



**TRANSITION YOUR CAREER ...**

# Event Planning Certificate



[www.schoolcraft.edu/cepd/eventplanning](http://www.schoolcraft.edu/cepd/eventplanning)

*Whether you have been recently laid off, re-entering the workforce, looking to bolster your career or want to transition into a new career, Schoolcraft College can provide you with an effective strategy to achieve your goals.*

*We offer training classes, skills certificates, pre-associates certificates, associates degrees and post-associates certificates in more than 60 different credit and non-credit programs.*

*Schoolcraft offers morning, afternoon and evening classes throughout the year both on campus and online giving you the flexibility to learn at your own pace.*

## Continuing Education and Professional Development

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# Event Planning Certificate



Our event planning classes are designed to accommodate all levels of education and experience, from entry level

students to individuals in the event planning industry. To qualify for an Event Planning Certificate, participants must successfully complete all four classes. Various classes are offered throughout the year.

## TRAINING

The Schoolcraft College Continuing Education and Professional Development department (CEPD) in conjunction with Christopher & Company ([www.christopherandcompany.net](http://www.christopherandcompany.net)) are proud to offer an event planning certificate. Our event planning certificate is a 54-hour class of study designed to teach you the fundamentals of being an event planner. This certificate is geared toward a variety of students including those interested in wedding planning, non-profit event planning, corporate events, trade show organizers and more.

If you become an event planner, your career settings can include Office Administrative Services, Support Services, State and Local Government, Hotels, Religious Organizations, and Convention and Trade Show Organizers, you may also move to other roles in a multitude of industries that require event planning organizational skills. Our event planning certificate program is an excellent way to transition into the exciting field of event planning.

\* According to Economic Modeling Specialists, Inc. (EMSI)

## EMPLOYMENT OUTLOOK

**9% Expected Regional Growth Rate by 2017\***

**Average Hourly Earnings in Michigan is \$17.58\***

## OUR CLASSES INCLUDE:

### Introduction to Event Planning

CES2-1584

Discover the ABCs of event planning whether you're orchestrating a social or business meeting, gala, conference, or any event with the goal of moving a group of people in a common direction. Explore working with vendors, budgets, scheduling and the importance of planning and promotion. Learn to throw the perfect event every time and keep your friends or colleagues raving.

### Wedding Planning: Creating the Memories of a Lifetime

CES2-1517

Whether you are looking for a new career or are planning your own wedding, learn the nuts and bolts of wedding planning. Get an overview of the wedding industry. Find out about wedding etiquette, how to plan and organize the event, the importance of budgeting, venue and vendor selection, as well as event designs and themes.

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## Special Event Design & Décor

CES2-1589

Have your special event looking great on the outside as well as the inside. After you've explored aspects of planning and promotion, learn more about the art of decorating and design. Acquire general knowledge of decorating ideas and language. By drawing from information and resources, you'll learn to creatively develop a décor, design, and theme for many different types of special events. Recommendation: CES2 1584 Introduction to Event Planning.

## Event Planning Practical Experience

CES2-1590

Explore available career opportunities while putting your event planning knowledge to work in the "real world". Learn the legalities associated with event planning including fundraising laws, performance riders and contracts. Understand the importance of professional etiquette, strong communication skills, maintaining a current vendor list, pursuing organizational memberships and marketing. Gain valuable practical experience through participation in both the planning and implementation of an event. Prerequisite: CES2 1584 Introduction to Event Planning, CES2 1517 Wedding Planning, CES2 1589 Special Event Design & Décor.

For more information go to  
[www.schoolcraft.edu/CEPD/eventplanning](http://www.schoolcraft.edu/CEPD/eventplanning)  
or call (734) 462-4448

*"Christopher and Joseph are so knowledgeable about the event industry. Plus, they make everything fun!"*

—Laura,  
Introduction to Event Planning student