

EVENING

4 SEMESTERS

810 HOURS

Event Planning and Management



With online training in Event Planning and Management, you will learn to design, plan and coordinate various events. From weddings to international conventions, including charity events (fundraising campaigns) and festivals, you will be able to use your creativity, your organization and management skills, your versatility, and your ability to work with different people. In the field of event planning, the team does everything with one goal in mind: ensuring that the event will be a true and unique success!

The online Event Planning and Management program is designed for event and communication enthusiasts. Do you like working in the field? Do you dislike routine? Are you sociable? Do you have strong organizational and leadership skills and adapt well to irregular work hours? This program is for you. The dynamic world of events will open its doors to you!

Training Objective

- Be able to design, plan and coordinate various events: from weddings to international conventions, including charity events (fund raising campaigns) and festivals.
- Leverage creativity, management, and organizational skills, versatility, and the ability to work with various stakeholders.
- Understand teamwork and working together for a common goal: offering unique and successful events.

Diploma

This program has been approved by the registrar of the Private Training Institutions Branch (PTIB) of the Ministry of Advanced Education, Skills & Training.

Target Audience

Event and communication enthusiasts that wish to work with others in the field, who are creative and have strong organizational and leadership skills, and that know how to adapt to irregular work hours.



Event Planning and Management



**LaSalle College
Vancouver**

Concentration Courses

Semester 1

Introduction to Event Planning (45 h)
Cultures, Etiquette and Protocols (45 h)
Event Logistics (60 h)
Introduction to Event Production Software (45 h)

Semester 2

Resource Planning (60 h)
Client-Supplier Communications (45 h)
Service Contracts and Proposals (45 h)
Presenting Project Plans (45 h)

Semester 3

Observational Project (45 h)
Event Marketing (60 h)
Professional Portfolio (45 h)
Project Management (60 h)

Semester 4

Website Development (45 h)
Event Coordination (60 h)
Post-Event Activities (45 h)
Human Resources (60 h)

** The College reserves the right to substitute some courses.*

Methods of Instruction

Blended e-learning

Distance learning combining self-study at your own pace (asynchronous) and guided sessions with a live tutor (synchronous)

Career Prospects

- In-house event planner for companies, non-profits (foundations, associations), festival promotion, government entities, or for an events agency
- Freelance event planner
- Event promoter

Minimum Equipment Required

- Microsoft® Windows 10 Professional Operating System
- Intel® or AMD® 32 bit or 64 bit multi-core processor
- Minimum memory of 8GB RAM
- 1To hard drive
- Internet access
- Chrome Browser
- Minimum screen resolution:1920x1080 (recommended) Sound card
- Headphones and microphone

Required Materials and Software

Software: Microsoft Office Suite, Adobe CC Suite and Freeware Openproject