Event Planning with Impact  
*Presented by Shana Bryant Consulting.* Course starts March 31.

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, 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. Students will have the opportunity to assist with a Shana Bryant Consulting event, if desired.

**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.

**Schedule:**  
March 31 – May 5, 2020  
6 weeks, Tuesdays from 6 – 8:30 pm

**Cost:**  
$250

**Registration Deadline:**  
March 24, 2020 (spots permitting)

**Registration:**  
Go to [www.rcc.mass.edu/LL](http://www.rcc.mass.edu/LL) or Visit us in Building #4, Room 102 (Building closest to the parking lot)

**FOR QUESTIONS, CONTACT LISE SNOW:**  
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