

# EVENT PLANNING (EVNT)

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## **EVNT 1107 Credits: 2**

### **Destination Weddings Total Hours: 30**

Explore all aspects of Destination Wedding Planning and Destination Management including requirements for permits, licenses and other logistical requirements or restrictions. Investigate various destination locations and determine vendor selections, photographers, DJs and entertainment, catering, décor, flowers, hair and makeup, and much more. Prior Learning Assessment is available.

## **EVNT 1108 Credits: 2**

### **Wedding Planning Total Hours: 30**

This course introduces students to the knowledge and skills of an effective Wedding Planner. Explore all aspects of wedding planning from its inception to execution through venue selection, decor and flowers to vendor selection, rentals and menu design. Acquire basic business fundamental such as setting up shop, marketing and social media, contract design and negotiating practices.

## **EVNT 1109 Credits: 2**

### **Event Planning Total Hours: 30**

This introductory course introduces the learner to the fundamentals of event planning. Determine target markets, explore the various types of events and create compelling event concepts to improve participant experience. Produce budget and schedules, obtain appropriate licensing, permits and insurance in order to prevent potential barriers. Identify the elements involved in creating an event from venue selection, decor and menu design; vendor selection, rentals and entertainment; marketing and promotions.

## **EVNT 1201 Credits: 2**

### **Event & Wedding Foundations Total Hours: 30**

Learn about the event and wedding management profession. You will learn about the various types of events and what is involved in the event planning process. Students will be introduced to the research, design, coordination, and execution of an event and will gain a basic understanding of the concept of return on investment (ROI). Finally, students will learn how to plan for future career development and growth within the events industry.

## **EVNT 1202 Credits: 1**

### **Food and Beverage Total Hours: 15**

Learn about the food and beverage component of event management. Learners will explore the process of menu planning and costing for the required meal functions while also ensuring the client's needs are addressed without compromising food quality and service. Food trends and allergies will be introduced as well as sustainable practices in event catering.

## **EVNT 1203 Credits: 1**

### **Proposals and Budgets Total Hours: 15**

Learn how event proposals are prepared and submitted in response to a request for proposals (RFP). Students will review standard industry terms found in contracts such as attrition, liability, minimums, liquidated damages due, master account, and litigation. Learners will also gain practical experience working with real-life industry contracts and working through the variables of the negotiation process.

## **EVNT 1204 Credits: 1**

### **Elements of Event Design Total Hours: 15**

Learn about the best practices for event design and how to use them for maximum effect. Students will learn how to create the overall visual aesthetic of an event as well as how to effectively convey the client's message throughout each moment of the event - from the initial contact with the guests, to the entertainment, the venue, the technical requirements, the decor, and even the menu. A focus will be placed on event programs, including signage and attendee/participant management.

## **EVNT 1205 Credits: 1**

### **Event HR & Risk Management Total Hours: 15**

Learn about the different elements of human resource (HR) and risk management in the event industry. Students will learn the techniques used in designing HR frameworks including writing a job description, recruitment and selection, and performance management. This course will also look at the four stages of Risk Management: Planning, Mitigation, Response and Recovery. Learners will explore how each stage of risk management plays an important role in understanding what risks could arise during an event and how to create a plan for them.

## **EVNT 1206 Credits: 1**

### **Fashion, Photography and Video Total Hours: 15**

Learn about the fashion, trends and customs of wedding attire. Students will also gain an understanding of both wedding photography and videography. A key focus of this course will be how to work with both clients and vendors when it comes to wedding fashion and photography/videography.

## **EVNT 1207 Credits: 1**

### **Wedding Protocols and Culture Total Hours: 15**

Learn about professional etiquette, and the fundamental manners and personal skills needed for different types of weddings. Students will learn about business relationships and the common mistakes people make in the wedding industry when it comes to protocol and culture. In particular, students will learn about the many different global cultural approaches to weddings. Learners will develop an understanding of both the standards and traditions of wedding etiquette, as well as how etiquette can help build and strengthen relationships with clients and vendors.

## **EVNT 1208 Credits: 1**

### **Destination Weddings Total Hours: 15**

Learn about destination wedding planning. Students will learn about destination management, including the requirements for permits, licenses and other logistical requirements or restrictions. Learners will investigate various wedding destination locations and how decisions are made with respect to vendors, photographers, DJs and entertainment, catering, décor, flowers, hair and makeup.

## **EVNT 1209 Credits: 1**

### **Event Contracts & Negotiations Total Hours: 15**

Learn about standard industry terms found in contracts. Students will be introduced to terms such as attrition, liability, minimums, liquidated damages due, master account and litigation. Learners will also gain practical experience working with real-life industry contracts and working through the variables of the negotiation process.

## **EVNT 1210 Credits: 1**

### **Event Technology and Logistics Total Hours: 15**

Learn about event production and technology. Students will be exposed to event technology trends like apps, online registration platforms, event software and virtual technologies. Learners will also see how elements such as lighting, audio, and staging are critical to the success of an event.

**EVNT 1211 Credits: 1**

**Event Marketing & Communicatio Total Hours: 15**

Learn how to integrate a marketing strategy into your event plan and how to budget for marketing. Students will look at different media outlets and how to utilize themes and design to foster excitement for events.

Learners will explore how to develop, execute and present detailed marketing campaigns and plans for any type of event.