

RED VELVET



Seminars Packaged Perfectly
For Event Planners

2011

Red Velvet Seminars

Red Velvet Event Planners offer the exclusive opportunity for Event Planners to receive exciting education regarding event planning with our popular 90 minute seminars.

Each seminar is packaged perfectly to meet your time and financial limits. Every seminar is sure to exceed your event planning goals.

HIGHLIGHTS

- Seminars are only \$99 which includes custom handouts and all supporting materials.
- Active Correlations CEP students can attend any seminar at a discounted rate of \$50, each seminar counts as 4 hours.
- Most requested seminars are hosted monthly in Atlanta, Georgia.
- Can't attend a seminar, take it online anytime.
- For a more in depth seminar, request a one-on-one session with a Red Velvet Instructor on any topic you want. Fee \$150



Book An Event Planning Seminar

A Red Velvet Instructor will come to your organization, company, conference or event and provide any of our “How To” Seminars.

In addition to the Seminar, participants will learn:

- What Is Event Planning?
- Creation of An Event
- Event Awareness
- Event Management
- Color Psychology of Theme Development
- Secrets To Improved Attendance
- What Are People Saying About Your Events?

Top off your next event with our training!



Most Requested Seminars

- How To Create A Launch Party in 12 Weeks
- How To Find Preferred Vendors
- How To Plan A Networking Event or Social Reception
- How To Plan An Expo or Tradeshow
- The Top 10 Steps Every Event Planner Should Know
- How To Jump Start Your Business After A Certificate Program
- How To Plan A Wedding On Any Budget
- How To Conduct A Professional Event Planning Consultation To Generate Clients & Profits
- How To Plan An Upscale Party or Themed Event
- Top Atlanta Venues Revealed Includes Locations & Pricing
- How To Plan A Gala or Charity Event Plus Sponsorship & Auction Information
- How To Plan A Corporate Meeting & Meeting Management
- How To Plan A Party For Every Season Includes Birthdays, Valentine's, Halloween, Thanksgiving, and Christmas
- How To Plan An Event In Multiple Cities Includes Book Signings, Tradeshows, and Seminars
- How To Plan A Green Event Includes Eco Friendly Advice
- How To Design & Decorate An Event On A Budget



How To Create A Launch Party In 12 Weeks

Get your business noticed in 12 weeks. Learn step by step how to produce a premier party sure to attract potential clients and grow your business.

August 27, 2011 at 1:00 PM

How To Find Preferred Vendors

Learn how and where to locate vendors for your event planning business. Music, catering, photography, florists, entertainment are a few of the vendors we will explore. Get contract agreements and the right questions to ask potential vendors to build successful working relationships for your business and so much more.

October 8, 2011 at 3:00 PM

How To Plan A Networking Event or Social Reception

Learn what it takes to create a networking event or social reception from the invitations, the timeline, agenda, menu planning, signature drinks, marketing and promotion. Let us take the guess work out and start planning like a professional!

April 2, 2011 at 1:00 PM



How To Plan An Expo or Tradeshow

Every Expo or Tradeshow must be thoroughly planned with thousands of details. Let us show you step by step how to plan a great event from concept to completion.

- Audiovisual Coordination and Price Negotiation
- Coordinating Destination Management Details
- Food and Beverage Coordination and Price Negotiation
- Exhibit Management

October 8, 2011 at 3:00 PM

How To Jump Start Your Business After A Certificate Program

Hey! Don't just sit on your certificate—let us give you a 30 day jump start to help you earn an income as you navigate through the world of exhilarating event planning.

March 19, 2011 at 1:00 PM

August 27, 2011 at 3:00 PM

The Top 10 Steps Every Event Planner Should Know

Develop skills, find resources and gain the confidence you need to plan any size or type of event. We will walk you through each critical step of event planning. Get ready to plan your next event like a pro!

May 7, 2011 at 1:00 PM

December 3, 2011 at 1:00 PM



How To Plan A Wedding

This seminar covers everything from contracts, flowers, music, day of services, marketing and wedding planning secrets. Perfect for the individual planning their own wedding or the person seeking to start their own wedding planning business.

March 19, 2011 at 3:00 PM

How To Conduct A Professional Event Planning Consultation

Anyone can give a complimentary consultation but everyone can't close the deal! You will be introduced to the sales process of event planning, negotiation, budget development, closing the consultation to get clients and generate profits, and more!

June 25, 2011 at 1:00 PM

How To Plan An Upscale Party or Special Event

Anyone can go to Party City to get decorations but an Upscale Event requires stylish creativity. Learn how to create a spectacular event sure to dazzle your attendees. You will learn how to design, plan, implement and evaluate special events. Corporate events, weddings, birthdays are covered.

June 25, 2011 at 3:00 PM



Top Atlanta Venues Revealed

Let us bring the best of Atlanta directly to you! Get the scoop from the Red Velvet Event Planners on where to plan your next event for 10-10,000 attendees. We will even cover the overpriced venues to the dumps! The goal is to reveal it all to help you make the best decisions for your upcoming events. Pricing and locations are exposed!

July 9, 2011 at 1:00 PM

How To Plan A Gala or Charity Event

People love the chance to get dressed up for a black tie event but getting them to donate to a worthy cause isn't always easy! Let us show you how to pull off a flawless event while reaching your fundraising goals. Sponsorship and auction info will also be covered.

July 9, 2011 at 3:00 PM

How To Plan A Corporate Meeting & Meeting Management

Let's face it, corporate meetings aren't as easy as they look when you're working with busy individuals. Learn how to lock in dates and get confirmations from top level executives to get your headcount early. We will also cover onsite logistics, breakout sessions, catering, arranging speakers and audio visual requirements to manage your next meeting with ease.

August 6, 2011 at 1:00 PM



How To Plan A Party For Every Season

Do you love to plan parties? Learn the tricks of the trade with us! We will cover the essential elements to party planning from invitations, menu planning, decorations, and favors. Includes Birthdays, Valentine's, Halloween, Thanksgiving, and Christmas.

April 2, 2011 at 1:00 PM

How To Plan An Event In Multiple Cities

Don't place limits on your events—take them on the road! Learn how to find top venues at affordable rates and how to market your next event in any city you choose. We will cover venue contracts, transportation, mobile vendors, agenda planning, and lodging. Book signings, tradeshow, and seminars covered.

November 5, 2011 at 1:00 PM

How To Plan A “Green” Event

It's not easy being green but it sure is rewarding! Save money and preserve the earth with our great tips for planning eco friendly events.

August 27, 2011 at 3:00 PM

How To Design & Decorate An Event

Learn how to dazzle your events with creative and modern designs. Turn a table, box, candle and piece of fabric into a spectacular focal point, create centerpieces with simple items, make the most out of drapery, and get the scoop on staging and lighting, and so much more!

November 5, 2011 at 3:00 PM





Personal & Professional
Training Development

Not Certified Yet? Get Certified through
Correlations! www.correlationsllc.com

Surviving as an Event Planner depends on the skills and ability of you and your team to operate as a business. Creating critical paths, defining risk mitigation, budget development, writing contracts and negotiating are critical skills for everyone. The strength of your agreements and your relationships means the difference between you and an average Event Planner. The Correlations 2 Day Event Planning Certificate Program will give you the tools you need to exceed average expectations.

Who Should Attend? New and aspiring event planners and those seeking a career change will benefit from this profitable educational experience. Employees seeking a broader understanding of Event Planning will benefit in their career development. Professional association planners, meeting planners, festival organizers, fundraisers, administrative assistants, stay at home entrepreneurs, party planners, and special event coordinators, just to name a few, are the target audience for this comprehensive course.

What Positions Might This Certificate Lead To?

- . Meeting Coordinator
- . Corporate Event Planner
- . Small Business Owner
- . Wedding Planner
- . Training Coordinator
- . Marketing Assistant
- . Independent Event & Meeting Planner
- . Executive Assistant
- . Administrative Assistant
- . Sales Manager

Eligibility For Certificate Program

No prerequisites are required for the certificate. Once you earn your certificate, you become a Certified Event Planner (C.E.P.) Professional Event Planners must maintain 32 hours of professional event planning experience each calendar year every 2 years for a minimum of 5 years. Renewal requirements are listed on the website.

Certificate Requirements

A Certificate will be awarded upon the completion of the 2 day consecutive program which includes rigorous assignments, an assessment based on critical thinking, and five core courses; it cannot be separated.

Our Certificate Program consists of the following subject matter:

- Fundamentals of Event Planning
- Negotiations & Contracts
- Marketing & Promotion
- Financial Management
- Food & Beverage/ Room Set Up

Credit

A permanent record of attendance is established and students may obtain a letter of reference or a letter of recommendation by submitting an email to info@correlationsllc.com.



Join Us For Your Seminar At

**4505 ASHFORD DUNWOODY ROAD.
ATLANTA. GA. 30346**



You are invited to our

RED VELVET

Event Planning Expo

June 4, 2011
11:00 AM- 4:00 PM
Cobb Galleria
(Open To The Public)

Let's face it, to make it as an Event Planner you need to stay on top! Expect to find new energy, new ideas and new experiences that you won't find at any other Expo. We're not doing things the old fashioned way! Get a closer look at our Popular Seminars. Plus you will experience the latest trends in Event Planning and get tons of Red Velvet goodies. Reserve your spot today www.correlationsllc.com and receive \$25 off your next seminar. Expo cost is \$10 and \$15 at the door.

Cost includes:

- Exhibitor Showcase with Top Vendors
- Sample Delicious Catering
- LIVE Event Planning Seminars
- Fill Your Own Gift Bags (lots of Red Velvet goodies)
- Live Entertainment
- DIY (Do-It-Yourself) Demonstrations
- Learn How To Become A Certified Event Planner
- Over the top Event Designs
- Dessert Bar with International Pastries & Coffees
- Meet with Event Planning Organizations
- Learn More About Red Velvet Events & Seminars
- Tons of Giveaways and Prizes



Purchase Your Tickets By April 5th For Your Chance To Win A Meet & Greet and Seminar With Top Event Planning Instructor, Helena Paschal



Helena Paschal is well-known for her practical event planning advice along with her undeniable wit and charm. She will share her event planning world with you as it relates to business with an engaging look at the latest trends and the tricks of the trade that she has learned along the way.

Learn how she creates events from concept to completion and how she gets the right people in place to produce the most amazing events.

She will share her secrets, sources of inspiration, exclusive advice including the top 10 things every event planner should know and much more! She will close her seminar especially for your specific questions. There's no doubt that this is where you need to be to get great ideas and a fresh perspective on event planning. You can't afford not to register early!



Red Velvet Event Planning Expo 2011