

Event Planning

Events do not just happen, they take time to plan, develop, and create. This workshop is designed to give your participants the tools needed to host a great event. They will touch on planning and administrative techniques that will give them the confidence to run an engaging event that will leave a positive and lasting impression on each attendee.



With our Event Planning workshop your participants will explore ways to work with vendors, security, technicians, and wait staff. They will touch on different event types such as awards ceremonies, charity events, and business conferences. By utilizing the correct skill set your participants will be provided the details to pull off a successful event.

Course Outline:

Module One: Getting Started

- Housekeeping Items
- Pre-Assignment Review
- Workshop Objectives
- The Parking Lot
- Action Plan

Module Two: Types of Events

- Awards
- Charity
- Conferences and Seminar
- Holiday
- Case Study
- Module Two: Review Questions

Module Three: Brainstorming

- Determine the Event's Purpose
- Determine a Theme
- Write Down & Review Ideas
- Determine a Date
- Case Study
- Module Three: Review Questions

Module Four: Types of Entertainment

- Games
- Activities
- Speakers
- Performers
- Case Study
- Module Four: Review Questions

Module Five: Support Staff

- Security
- Valet
- Wait Staff
- Clean up Crew
- Case Study
- Module Five: Review Questions

Module Six: Technical Staff

- Visual Technician (lighting)
- Media Technician (website, Facebook, etc.)
- Audio Technician (Sound)
- Specialized Electrical Equipment Technician (for performers)
- Case Study
- Module Six: Review Questions

Module Seven: Vendors

- Food
- Equipment
- Decorations and Furnishing
- Photography/ Video
- Case Study
- Module Seven: Review Questions

Module Eight: Finalize the Plan

- Venue
- Registration
- Entertainment
- Cuisine and Decor
- Case Study
- Module Eight: Review Questions

Module Nine: Administrative Tasks

- Create a Budget
- Branding and Marketing
- Insurance and Permits
- Contracts (for event staff, entertainment, rentals, and vendors)
- Case Study
- Module Nine: Review Questions

Module Ten: Get Organized

- Form a Team
- Timeline
- Checklists
- Backup Plans
- Case Study
- Module Ten: Review Questions

Module Eleven: Post Event Activities

- Survey
- Share Media (photos and video)
- Send Thank you Notes
- Start planning the Next Event!
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of the Parking Lot
- Lessons Learned
- Recommended Reading
- Completion of Action Plans and Evaluations