The Job of an Event Planner

Even if you’ve never heard of an event planner, you can probably guess what one does. An event planner is a person who plans and coordinates all the details for an event, such as a party, conference, or festival. Many event planners work for businesses to set up large corporate events, while others work for private citizens or collaborate with community organizations to plan smaller affairs. Some event planners specialize in certain kinds of events, such as weddings, family celebrations, or even athletic competitions like charity runs and golf tournaments.

Being an event planner takes a lot of special skills. First and foremost, an event planner must be very well organized to ensure that every aspect of the event is under control. For example, when arranging a business convention, an event planner must consider the facilities available, food and refreshments, lodging for out-of-town participants, guest speakers, equipment needed for meetings, and much more. An event planner developing a charity ball, on the other hand, might choose a theme and décor, solicit donations from area businesses, organize a silent auction, and so forth. Keeping track of all these details requires superior organization. Event planners also need to be budget-conscious and excellent at communicating, since they spend a lot of time on the phone, e-mailing, and in meetings.

Event planning can be a demanding career, but for a person with the right set of skills, it can also be an exciting one. Many event planners love the variety in their job, the opportunities to meet new people, and especially the challenge of “pulling off” a complicated event without a hitch!