



Event Planning Part 2

Welcome to EP012: Event Planning Part 2!

Please read the information in this syllabus before proceeding to the course materials.

Credits 1 credit hour

Prerequisites EP011

INSTRUCTIONAL TEAM

Our Academic Advisors are also available to help you when you need it. They are trained to provide answers to your questions about the course or program.

Phone: 1-800-224-7234

Hours: 8:30AM – 8:30PM (Eastern Standard Time), Monday-Friday

MAIL

James Madison High School

6625 The Corners Parkway, Suite 500

Norcross, GA 30092

TEXTBOOK

None. Lessons will provide reading material.

COURSE DESCRIPTION

Students will learn about the role and obligations of professional event planners and the techniques and processes used to design and execute a variety of family and work-related social activities based on client needs and input. The program provides instruction of the basic structure of popular life, social, and corporate events as well as the basic business and self-employment skills necessary to operate an event planning business.

LEARNING OBJECTIVES

After completing Event Planning, students will be able to:

- Outline the role of the event planner and explain the importance of the interview process in determining the budget, size, and style of events.
- Identify the various events associated with event planning, including birthdays, silent auctions, religious celebrations, and showers, and describe the processes that must be followed to successfully schedule and plan these events.
- Describe the responsibilities associated with planning and organizing an event, including working with vendors and selecting venues.
- Summarize the important business considerations involved in running an event planning business, such as financial management, business planning, marketing, and staff considerations.



| LESSONS | TOPICS |
|---|--|
| Lesson 1: Concepts in Business and Self-Employment | Evaluating your business idea; setting yourself apart from the competition; market testing; investment funding and donation funding; qualities of an entrepreneur; crowdfunding and angel investors. |
| Lesson 2: Introduction to Event Planning | The role of the event planner; sharpening your event-planning skills; why people hire event planners; typical services provided by event planners. |
| Lesson 3: Making a Lasting Impression | The importance of professionalism and manners; conducting the first client interview; contracting with clients and vendors; event insurance and liability; the importance of developing a team. |
| Lesson 4: Client Services | Creating a timeline; typical event styles and themes; event marketing and promotion; organizing and controlling the event; client review and service evaluation. |
| Lesson 5: Signed, Sealed, and Delivered | The event planner's role in determining the guest list; the steps involved in evaluating and securing a venue; implementing the event plan; the importance of documentation and record keeping; selecting and sending invitations; event management. |
| Lesson 6: Vendor Relations | Different types of vendors that event planners work with; finding and interviewing appropriate vendors for events; reviewing samples of work; asking for references; saying thank you. |
| Lesson 7: Hiring Vendors and Managing the Registry | Hiring appropriate vendors for events; the budget; the event menu; the event registry; methods for receiving and safeguarding gifts during events. |

GRADING

The following point totals correspond to the following grades:

| POINTS | GRADE |
|---------------|--------------|
| 100-90 | A |
| 89-80 | B |
| 79-70 | C |
| 65-69 | D |
| Below 65 | F |

James Madison High School allows 2 attempts on exams. If a student is not satisfied with his/her score on the 1st attempt, an exam may be resubmitted. The 2nd attempt is not required as long as the final course average is above 65%. The higher of the 2 attempts will be the score that counts towards the final average.



Exams are timed and once you begin an exam, the timer runs continuously, even if you leave the course. Refer to the exam instructions for the time limit (in most cases 3 hours), but the time limit cannot be spread over multiple days.

GRADE WEIGHT

| TOPIC | ACTIVITY | PERCENTAGE |
|--|----------|------------|
| Lesson 1: Concepts in Business and Self-Employment | MC Quiz | 14.32% |
| Lesson 2: Introduction to Event Planning | MC Quiz | 14.28% |
| Lesson 3: Making a Lasting Impression | MC Quiz | 14.28% |
| Lesson 4: Client Services | MC Quiz | 14.28% |
| Lesson 5: Signed, Sealed, and Delivered | MC Quiz | 14.28% |
| Lesson 6: Vendor Relations | MC Quiz | 14.28% |
| Lesson 7: Hiring Vendors and Managing the Registry | MC Quiz | 14.28% |

ACADEMIC AND COURSE POLICIES

Please see the Academic Policies section in the James Madison High School Catalog for information on Course policies, including the Exam/Assignment Retake Policy, Grading Policy, Academic Honesty Policy, and Student Conduct Policy.