



Module One – Introduction

- Course navigation
- Course guide
- Explanation of course resources
- Course objectives
- Special events and nonprofits
- Different types of events
- Resource: Typical types of events
- Event planning essentials
- Resource: 9 essentials of event planning
- Quiz
- Review module one

Module Two – Why have an event?

- Introduction to module two
- The event outline
- Resource: Sample event outline
- Define the audience
- Setting your objectives and defining success
- Resource: Sample objective-setting
- Review module two

Module Three - Putting the event together

- Introduction to module three
- Event activities, themes and appearance
- Resource: Sample event activities
- Location and facilities
- Quiz
- Resources needed to put on an event (4 screens)
- Quiz (x3)
- Equipment, materials and supplies
- Resource: Equipment, materials and supplies
- Review module three

Module Four - Show me the money

- Introduction to module four
- Creating a budget
- Resource: Sample budget
- Quiz
- Best case/worst case budget
- Resource: Sample best case/worst case budget
- Tracking your event budget
- Resource: Budget tracking worksheet
- Sponsorship
- In-kind donations

Module Four continued

- Sponsorship and in-kind donations
- Quiz
- Review module four

Module Five – Detailed written plans

- Introduction to module five
- Develop an event preparation timeline
- Resource: Sample event preparation timeline
- Developing a production schedule
- Resource: Sample production schedule
- Quiz
- Scripts
- Briefing notes
- Quiz
- Review module five

Module Six – What could go wrong?

- Introduction to module six
- Inclement weather
- Accident or injury
- Resource: Sample waiver form
- Quiz
- Theft or sabotage
- Problems related to alcohol
- Resource: Sample alcohol policy
- Losing money
- Quiz
- Liability
- “No shows”
- Quiz
- Review module six

Module Seven – How did we do?

- Introduction to module seven
- How to evaluate the event
- Resource: Sample event evaluation form
- Resource: Sample sponsor evaluation form
- Committee feedback
- Reporting
- Resource: Sample evaluation report
- Quiz (x2)
- Review module seven
- Course review
- Resource: Additional references
- Wrap-up