

EventPlanning.com

How To Become An Event Planner

“How do I become an event planner?” This is the most frequently asked question on our site. It’s a great question to ask and we’re happy to answer it.

Becoming an event planner is a fun, relatively secure and high paying job. According to the Department of Labor and Statistics, the events industry grows “faster than the average industry” and this is supposed to continue for years to come. According to research, the events industry is a \$500 billion dollar per year industry. Can you believe that!

If you think about it almost every company, organization and individuals hosts multiple parties and events every year. This presents a lucrative opportunity for those interested in entering the industry.

There are Two Types of Planners

Corporate Planners: Corporate planning includes planning for companies, associations, charities and clubs.

Social Planners: Social planning includes weddings, birthdays, anniversaries, parties, bar mitzvahs, holidays, etc.

If you are thinking of becoming an event planner, you probably know which of those two general categories apply to you. If you’re not sure you should figure out which appeals more to you first.

Skills Needed for Event Planning

As with all professions it is good to honestly assess what skills you are good at. Make a list of your strengths and weaknesses as this list will come in handy later.

Here are the main skills generally regarded as essential in the events industry:

- **Organization:** Proper organization of clients, meeting notes, ideas, tasks, responsibilities, people, vendors, venues and more are absolutely necessary to succeed.
- **Time management:** Similar to being organized but proper time management skills are another must because most events require many moving parts to function smoothly at the same time.
- **Hard work:** Planning events involves long hours and hard work. Be ready to roll up your sleeves and stretch your abilities.
- **Problem solving:** Clients rely on their planner to coordinate many vendors in one place. Sometimes things go wrong and it is the planner's job to find solutions to unexpected problems.
- **Communication skills:** Planners are constantly communicating with clients and all types of people so you must be able to communicate clearly and comfortably.
- **Style:** It helps to stay on top of styles and décor that are in. Things like event décor, layouts, outfits, styles, etc play a big role in some events.

Do not let this list intimidate you. If you are great at some of these skills but mediocre at others that is ok. You just have to make sure that if you are weak in one of these areas, you continually study that area to improve yourself. Being great at some of those skills can make up for certain weaknesses.

Education Requirements

There are no formal requirements to get into the events industry. Sometimes having a college degree can help you land a job with a company but so can industry certifications. The two most popular certifications are the CMP (Certified Meeting Professional) and the CSEP (Certified Special Events Professional).

What should you do now?

There are three main ways to enter the events industry:

1. Get a job as an event planner.

Many medium to large-size companies hire their own event planners. You can apply for one of these jobs. Of your three options, this is the option that most often looks for a college degree. The first thing to do is to fix up your resume and jump on Craigslist.com or Monster.com to see what jobs are available in your area.

In this role you would be responsible for things like:

- Holiday parties
- Retreats
- Board meetings
- Stockholder meetings
- Award ceremonies
- Executive trips
- Fund raisers
- Trade shows and conventions
- Seminars

2. Get a job with an event planning company.

Getting a job with an event planning company is a great option to enter the industry. Planning companies often times specialize in weddings, catering events, special parties, industry conventions, seminars, etc.

You can learn many valuable skills working for an event planning company since you will get such a wide range of experience.

3. Start your own business.

Starting your own event planning business can be extremely rewarding if you have experience or know exactly what your strengths are. As we mentioned earlier the events industry will continue growing so it should present you plenty of opportunities to grow your business.

When you start your own business you take your salary into your own hands. No one else tells you how much money you will make. Instead, if you do well you can make unlimited amounts of money. This can be very appealing to someone self motivated.

If you start your own business, it can take you several months to get paying clients so be sure you volunteer to help friends, family and local charities with their events to gain experience and build your portfolio. Reach out to local charities to help with their fund raisers, and your friends to help them with weddings and birthdays. You can take photos of your work at these events and add them to your portfolio. You will see your skills increase quickly by volunteering.

The event planning industry offers a stimulating way of life. It offers excitement mentally, physically, artistically and monetarily. If you love working under pressure, being creative and problem solving then this can be the perfect profession for you.

Visit www.eventplanning.com for more information.