established. Persons seeking long-term professional success need a thorough knowledge of legal requirements in a host of areas, marketing strategies for particular clients, job descriptions and personnel management, and cost analysis. Planning, time management, personnel management, and strong communication skills are essential to success in this field.

**30 hours**

- Module 1: Fundamentals of Event Planning**
- Module II: Contract Essentials**
- Module III: Social Events**

- Module IV: Business Events**
- Module V: Fundraising or Charitable Events**
- Module VI: Nontraditional Event and Venues**