

## PROGRAM OVERVIEW

The Event Planning program will prepare graduates to work in an existing event business, with an event-related vendor such as caterer, venue or rental company, within a corporate event department, start their own event planning service, or provide planning services to communities, churches, schools or other public institutions utilizing events.

## CONNECT WITH US



In accordance with federal civil rights law, Quincy College does not discriminate in its educational programs and activities, and provides equal access and opportunity to educational programming and services for students with disabilities. For policies and statements visit <https://quincycollege.edu/policy/>

# EVENT PLANNING CERTIFICATE

\* Non-credit certificate program

**Students completing this certificate should be able to:**

- 1.) Apply written and oral communication and group interaction skills appropriate to the event industry.
- 2.) Develop Requests for Proposals, utilize market research and budget analysis, and analyze assessment of risks through the use of critical thinking and analytical reasoning.
- 3.) Solve problems or make recommendations using quantitative and qualitative reasoning.
- 4.) Manage projects and events demonstrating time management and organizational skills.
- 5.) Implement the skills and abilities required to successfully plan, design, and produce an event.

## TO SIGN UP FOR COURSES

**The Registrar's Office**  
**Presidents Place, Suite 203N**  
**1250 Hancock St, Quincy**  
**(617) 984-1650**

**OR**

**Online via [quincycollege.edu/nep](https://quincycollege.edu/nep)**

IF YOU HAVE QUESTIONS ABOUT THE PROGRAM  
OR WOULD LIKE TO CONTACT THE INSTRUCTOR:

**Karen Salhaney Smizer**  
**Director of Career Development**  
**Presidents Place, Room 203N**  
**617-984-1662**  
**[ksmizer@quincycollege.edu](mailto:ksmizer@quincycollege.edu)**

**[QUINCYCOLLEGE.EDU/NEP](https://quincycollege.edu/nep)**



**QUINCY CAMPUS**  
**1250 HANCOCK STREET**  
**QUINCY, MA 02169**

## PROGRAM DESCRIPTION

The Event Planning certificate program provides foundation level education in events through a 90-hour, six-course study program. Each course is professor-led, providing the process of planning, marketing, implementing, and evaluating the outcome of all types of events within the industry—social (weddings), corporate, nonprofit, educational, and special events.

A variety of teaching methods are used, including classroom group projects, guest lectures, and field trips. Students will gain the required knowledge and skills to succeed in this rapidly growing and rewarding global industry. Internship opportunities are available throughout the year to expose and prepare students.

## INSTRUCTOR

Karen Salhaney Smizer, MNM – event marketing strategist, event planner, career educator, speaker, and entrepreneur. Bringing over 25 years of event industry knowledge and experience from the corporate, nonprofit, and academia sector, Karen covers all aspects of the profession, raising the bar for every student, which prepares them to become well-rounded professionals equipped to handle even the most challenging of situations and excel in the hospitality and event marketplace.



## EVENT PLANNING PATHWAY

*These courses do not have to be taken in sequential order.*

### ///SPRING 2020 COURSES

#### NEP 104-91 /// COURSE FOUR: EVENT DESIGN AND DECOR

The role of an event planner and manager requires a keen eye for design while factoring in the logistical and risk implications. Event Design and Decor will examine the process of identifying client needs and preferences, researching design options, and creating unique decor elements to support the events goals and objectives. Students will learn how to explore the design phase of the event planning process using internal and external team members.

*Thursdays, January 16th – February 13th, 2020 | 6:00pm - 9:00pm /// Quincy Campus, Presidents Place  
Cost: \$275*

#### NEP 105-91 /// COURSE FIVE: EVENT PRODUCTION AND LOGISTICS

Event Production and Logistics will cover the many steps a planner must take to ensure the event goals and objectives are reached in a creative, unique and successful manner utilizing lighting, staging, audiovisual, and entertainment elements. This course will cover tools, resources and planning techniques used in event production and examine the logistical steps needed to create and meet planning schedules. Other topics include catering, transportation and ancillary programs.

*Thursdays, February 20th - March 19th, 2020 | 6:00pm - 9:00pm /// Quincy Campus, Presidents Place  
Cost: \$275*

#### NEP 106-91 /// COURSE SIX: EVENT MANAGEMENT AND LEADERSHIP

Whether working in a large hotel, for an event planning firm, or starting a business– an event professional is called upon to utilize a variety of skills to successfully manage a team. In Event Management and Leadership, students will gain insight into the skills needed to be successful in a leadership role. This course will also examine the responsibility of event leaders to address environmental issues (Green Events), ethics, risk analysis, and quality of events (Service Management.)

*Thursdays, March 26th - April 30th, 2020 | 6:00pm - 9:00pm /// Quincy Campus, Presidents Place  
Cost: \$275*

### ///FALL 2020 COURSES

#### NEP 101-91 /// COURSE ONE: CAREER ESSENTIALS IN THE FIELD OF EVENT MANAGEMENT

This course explores the various career opportunities in the field of event planning and the skills necessary to enter and succeed in the field. The course will cover various event types and their unique characteristics, the role of an event planner, the event industry, and the opportunities for career advancement.

#### NEP 102-91 /// COURSE TWO: FOUNDATIONS OF EVENT PLANNING

Foundations of Event Planning examines the many skills event planners are called on to use during the process of executing an event. The course will also examine some common types of events that require the skills of a professional planner.

#### NEP 103-91 /// COURSE THREE: EVENT MARKETING

Event Marketing examines all aspects of the marketing mix as they relate to successfully marketing an event. The course will explore various marketing tools – from the traditional to the emerging – to successfully promote an event. It will also cover the role of marketing in the event life-cycle, demonstrating the best use of marketing tactics while utilizing evaluation techniques to measure a successful outcome.