



**EVENING | 3 SEMESTERS**  
795 hours

**AEC**  
**JYC.0H**

At LaSalle College's International School of Fashion, Arts and Design, stimulating courses given by seasoned professionals boasting extensive industry experience provide you with all the tools and knowledge you need to launch a promising career as a proficient event planner.

The event planning program trains students to organize corporate meetings, fashion shows, promotional events, corporate functions, and more. Graduates of this program who have developed their sense of entrepreneurship and the desire to excel at event organizing will be ideally suited to start their own event planning business in the fashion world, artistic sectors, or further afield.

The key to a successful event is expert planning, which is why demand for these professionals is growing!

This program is offered at the Montréal and Laval campuses.

## Career Prospects

- Fashion shows and presentations
- Wedding planning, birthday parties, anniversaries
- Corporate events
- Planning of seminars and conferences for various businesses

## Program Objectives

LaSalle College provides you with all the tools you need to obtain your objectives in this creative, ever-changing domain, where a high level of professionalism allows you to grow.

## Admission Criteria

Have a training deemed sufficient and meet the admission criteria set for college studies.

Visit [www.lasallecollege.com/future-students/admission/reglement-admission](http://www.lasallecollege.com/future-students/admission/reglement-admission) for more information.





EVENING | 3 SEMESTERS  
795 hours

AEC  
JYC.0H

## Program Content

- Introduction to Event Planning (60 h)
- Computer Tools and Social Media for Event Planning (60 h)
- Financial Planning and Resource Management in Event Planning (60 h)
- Marketing and Trends in Event Planning (60 h)
- Project 1: Designing an Event (60 h)
- Creating Digital Tools for Event Planning and Promotion (60 h)
- Event Space Design and Layout (60 h)
- Event Communication and Promotion (60 h)
- Project 2: Event Management (90 h)
- Food Trends and Menu Planning (45 h)
- Negotiations, Sales and Contracts for Event Planning (60 h)
- Field Integration into Event Planning (120 h)

\* The College reserves the right to substitute some courses.

## Bring Your Own Device

In this program, the use of a laptop computer is mandatory. Students must have a laptop or purchase one before beginning their studies. Standard or student license software must be installed when requested by teachers.

The following features are required for Macs and PCs:

- Processor: Intel I5 minimum compatible with virtualization.
- Memory: 4 GB (8 GB recommended, particularly for Illustrator)
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: WIFI and LAN
- Ports: Minimum of one USB 3.0 port
- Mouse (may be wireless)

Required software: Creative Cloud Suite and Office Suite or equivalent for Mac.

