

Intro to Event Planning

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Event elements and press/marketing materials. Key terms and basic elements of an event. Event promotion.

Assignment: Create a media alert for an event.

Week 2

Essential event documents: production report, timeline, contact sheet, budget, and guest list.

Assignment: Create a timeline and/or production report for an event that you have produced or would like to produce.

Week 3

New business, sponsorship, and collaborations. Creating effective pitches. Seeking out sponsorships and collaborations to achieve your objectives.

Assignment: Develop a new business collaboration pitch idea.

Week 4

Successful vs. disasterous events. How to wrap up your event. Case studies of successful and disasterous events. How to reconcile a budget, evaluate and event, and create a recap.

Assignment: Create an event recap.