

THE 7 THINGS EVERY EVENT PLANNER SHOULD KNOW

HELENA PASCHAL

-O1INTRO TO EVENT PLANNING

-O2DETERMINE YOUR DIGITAL APPS

-O3-CREATE A BUDGET

-O4MASTER YOUR CITY

-O5BUILD VENDOR RELATIONSHIPS

-06-KNOW THE EVENT POLICIES

-O7FOLLOW-UP (POST MORTEM)

HELENA PASCHAL Course Instructor



WELCOME TO MY COURSE

Hi, I'm Helena and I bring almost 20 years of organizational development, event planning, and customer experience expertise to the table. I have a master's degree in organizational development from St. Louis University and a training certification. Coupled with planning over 500 events, I have equipped more than 12,000 individuals to become Certified Event Planners in my CEP Program (Certified Event Planner). I can teach you how to become a confident and competent event planner to demand the value and respect that you deserve.



INTRO TO EVENT PLANNING

KNOW THE SCOPE OF YOUR EVENT

There are 2 types of events
1
2
Event planning is
The 3 things event planners are required to do:
1
2
3
NOTES:

02

DETERMINE YOUR DIGITAL APPS

DETERMINE YOUR DIGITAL APPS

HOW WILL YOU MANAGE THE OVERALL EVENT?		
HOW WILL YOU TRACK REGISTRATIONS OR RSVPS?		
HOW WILL YOU MANAGE THE BUDGET?		
NOTES:		

N U M B E R

03

CREATE A BUDGET

WHAT IS YOUR BUDGET?

FOOD & BEVERAGE COST?
ENTERTAINMENT & SPEAKER COST?
DECOR COST?
NOTES:

04

MASTER YOUR CITY

FIND 10 VENUES TO HOST YOUR EVENTS

LIST THE VENUES THAT YOU HAVE RELATIONSHIPS WITH



BUILD VENDOR RELATIONSHIPS

WHO ARE YOUR VENDORS?

CATERER?
PHOTOGRAPHER?
DJ OR LIVE BAND?
NOTES:

06

KNOW THE EVENT POLICIES

WHAT ARE THE EVENT POLICIES AT YOUR PREFERRED VENUES?

LIST THE POLICIES:	

07

FOLLOW-UP (POST MORTEM)

AN EVENT IS NOT OVER UNTIL A FOLLOW-UP SUMMARY HAS BEEN CREATED

NOTES:		

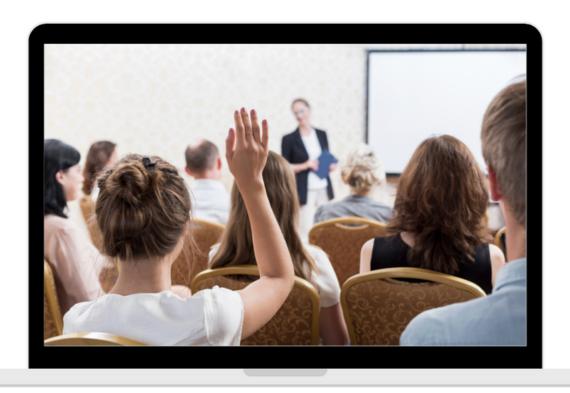
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There are only two types of event planners.

1) Those that are trained and 2) Those that are not trained.

Helena Paschal

2 DAY EVENT PLANNING CERTIFICATE PROGRAM



CORRELATIONS CERTIFIED EVENT PLANNER PROGRAM

BECOME A CERTIFIED EVENT PLANNER

An event certification demonstrates that you have the professionalism required to work with high standards. Certified event planners often make more than individuals that do not have a certification. They are in charge of organizing, planning, coordinating, and managing all aspects of an event.

Enroll today at www.correlationsllc.com

EVENT MASTER CLASS 12-MONTH COACHING PROGRAM

SYSTEMS Identify business processes to find gaps Niche event services and develop your client experience Develop pricing for your niche Automate workflow with CRM Review work templates	BRANDING Website design or re-design and logo creation or re-creation and portfolio Identify keywords and SEO "Google My Business" & analytics Create an introduction press release Develop content schedule for social media
DIAGNOSTICS	MARKETING
☐ Internal business diagnostics-business entity, contracts, invoices, billing software, online processors, bank account, and credit card setup	☐ Lead generation and automation ☐ Build an email list and funnel ☐ Referral incentives
 ☐ Monthly business check-up ☐ Who is hiring you and who is not? Tweak targeting if necessary ☐ How many events are on your books? 	☐ Analytics and conversions ☐ Consistently drive traffic to your website

PROGRAM INCLUDES 12 TOTAL 60-MINUTE ONE-ON-ONE COACHING CALLS

ADDITIONAL CALLS ARE BILLED AT \$495 EACH



