



THE  
**events**  
ACADEMY

BECOME AN EVENT PLANNER COURSE

## ABOUT THE COURSE

This introductory course covers all the basic skills you will need to handle an event project from end to end. The skills we share are drawn from our event planning experience and have enabled us to execute event projects from weddings to working with global brands on their corporate events.



## TOPICS

An introduction to the world of events.  
Event design & theming.  
Proposal creation, pitching & sponsorship management.  
Event project management.  
Emotional intelligence & people management.  
Risk management & contracting.  
Sustainable events.  
Online & Hybrid Events  
Student event presentation.

## COURSE STRUCTURE

This eight-module course is simple, well structured, and is delivered via weekly video lectures, class presentations & notes, quizzes, weekly class discussions, and a student event project plus a class group project. The quizzes and projects will be assessed.

Each module tackles one aspect of event planning and contributes to your event project that will be your template for planning future events.

You will receive a certificate of completion at the end of your training.

## LEARNING OUTCOMES

Learn how to create event themes.  
Know how to price your event services.  
Create your vendor and client contracts.  
Design sustainable events.  
Know how to package your services into a proposal.  
Learn how to pitch your services to clients.  
Plan your event project from beginning to end.  
Hire and manage a team.  
Learn how to create an event budget & workplan.  
Learn how to create project profitability.

## COURSE DURATION & FORMAT

The course duration is two months.

We have two learning formats virtual classes and physical classes.  
The virtual class discussion is 1-1.5 hrs. long from 3:00-4:15pm every Thursday.

The physical classes are 2-3 hours long and are held every Thursday from 10:00 am-12:00 pm. Our physical classes will be held at iHit Kenya ( Former Iran Embassy) on Dennis Pritt Road.

## COURSE FEES & PAYMENT

The course fee is KES 36,000

You can pay either via debit/ credit or via Mpesa. The payment details will be provided in an invoice once your enrollment process is complete..

### Course Enrollment

Should you wish to sign up for the course send an email to [class@theevents.academy](mailto:class@theevents.academy) or call us on 0708-071871. A member of our team will instruct you on the next steps.

## CONTACTS

Need to speak directly to us?

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