Management and Strategy Institute, LLC.
Certified Quality Event Planner (CQEP)
Course of Study

Introduction

The event planning industry has expanded significantly in recent years and event management has become a critical skill that employers are looking for. Whether the event is a small private gathering or a large corporate event, event planning skills are necessary to ensure the event achieves its desired outcome. The Quality Event Planner certification, developed and issued exclusively through the Management and Strategy Institute, may give the recipient the additional skills and qualifications that employers are looking for in today's competitive job market.

The goal of the Management and Strategy Institute study material is to enforce the key competencies required to function in the role of an event planner. As you go through the study material you will learn the competencies listed below.

The CQEP exam is a timed, online exam. It has a required passing score of 65%.

Competencies

This course of study covers the following competencies:

Managing Events

- What is involved in managing an event.
  - <u>Learning Outcome</u>: Student will understand what is the life cycle of an event and what does this mean for an event manager.

Define Your Objectives

- What should you consider before making any event plans.
  - <u>Learning Outcome</u>: Understand how to systematically screen various ideas for your event. How to filter out ideas based on what you want to achieve with your event.

Planning and Budgeting

- Understanding planning & budgeting for an event
  - <u>Learning Outcome</u>: Basic understanding of how to use Work Breakdown Structures for planning. What is Work Package and what should be included in it. What is an ideal budgeting process. What parameters should you consider to budget an event. How to carry out a cost-benefit analysis. What is an ideal contingency plan. How to avoid common budgeting mistakes.

Timing and Risk Management
- Discuss timing & risk management of an event
  - <u>Learning Outcome</u>: How to use a Gantt chart to plan the preparation of your event as well as the event itself. How to carry out a Critical Path Analysis to identify risky parts of your schedule. How to create a Risk Analysis Sheet.

Venue

- Selecting the venue for an event is a critical aspect.
  - <u>Learning Outcome</u>: Understand how to choose an ideal venue. Issues that are important in regard with catering. How to choose an ideal seating layout

Strategic Planning

- Events both large and small must be planned strategically.
  - <u>Learning Outcome</u>: How to carry out a feasibility study on various operational ideas. What is an Event Manual and what should it include? What should you include in your event program? How to benefit from storyboarding to streamline the event preparation process. What is involved in the shutdown process.

Promoting the Event

- How to promote an event.
  - <u>Learning Outcome</u>: The student understands how to make your event competitively attractive. What is involved in pre-event publicity. What is involved in at-event publicity. What is involved in post-event publicity.

Learning Resources

Recommended:

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required, however it will assist you in becoming an event planner.

- Judy Allen (Dec 2008), Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, ISBN-13: 978-0470155745
- Carolyne Reilly (June 2016), Become an Event Planner: For Beginners - The Ultimate Guide to Begin a Successful career In Event Planning!, ISBN-13: 978-1534611870

Preparing for Success

In order to successfully complete the CQEP exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 3-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.