



## Event Planning Boot Camp One-Day Intensive Workshop

### OVERVIEW

Event Planning is a multi-billion dollar industry. During a recession, companies are outsourcing to Event Planners with existing professional relationships and expecting a higher return on investment. They recognize the need for highly skilled professionals who are detailed and result oriented. The Bureau of Labor Statistics predicts that employment for Event Planners will continue to grow at a faster than average rate through 2014.

This is an excellent opportunity for students, working professionals or those seeking to re-enter the workforce, looking to explore the world of planning non-profit fundraising, social and corporate events. With over 30 years of combined event planning experience, the founders and partners of Blue Room Events will offer a wealth of inside and how-to knowledge to successfully coordinate and execute a successful event. This one-day intensive workshop will take you through the entire process of planning an event from start to finish.

### TOPICS AND LEARNING OBJECTIVES

- How to determine the scope of your role as the event planner
- How to determine an event timeline and budget
- How to determine an appropriate date and venue
- How to determine event leadership and define volunteer and committee roles
- How to determine fundraising goals and strategies
- How to create and determine event sponsorship and ticket pricing
- Aspects of online ticketing and guest registration and database management
- Determining food and beverage needs
- Working with hotel contracts and Banquet Event Orders (BEO)
- What type of production, décor and entertainment an event will require
- Reviewing and negotiating vendor contracts
- How to determine and produce event related printed materials and signage
- Event Tribute Book 101
- Event publicity, social media and celebrity involvement
- Creating event day-of checklists
- Day of registration set-up and staffing & volunteer needs
- How much income can an event planner expect to make
- Post event items, de-briefing and follow up





### What We Offer

With over 30 years of combined event planning experience in Los Angeles, New York and other major cities, Blue Room Events Principles will offer a wealth of inside and how-to knowledge to successfully coordinate and execute a successful fundraising or corporate event. This one-day intensive workshop, will be lead by the founders and partners at Blue Room Events and they will take you through the entire process of planning an event, from start to finish. Topics from locating venues and day of logistics to online ticketing and registration and creating sponsorship materials and ticket pricing will be covered.

### Who Should Attend

Event planning is one of the most exciting fields available to people from all walks of life today. Event planning can be a lucrative and interesting career choice for those who are highly motivated, are self-starters, enjoy working with various professionals, event vendors, event sponsors and attendees. Those who are well organized, can handle multi-tasking and have an eye for detail will enjoy this career.

Although event planners may possess a college degree in communications, business or a related field of study, a college degree is not required to be an event planner, nor is a certificate or any other formal training--although any training and/or education you can receive would certainly be very beneficial and give you an edge over others just starting out.

Students and those who want to start a new career or re-enter the workforce in events, or working event professionals looking to further enhance their current Event Planning knowledge and fundraising skills should attend this workshop. Participants who complete the workshop will develop a keen understanding of the fundamental principles and concepts of Event Planning, as well as the many functional facets of fundraising event management.

### Workshop Description

There are twelve comprehensive lessons written in a simple and informative manner. The end of each lesson will provide you with summary review questions so that you may effectively test your new found knowledge. We encourage you to review the materials to determine your overall understanding and comprehension of topics of discussion. Making full use of this workshop, in its entirety, is the first step in starting a career in event planning.



## Workshop Topics

**Lesson 1: Your Role as the Event Planner**

**Lesson 2: Creating a Timeline and Budget**

**Lesson 3: Event Date and Venue**

**Lesson 4: Event Leadership and Committee Roles**

**Lesson 5: Fundraising Goals and Strategies**

**Lesson 6: Event Marketing**

**Lesson 7: Event Publicity, Social Media and Celebrity Involvement**

**Lesson 8: Food and Beverage**

**Lesson 9: Event Production & Entertainment**

**Lesson 10: The Big Day**

**Lesson 11: Post Event**

**Lesson 12: How To Market Yourself and Find Work in Event Planning**

## Workshop Requirements

This workshop will not require you to have previous experience in any particular area but you should have a high school reading level and basic computer skills. No books will be required.

## Workshop Materials

A workshop booklet will be distributed to attendees the day of the workshop. You may bring your laptop to take notes if you wish.

## Workshop Dates and Times:

**November 5, 2011**

**Other future classes are being scheduled – please inquire if interested**

## Registration Fee:

**\$375**

**\*\*The registration fee is *non-refundable and non transferable*.**

To register, please call Blue Room Events at 310-491-1401 or to register online please visit [www.bluroomevents.com/bootcamp](http://www.bluroomevents.com/bootcamp)

We accept Visa, MasterCard, PayPal or checks.

## Registration Fee Includes:

For Saturday workshops, a light breakfast and lunch will be served

Event Planning Boot Camp Workshop Manual

Event related materials for your reference

Blue Room Events 'Event Planning Boot Camp Certificate of Completion'

30 days of post-workshop follow up via email

Opportunity to get hands-on volunteer experience at a Blue Room Event

To learn more about Blue Room Events, past and current events worked on, as well as professional references, please visit [www.bluroomevents.com](http://www.bluroomevents.com) . If you have questions about the workshop please feel free to call us at 310-491-1401.