

Event Planning

Workshop

Successful event planning starts with possessing good communication skills, being highly organized, and having the ability to follow up with vendors until completion. Preparation before, during, and after is crucial in helping reach your desired objectives.

With our Event Planning workshop, your participants will learn how to anticipate and solve common planning issues for any small event such as informal gatherings, up to complex meetings. Effectively troubleshooting will help insure a happy and enjoyable event.

Workshop Objectives:

- Understand the different types of events
- Understand the planning process
- Know how to organize your event
- Understand how to manage and organize your staff effectively
- Know how to tie up loose ends after the event



For more information or to reserve your spot in this workshop, please contact:

Joseph (J.J.) Frazier
President
Mastering the Positive, LLC
Phone: (757) 962-7073
Mobile: (757) 952-8340
Visit: www.masteringthepositive.com
Email: jfraziers@cox.net



CLASS CONTENT

Module One: Getting Started

Workshop Objectives

Module Two: Types of Events

Awards

Charity

Conferences and Seminars

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

Waiters/ waitresses

Clean up crew

Case Study

Module Five: Review Questions

Module Six: Technical Staff

Visual Technician

Media Technician

Audio Technician

Specialized Equipment Technician

Case Study

Module Six: Review Questions

Module Seven: Vendors

Food Vendor

Equipment Vendor

Decorations and Furnishing Vendors

Photography/ Video Vendor

Case Study

Module Seven: Review Questions

Module Eight: Finalize the Plan

Venue

Registration

Entertainment

Cuisine and Décor

Case Study

Module Eight: Review Questions

Module Nine: Administrative Tasks

Create a Budget

Branding and Marketing

Insurance and Permits

Contracts

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

Send Thank You Notes

Start planning the next event!

Case Study

Module Eleven: Review Questions

Module Twelve: Wrapping Up

Words from the Wise