

Event Design

Certificate Course

Syllabus: 2 Day Event Design Certificate Course

Instructor:

Helena M. Paschal, Correlations Personal & Professional Training Development

Email: Helena.Paschal@correlationsllc.com

Phone: 404.358.1567

Class: 9:30AM-12:30PM

Introductory Rate: \$295

Certified Event Planner Credit: Counts as 8 formal training hours towards CEP Renewal

Description:

After training thousands of individuals with essential skills to become Certified Event Planners throughout the United States, Helena Paschal is proud to announce her Event Design Certificate. With more than 50,000 pins on Pinterest and features in popular blogs such as *Hostess With The Mostess*, *Kara's Party Ideas*, and *Catch My Party* she has compiled techniques and tricks of the trade for transforming ordinary event spaces.

The Event Design Certificate Course is intended to provide intermediate levels of knowledge in special event creation and execution. You can expect a jammed packed intense training full of crucial skills to work with tight budgets, tight deadlines, tight setup times, and more. You will learn how to quickly design dessert tables, beverage stations, table settings, etc. Whether you are on the brink of starting your own event business or you're looking to fill in gaps with your current experience or you just love decorating events, this class is for you! After completing this course, you will earn an Accelerated Event Design Certificate and you will have new skills to help you create an entire host of designs.

Requirements:

The course consists of formal training lectures, quizzes, supplemental reading, hands on demonstrations, and a final assessment. Students are encouraged to bring design materials consisting of scissors, a glue gun, fabric, containers, treat labels, and candy or treats to showcase their work and keep the course price low. A final assessment consists of creating a buffet treat table along with 10 critical thinking questions.

Registration Fee:

The registration fee is \$295 per individual participant or \$250 each for groups of 3 or more. Registration includes two days of training, course workbook, supporting materials, and certificate. The fee is non-refundable or transferrable. Payment plans available. A non-refundable deposit of \$125 secures your seat. The course balance is due 14 days prior to selected course date.

10 major aspects of Event Design are covered during the course.

Introduction to Event Design

You have been given the responsibility of planning an event now you need to design it. Let us show you where to begin. What is an event design? What makes one design better than another? Learn how to successfully plan and design special events and theme parties.

Defining the Event

By learning just a few of the basic concepts involved in designing an event, you can ensure a smooth running event. We will provide you with valuable checklists and help you identify the purpose of the event and define the event's format.

Process of Design

Learn how to enhance your design with dessert tables and beverage stations. We will provide formulas for ordering candies and treats and we will teach you how to make your dessert tables focal points at any and every event.

Building the Budget

Creating a budget and developing a plan to implement it are essential for the success of any event.

Designing with a Tight Budget

Learn savvy tips for shopping for décor, DIY (do it yourself) centerpieces, and much more!

Pricing Your Time

Learn how to charge your clients for your time and generate multiple revenue streams. Bring your calculators—you don't want to miss this!

Real Time

How much time will it take you to successfully setup your design on the day of the event? How much help will you need? What exactly should your help do? Don't overestimate or underestimate Murphy's Law! Learn how to plan for the unexpected when determining the amount of time you need for setup.

Post Production

How much time will it take you to break down your event? How much help do you need? What vendors delivered? What rentals and when do rentals need to be returned? Who is responsible for returning them? Sometimes post production takes just as long as the event itself.

Event Design Business & Social Media

When is the best time to start your own business? Think you have what it takes to succeed? We will explore the basics in building your business from building your reputation and potential client base through social media, to effective marketing, and the necessary steps to help you succeed.

Design Portfolio Tips

Learn how to create a portfolio with or without experience by using the design tools obtained in class.