

# FIVE ESSENTIAL EVENT PLANNING SKILLS

## ORGANIZATION

Throughout the event planning process, event planners have to balance a number of priorities including:

- ✦ Keeping vendor schedules and requirements on track
- ✦ Setting and meeting client expectations
- ✦ Managing the budget
- ✦ Coordinating people (including team members, vendors, suppliers, and clients)
- ✦ Marketing and promoting the event
- ✦ Directing day-of execution

## COMMUNICATION

Event planners have to communicate with many different people, such as vendors, sponsors, clients, team members, etc. Miscommunication can cause costly mistakes and delays which could throw off the entire event.

That is why the best event planners are effective communicators. They are able to convey information clearly so that each person understands their role and responsibility and the event runs smoothly and efficiently.

## BUDGETING

Event planning often involves multiple vendor proposals, invoices, and general expenses. As an event planner, your job is to not only keep those requests organized and ensure that all parties are paid on time but to also ensure that the event stays on budget and on schedule. Be savvy—the farther you can stretch your dollar, the better.

## NETWORKING

Event planning requires a broad network of event professionals. It is important to have solid networking and people skills to build strong ongoing working relationships. Networking makes event planning easier over time because you will have good relationships with vendors and other professionals you trust and can rely on to deliver a quality experience at your events.

## CREATIVITY

Finally, any good event planner needs to be creative and flexible. Despite all the planning and preparation that goes into an event, there will be surprises and challenges along the way. Your ability to problem solve and find creative solutions will be indispensable. Learning to set your imagination to work and step outside your comfort zone will help you make each event memorable.