



THE 7 THINGS EVERY EVENT PLANNER SHOULD KNOW

HELENA PASCHAL

CONTENT

-01-

INTRO TO EVENT PLANNING

-02-

DETERMINE YOUR DIGITAL APPS

-03-

CREATE A BUDGET

-04-

MASTER YOUR CITY

-05-

BUILD VENDOR RELATIONSHIPS

-06-

KNOW THE EVENT POLICIES

-07-

FOLLOW-UP (POST MORTEM)

INSTRUCTOR

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.

N U M B E R

01

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:

N U M B E R

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?

VENUE COST?

FOOD & BEVERAGE COST?

ENTERTAINMENT & SPEAKER COST?

DECOR COST?

NOTES:

N U M B E R

04

MASTER YOUR CITY

FIND 10 VENUES TO HOST YOUR EVENTS

LIST THE VENUES THAT YOU HAVE RELATIONSHIPS WITH

N U M B E R

05



BUILD VENDOR RELATIONSHIPS

WHO ARE YOUR VENDORS?

CATERER?

PHOTOGRAPHER?

DJ OR LIVE BAND?

NOTES:

N U M B E R

06



KNOW THE EVENT POLICIES

WHAT ARE THE EVENT POLICIES AT YOUR PREFERRED VENUES?

LIST THE POLICIES:

N U M B E R

07

FOLLOW-UP
(POST MORTEM)

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

NOTES:

“

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

- ☐ Internal business diagnostics-business entity, contracts, invoices, billing software, online processors, bank account, and credit card setup
- ☐ Monthly business check-up
- ☐ Who is hiring you and who is not? Tweak targeting if necessary
- ☐ How many events are on your books?

MARKETING

- ☐ Lead generation and automation
- ☐ Build an email list and funnel
- ☐ Referral incentives
- ☐ 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

Order now at
amazon.com >

