

Course Preview

Event Management Career Success In Canada: Introduction Edition

by Mayen John-Alley

2024 Summer Course Starts July 22



About the Instructor



Mayen John-Alley

- Are you seeking a career change? Perhaps you're a new or prospective immigrant in Canada seeking to join the event industry? Look no further!
- This course is tailored to equip you with the necessary skills to build a truly rewarding career in the Canadian event management space.
- Your instructor, Mayen, is a seasoned event manager with 13 years of experience in event management, both in her country of origin and Canada.
- With Mayen's instruction and guidance, you will be prepared to succeed in the Canadian event management industry and enjoy a rewarding experience whether as an employee or a business owner!

Course Objectives

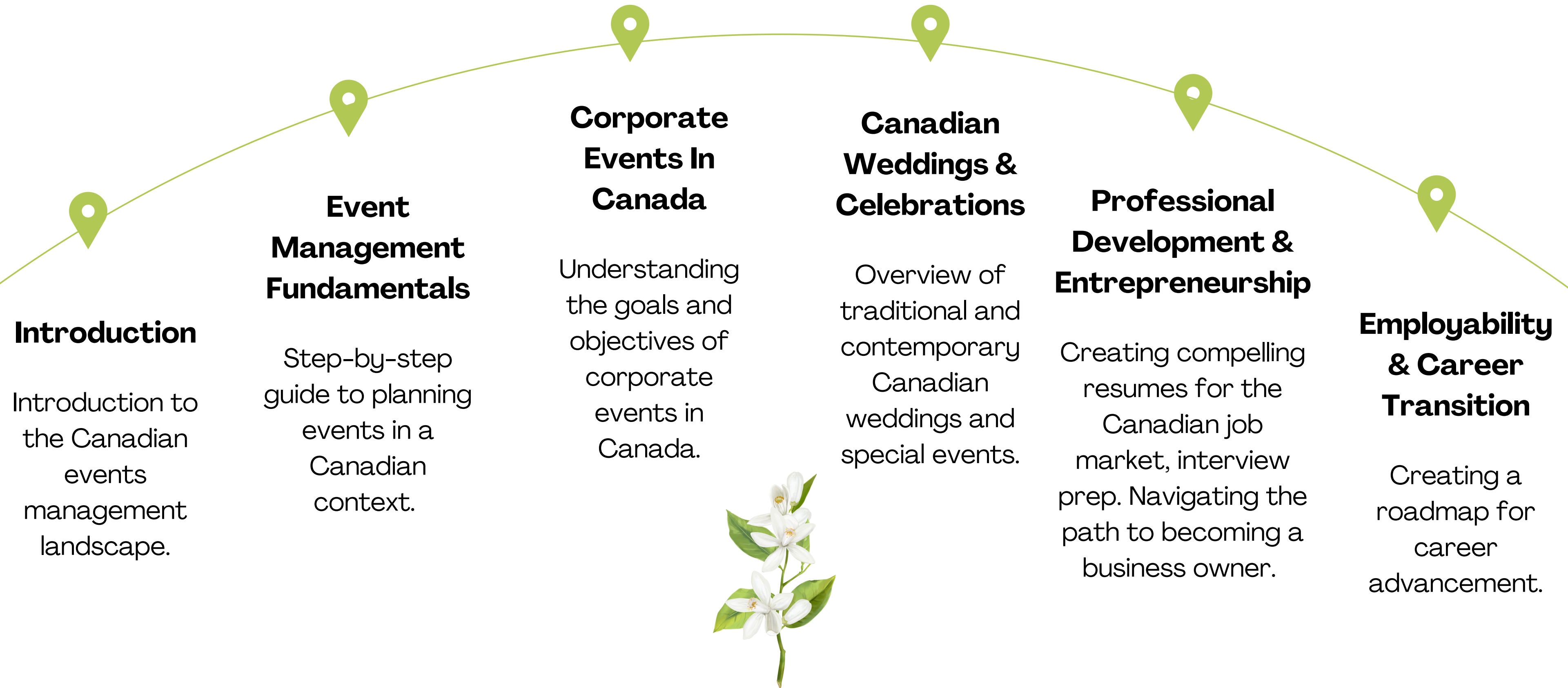


Canadian weddings, corporate events, parties and celebrations have a different planning process, structure and feel from what you may have been used to in your event career!

This course strives to establish a connection between these distinct approaches, introduce relevant terminology, and instill the confidence necessary to pursue a career in this field successfully. Whether you aspire to work as a professional or start your own profitable event planning business, this course provides you with the essential knowledge to achieve your goals.

Our Course Journey

JULY 22 TO AUGUST 26



Introduction

Introduction to the Canadian events management landscape.

Event Management Fundamentals

Step-by-step guide to planning events in a Canadian context.

Corporate Events In Canada

Understanding the goals and objectives of corporate events in Canada.

Canadian Weddings & Celebrations

Overview of traditional and contemporary Canadian weddings and special events.

Professional Development & Entrepreneurship

Creating compelling resumes for the Canadian job market, interview prep. Navigating the path to becoming a business owner.

Employability & Career Transition

Creating a roadmap for career advancement.



Six Modules

In Six Weeks

- 01** Introduction
- 02** Event Management Fundamentals
- 03** Corporate Events in Canada
- 04** Canadian Weddings & Celebrations
- 05** Professional Development & Entrepreneurship
- 06** Employability & Career Transition

Bonus Workshops



Workshop 01

**Advanced Event
Management**

Presenter:

Mayen John-Alley

August 2024

Workshop 02

**Navigating Virtual & Hybrid
Events**

Presenter:

Mayen John-Alley

August - September 2024

Workshop 03

**Keeping up with event trends:
Latest software for successful
events**

Presenters:

Mayen & John Alley

September 2024

In each module...

- 1 Video Lesson. Pre-recorded
- 2 Q & A. 30 minutes live Zoom
- 3 PDF worksheet & template
- 4 Group Coaching 1 hour live Zoom

Course Content

Live Course Activities

- Exercises with live feedback / follow-up
- Zooms + breakout rooms
- Class discussions
- Live Q & A Sessions

Pre-recorded Content

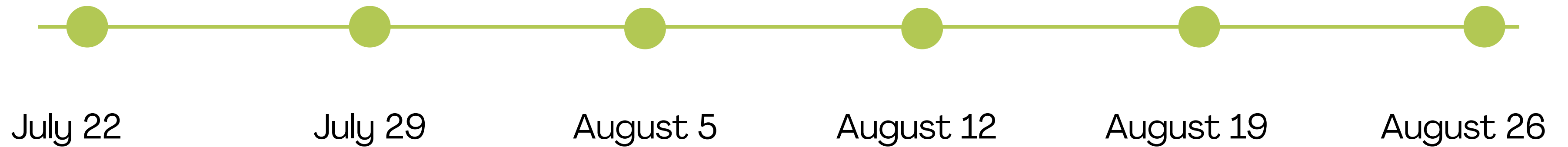
- Introductory Video
- Self-assessment quizzes
- Downloadable materials and templates
- Group Projects

Materials Provided

- Course workbook
- Free templates
- Live coaching
- Live Q & A sessions
- Email correspondence
- In-Person Alumni party for all students!

Enabling your success

Live 1:1 Chat to Provide Extra Support



Online meetings will be facilitated to address queries, offer assistance with interview preparation, and provide necessary guidance.



Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.

Pele

\$310

Early bird
Pricing: Till July
8, 2024

\$510

Full Payment:
From July 8,
2024

Click here to enrol now!

FAQ's

How do I know if this course is for me?

If you're seeking an exciting new career, or if you're a new or potential immigrant in Canada looking to pursue a career in the Canadian events management industry, this course is perfect for you. Similarly, if you've previously worked in the events industry and relocated to Canada, this course would be a great fit. If you're planning to move to Canada, and you're seeking to learn about the Canadian events management industry or want to apply for a job before you arrive, this course will be beneficial for you.

What will I gain by joining this course?

This course offers a wealth of advantages that you won't want to miss. Here are a few things you can expect to gain from your experience:

- A comprehensive understanding of the Canadian events management industry
- Guidance on interview and resume preparation
- Increased confidence to tackle the job market after you've received adequate preparation
- Vital start-up tips that can prove invaluable should you decide to start your own business
- Networking opportunities in the events sector
- Access to important materials and templates for planning and preparing all types of events

What is the time commitment required?

To succeed in this course, we recommend dedicating about three hours per week.

What is the payment structure?

Our early bird price runs till July 1st: one-time payment of \$310

Our regular price starts from July 1st: one-time payment of \$510

How do I enroll and register?

To enroll and register, you can either sign up through our sales and funnel pages or visit the Academy page on our website at www.eventssanctuary.ca.

What is your refund policy?

Since this is a new course, we are currently unable to provide refunds for purchases. Prior to signing up and completing payment, please take the time to review the terms and conditions.

Is this course accredited?

This course is not accredited yet, but it has been developed based on real-life experiences and scenarios from a 13-year career in events management. However you will receive a certificate of completion after the course.

What certifications do I get after the course?

At this time, there are no certifications available for this course. However, upon completion, you will be equipped to excel in the Canadian events management industry as a new immigrant.

How do we access the bonus workshops?

The bonus workshops are available for all. However, these workshops follow a different payment and format than our regular course. They include two two-hour online one-on-one coaching sessions. As a student of our course, you'll receive a 20% discount on these bonus workshops. Each bonus course costs \$150.

*** All quoted currency costs are United States Dollars**

Click here to enrol now!

General terms and conditions for our online courses: Standard Terms for the purchase of our online courses

These terms and conditions apply to services provided by The Events sanctuary Inc. Ottawa, Canada. (“The Events Sanctuary Inc.” or “we” or “us”). You may contact us at info@eventssanctuary.ca or +1 (613) 296-6768. These terms and conditions apply to the sale of our Online Course. Please read these terms and conditions carefully before purchasing our Online Course and print a copy for your records. For purchases via our funnel page or website, by clicking on the “Enroll” button you agree to the terms of this agreement which will bind you. If you do not agree to these terms and conditions you must cease to continue to purchase any Services from us.

1. Definitions

“Confidential Information” means information provided by one party to the other in written, graphic, recorded, machine readable or other form concerning the business, clients, suppliers, finances and other areas of the other party’s business or products, including, without limitation, the Course Materials, but does not include information in the public domain other than through the default of the party disclosing the information, information required to be disclosed by any court or regulatory authority, or any information already in the possession or control of the disclosing party.

“Course Materials” means the information provided by The Events sanctuary Inc. to accompany a course provided as part of the Services in hard copy or electronic form.

“Fees” means the fees paid by you to The Events sanctuary Inc. for the Services.

“Intellectual Property Rights” means copyright, rights in or relating to databases, patent rights, performers’ rights, designs and registered designs, trademarks, rights in or relating to Confidential Information and other intellectual property rights (registered or unregistered) throughout the world.

“Online Course” means the delivery by us of an online course pursuant to which you learn course materials remotely.

“Services” means the provision of the Online Course and/or the Course Materials together with such other services as agreed from time to time and purchased by you through any of our sales pages.

“Website” means www.eventssanctuary.ca or our funnel page

“You” means the individual purchasing the Services.

2. The Services

2.1. A description of the Services together with the dates on which the Services will begin are available on our Website. We will provide the Services with reasonable care and skill in accordance with the description set out on the Website.

2.2. We reserve the right to vary or withdraw any of the Services described on the Website without notice.

2.3 We expect you to confirm that the Services you are purchasing will meet your needs. We do not make any guarantee to you that you will obtain a particular

result, professional qualification or employment opportunity from your purchase and completion of any of the Services. We equally do not make any promises about helping you with immigration to Canada.

3. Ordering Services

3.1. In order to purchase the course on-line you must pay in full before getting access to the course.

3.2. When you place an order for a Service via the Website, you are offering to purchase the Services on these terms and conditions. The Events Sanctuary Inc. reserves the right to cancel or decline your order or any part of your order at any time until it has been confirmed in accordance with clause 3.4 below.

3.3. Following receipt by us of your order for Services via the Website we will contact you confirming receipt of your order.

3.4. A legally binding agreement between us and you shall come into existence when we have :

- (a) accepted your offer to purchase Services from us by sending you an email confirming the purchase; and
- (b) received payment of the relevant Fees from you in accordance with clause 5 below.

4. Cancellation and Variation

4.1. Subject to clause 4.2 below, where we have accepted / confirmed the Services being purchased by you and formed a legally binding agreement with you in accordance with clause 3.4 above, then you are permitted within 5 working days starting on the day after the date we have concluded our agreement in accordance with clause 3.4, to cancel your purchase of the Services. At this instance you will be scheduled for a future session as refunds and exchanges are not granted.

4.2. If you have purchased our Online Course and have already accessed, downloaded all or part of the Online Course and/or started to use our Online Course material then you shall have no right to cancel your order.

4.3. Notwithstanding clause 4.1 there is no other right to cancel or vary your purchase of Services and any other cancellation and / or variation of course dates will be at the entire discretion of The Events Sanctuary Inc.

5. Fees

5.1. The Fees for the Services shall be as set out on the Website at the time you placed an order for them.

5.2. Unless otherwise specified at the time you purchase the Services the Fees are inclusive of HST or other local taxes, the cost of some Course Materials and any delivery costs payable in respect of the delivery of Course Material to you.

5.3. Fees for the Service selected by you on the Website shall be debited from your credit / debit card at the time of purchase. Fees must be paid in full prior to you participating our Online Course for all students.

5.4. Any fees charged by your debit or credit card provider in connection with your purchase of Services are for your own account and The Events Sanctuary Inc. shall not be responsible for these.

5.5. You shall be responsible for all costs you incur in connection with your attendance or your access onto our Online Course.

6. Liability

6.1. No part of the provision of the Services shall be deemed to be, nor is it intended to be, nor should it be taken to be, the provision of investment advice.

6.2. Although The Events Sanctuary Inc. aims to provide the Services to the highest standards of the industry, neither it, nor its instructor accepts any liability for (i) any inaccuracy or misleading information provided in the programmes or Course Materials and any reliance by Client on any such information, (ii) any loss or corruption of data, (iii) any loss of profit, revenue or goodwill, or (iv) any indirect, special or consequential loss arising from any breach of the terms of this Agreement.

6.3. Except to the extent that they are expressly set out in these terms and conditions, no conditions, warranties or other terms shall apply to the Services. Subject to clause 6.5 no implied conditions, warranties or other terms apply (including any implied terms as to satisfactory quality, fitness for purpose or conformance with description).

6.4. Subject to clause 6.5 below, The Events Sanctuary Inc.'s total liability arising from or in connection with these terms and conditions and in relation to anything which we may have done or not done in connection with these terms and conditions and the delivery of the Service (and whether the liability arises because of breach of contract, negligence or for any other reason) shall be limited to the Fees received by us in connection with the relevant Online Course in relation to which a dispute has arisen.

6.5. Nothing in this Agreement shall exclude or limit The Events Sanctuary Inc.'s liability for (i) death or personal injury caused by negligence, (ii) fraudulent misrepresentation or (iii) any other matter which under Canadian law may not be limited or excluded.

6.6. No claim may be brought more than six months after the last date on which the Services concerned have finished or ceased to be provided by us.

7. Intellectual Property

7.1. All Intellectual Property Rights in the Course Materials, Online Course and the speeches made by the instructor at the Online Course are, and remain, the intellectual property of The Events Sanctuary Inc., whether adapted, written for or customised for the Client or not.

7.2. You are not authorised to:-

- (i) copy, modify, reproduce, re-publish, sub-licence, sell, upload, broadcast, post, transmit or distribute any of the Course Materials without prior written permission;
- (ii) record on video or audio tape, relay by videophone or other means the Online Course given
- (iii) use the Course Materials in the provision of any other course or training whether given by us or any third party trainer;
- (iv) remove any copyright or other notice of The Events Sanctuary Inc. on the Course Materials;
- (v) modify, adapt, merge, translate, disassemble, decompile, reverse engineer (save to the extent permitted by law) any software forming part of the Online Courses.

[Click here to enrol now!](#)



Brought to you by  The Events Sanctuary Academy

