

● THE EVENT PLANNER PROGRAM · 13 WEEKS

Certified event planner. Ready to plan, sell and deliver events.

Eight modules, a professional certification, and a team that builds it with you — your web page, your brand, your business or project plan, and a 90-day roadmap to your first clients. Whether you want your own company, a specific project, or a way into the industry.

13

WEEKS OF
LIVE TRAINING

26

LIVE CLASSES
EVENINGS, ET

100%

ONLINE
EVENINGS ONLY

19

YEARS TRAINING
EVENT PROFESSIONALS

WHY THIS ISN'T A COURSE

Most programs teach you the craft, then leave you to figure out the business.

Knowing how to run an event and knowing how to get paid to run one are two different skills. The second is where almost everyone stalls — not because they lack talent, but because nobody ever built the thing that makes a client say yes.



So we build it with you — and coach you to your launch.

By the end of week 13 you don't have a folder of notes and an intention. You have a live web page, a finished brand, a plan you can defend — for your business or your project — and a 90-day roadmap to your first clients. And when you are ready to launch your first event, you have someone walking it through with you.

WHAT OUR TEAM PRODUCES FOR YOU

01

Your web page, built for you

Our team builds it while you are still in the program — your services, your portfolio, your contact form. Live and ready to send to a prospect before you graduate.

02

Your brand and your ad creatives

Visual identity, business cards, banners, and a set of finished ad creatives built around your offer. Not templates. You walk into your first client meeting looking like a company.

03

Your business or project plan

Built week by week as the modules unfold. Your offer, your pricing, your market — on paper, and defensible in a room.

04

Your client roadmap, done

A 90-day roadmap to your first clients: a Google Ads proposal, word-for-word outreach scripts week by week, and partnership templates for venues, caterers and suppliers. The strategy is done. You follow it.

OUR PROGRAM

8 modules to design, sell and deliver events from A to Z

You move forward project by project: every module adds a working piece to your own event concept, all the way to the final pitch.

01 Master the foundations of event planning

Weeks 1–2

A-to-Z process Specifications document Event types Entrepreneur profile

02 Structure your event business

Week 2

Corporate structure Business model Compliance

03 Design programming that draws a crowd

Week 3

Brainstorming & themes Programming Artist contracts Technical riders

04 Run your events with tech tools and AI

Weeks 3, 9–10

Timeline Budget Tech tools AI & ChatGPT

05 Orchestrate logistics like a pro

Weeks 4, 11

Site layout plan Suppliers Production schedules Regulations & safety

06 Create a memorable brand image and atmosphere

Weeks 5, 7–8

Atmosphere & décor Social media Press relations Communications

07 Find your market, your sponsors and your funding

Weeks 6, 9–10

Market research Target audience Sponsorships Funding Eco-responsibility

08 Launch and pitch your event concept

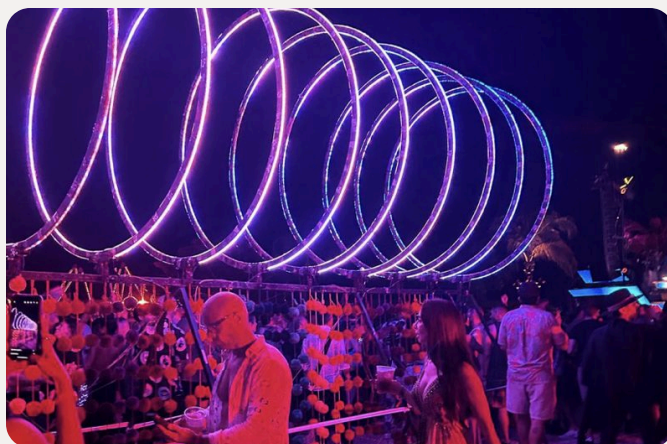
Weeks 11–13

Business pitch Professional etiquette Post-mortem Final pitch presentation

STUDENT WORK

This is the work our students go on to do.

Real events, produced by people who came through this program.



“

13 weeks that changed my life. A complete program.
I'm genuinely proud to have taken your training.

Pascal Lafrance · graduate

WHAT YOU LEAVE WITH

Your plan doesn't stay in a PowerPoint. You graduate ready to launch.

BUILT FOR YOU BY OUR TEAM

**Your web page, live before you graduate**

Services, portfolio, contact form — ready to send to a prospect

**Your complete brand identity**

Visual identity, business cards, banners

**Finished ad creatives**

Built around your offer, ready to launch

**Your business or project plan**

Built week by week alongside the modules

**Your 90-day client roadmap**

A Google Ads proposal, word-for-word outreach scripts week by week, and partnership templates for venues, caterers and suppliers

TOOLS YOU KEEP FOR GOOD

**The Event Planner's AI Toolkit**

From the first client enquiry to the post-mortem

**Contracts and legal toolkit**

The paperwork that protects you

**Proposal system & pricing calculator**

Quote without guessing

**Vendor sourcing playbook**

How to find and negotiate suppliers

**Your first 10 clients playbook**

Where they come from, what to say, and how to close the first one

AND AFTER WEEK 13

**Professional certification**

Earned on the work you actually produce

**Lifetime private community**

Contacts, suppliers, referrals, opportunities

Want to talk it through?

15 minutes, by video. We'll tell you honestly whether this is the right fit.

www.zoomacademy.net

AN HONEST PAGE

This works extremely well for some people, and not at all for others.

We would rather you self-select now than discover it in week three. Read both columns before you book a call.



This is for you if

Four things that predict success

You want to **start your own event business**, you have **a specific project** in mind, or you want to **change careers** and move into event planning.

You can hold **two weeknight classes for 13 weeks**, plus the time to work on your own project between them.

You'd rather be **coached on your own project** than watch pre-recorded video at your own pace.

You're ready to **commit to something concrete** — not to think about it for another year.



This isn't for you if

And that's a perfectly fine answer

You only want **the certificate**. You will get one — but you would be paying mostly for everything else.

You want to watch whenever you feel like it. Classes are live and the cohort moves together.

You expect someone to **take action for you** after week 13. Business, project or career change — we give you the system; you are the one who uses it.

You'd rather **watch than take part**. Classes are live, and the people who bring their own project and ask real questions get the most out of them.

2

And if you're wrong about the fit, you have two weeks to find out.

Take the first two full weeks. If you decide it isn't for you, you get every dollar back — and you keep everything you learned in them. The only thing you can lose is the time.

WHO TEACHES YOU

Not academics who read about the industry. People still working in it.

Every instructor is producing events this year. What they teach you is what works right now — not what worked when a textbook went to print.

Red Bull

FIFA 2026

NASCAR

Cirque du Soleil

Evenko

Valerie Teachout

Founder, Extra Blonde Events · New York & Philadelphia

Nearly twenty years of production, from Philadelphia to New York — Red Bull, NASCAR, FIFA. She built one of Philadelphia's fastest-growing music venues, and she runs her own company. She leads this program week to week.



FIFA 2026 · Finals, NYC

Red Bull Curates

NASCAR

Made In America

Philadelphia Ballet Gala

Firefly Festival

76ers



Pavel Kotov

Ex-Cirque du Soleil · CEO, Reartix Creative Services



Phillip Smirnow

Senior director, production at Evenko



Bérengère Lequien

Director of events



Louis-Philippe Lemay

General manager, Cellules



Lisianne Ouellet

Event industry trainer and speaker



Mathieu Plouffe

Director of operations and programming · Récréonature

HOW IT ACTUALLY RUNS

6h

Per week

Two live classes, 6:30–9:30 p.m. ET. That is the commitment — no hidden third evening.

26

Live classes

All of them live and interactive. All of them recorded, so a missed week never becomes a lost one.

∞

Lifetime access

Every class stays yours, along with the capsule library and the private community. No end date.



NEXT STEP

The rest is decided in one conversation.

Before you commit to anything, we take the time to look at your project together: where you are, what you want to build, and whether this program is the right fit. If it is not, we will say so.

01

Where you are starting from

Your experience, your project, and the time you can realistically give it.

02

What you want to build

A business, a specific project, or a career change — the answer changes the advice.

03

The practical details

Cohort dates, how the weeks run, tuition and payment options.

Book a call

15 minutes, by video

www.zoomacademy.net

And if you do enrol: **two weeks to change your mind**, a full refund, and you keep everything you learned.