Event Planning with Impact

Presented by Shana Bryant Consulting. Course starts September 15.

Learn the techniques and processes to plan an event from start to finish, no matter the occasion. Students will learn the difference between strategy, planning and execution for a successful event. Topics will include: types of events (including virtual), planning basics, creating agendas, managing planning committees, determining a budget, guest lists, registration, volunteer management and, choosing appropriate venues and vendors, catering, day-of considerations, external factors, soliciting for sponsorships and donations, and permits. Students will apply techniques and processes to a case study or current event.

Schedule:
September 15 – October 20, 2020
6 weeks, Tuesdays from 6:15 – 8:15 pm
*REMOTE COURSE* - live instruction via Zoom

Cost:
$250

Registration Deadline:
September 10, 2020 (spots permitting)

Registration:
Complete this registration here and email it to: LHagen@rcc.mass.edu

For questions, contact Lise Snow:
(617) 652-0083
LHagen@rcc.mass.edu

Instructor Spotlight: Shana Bryant

Shana Bryant is the CEO and Founder of Shana Bryant Consulting. As a single mom, she discovered her knack for organization by becoming a team mom. After numerous frustrations around “who wasn’t bringing the oranges,” Shana began organizing the chaos of team events. Her passions led her to helping small businesses create flawless, high-impact functions through education, training, and curated experiences.