

A photograph of a formal event space, likely a banquet hall or restaurant. The room is filled with long, dark wooden tables and white upholstered chairs. The tables are set with white linens, glassware, and bottles. In the background, there are decorative orange-colored lattice partitions. The lighting is warm and ambient. The text "HOW TO BECOME AN EVENT PLANNER" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

HOW TO BECOME AN EVENT PLANNER

TURNING IDEAS INTO UNFORGETTABLE EVENTS



BECOME AN *EVENT* PLANNER

Event planning is an exciting and dynamic career that offers endless opportunities to bring people together and create memorable experiences. Whether you're interested in planning weddings, corporate events, or parties, becoming an event planner requires a blend of creativity, organization, and communication skills. Here's a step-by-step guide to help you start your career in event planning.

START WITH A PLAN

Creating an effective workout plan is key to staying motivated and seeing results. Here's a balanced 4-week workout plan to get you started, combining strength training, cardio, and flexibility exercises.

This Health and Fitness Kit provides you with everything you need to embark on your fitness journey and achieve lasting results. With a solid workout plan, nutritious meal prep guide, fitness tracker, and the path to becoming a trainer, you're ready to take your health into your own hands.



Step 1: Understand the Role of an Event Planner

An event planner is responsible for organizing and coordinating all aspects of an event, from choosing the venue and managing vendors to overseeing logistics and ensuring the event runs smoothly.

Event planners work in various settings, including:

- Weddings and Private Parties
- Corporate Events and Conferences
- Non-Profit Events and Fundraisers
- Trade Shows and Exhibitions

To succeed in this role, you'll need to have strong organizational skills, an eye for detail, and the ability to work under pressure to meet deadlines.



Step 2: Get Educated

While a formal degree isn't always required to become an event planner, obtaining some level of education or certification can help you stand out in a competitive field.

Options for Education:

- **Event Planning Degree:** Some colleges offer specialized degrees in event planning or hospitality management, which can provide a solid foundation in business practices and event management techniques.
- **Certification:** There are various certification programs, such as those offered by the Meeting Professionals International (MPI), the Event Planning Association, or the Certified Special Events Professional (CSEP), which can improve your credibility and knowledge.
- **Online Courses:** Websites like Coursera and Udemy offer event planning courses that cover topics like logistics, budgeting, and vendor management.

While formal education is helpful, hands-on experience is equally important in this field, so make sure to gain practical experience as well.

Step 3: Gain Experience

Experience is essential in event planning, as it helps you learn how to handle various aspects of an event. Here's how you can start:

- **Internships:** Many event planning companies offer internships that allow you to work alongside experienced planners. This hands-on training is invaluable and gives you a real-world understanding of the job.
- **Volunteer:** Volunteering at events, like weddings or charity functions, can provide practical experience and help you build connections in the industry.
- **Start Small:** Consider organizing small events like birthday parties or local fundraisers for friends or family. This will help you get comfortable with the logistics involved and build a portfolio of your work.



Step 4: Develop Key Skills

Event planners must have a variety of skills to be successful. Here are a few essential ones:

- **Organization:** Event planners must juggle many tasks at once, from booking venues and handling budgets to coordinating schedules. Being highly organized will help you stay on top of everything.
- **Communication:** You'll need to communicate clearly with clients, vendors, and guests. Whether it's through email, phone calls, or face-to-face meetings, being a great communicator will help you establish relationships and prevent misunderstandings.
- **Problem-Solving:** Events rarely go exactly as planned. Being able to think on your feet and find creative solutions is a vital skill for any event planner.
- **Attention to Detail:** From decorations to schedules, details are everything. A great event planner pays attention to even the smallest elements that make the event special.
- **Time Management:** You'll need to manage multiple tasks, vendors, and timelines. Being able to prioritize and delegate effectively will keep everything on track.

Step 5: Build Your Network

Networking is crucial in the event planning industry. Establishing relationships with vendors, venues, and other event planners can help you secure better deals and create memorable events. Here's how to network effectively:

- **Attend Industry Events:** Go to event planning trade shows, conferences, and networking events to meet vendors, other planners, and potential clients.
- **Build a Vendor List:** As you network, start building a list of trusted vendors, such as caterers, florists, photographers, and DJs. These connections will be invaluable when planning events.
- **Join Associations:** Becoming a member of organizations like the Event Planning Association or MPI can help you stay updated on industry trends and connect with other professionals.



Step 6: Create a Portfolio

A strong portfolio is essential for showcasing your work to potential clients. If you're just starting, include any events you've planned (even if they were for family or friends), along with high-quality photos, client testimonials, and detailed descriptions of the services you provided.

As you gain more experience, you can update your portfolio to reflect larger, more professional events. Consider creating a website or social media presence to display your work and attract clients.



Step 7: Start Your Own Event Planning Business (Optional)

Once you've gained sufficient experience and have a strong portfolio, you may want to start your own event planning business. Here are the basic steps to get started:

1. Register Your Business: Choose a name for your business and register it with the appropriate local or state authorities.
2. Create a Business Plan: Outline your services, pricing, target market, and business goals to set yourself up for success.
3. Marketing: Start advertising your services through a website, social media, word-of-mouth referrals, and local advertisements.
4. Set Your Prices: Determine your pricing structure based on the type of events you plan to organize and the scope of your services.



Step 8: Stay Updated

The event planning industry is always evolving, with new trends, technologies, and tools emerging regularly. Stay ahead of the curve by:

- Continuing Education: Take advanced courses to deepen your expertise.
- Following Trends: Stay current with event trends by reading blogs, attending webinars, and following industry influencers.
- Using Technology: Incorporate event planning software or apps to streamline your planning process and offer clients more efficient services.

Becoming an event planner is a rewarding career that allows you to combine your passion for creativity with your organizational skills. Whether you're planning weddings, corporate events, or social gatherings, this guide provides you with the essential steps to get started. By gaining experience, building skills, networking, and continuously learning, you'll be well on your way to creating unforgettable events for your clients!

Top 50 Tools and Resources for Event Planners: Event Management Tools

Event planning involves managing numerous tasks at once, from coordination and budgeting to marketing and post-event follow-up. The right tools can help streamline the process and ensure that your events run smoothly. Here's a list of 50 essential tools and resources that every event planner should know about.

Eventbrite

Online ticketing and event management platform for creating, promoting, and managing events.

Cvent

Comprehensive event management software for planning, registration, and reporting.

Bizzabo

Event planning software for organizing events, networking, and engagement.

Whova

An event management and attendee engagement platform, including event apps and networking tools.

Top 50 Tools and Resources for Event Planners: Event Management Tools

Aventri

An end-to-end event management tool offering registration, event marketing, and analytics.

Social Tables

Event management software focused on event layout design, seating charts, and collaboration.

Meetup

Platform for organizing events, meetups, and networking opportunities, ideal for smaller or casual gatherings.

Splash

Event marketing platform designed to help planners create custom event pages, invitations, and manage guest lists.

EventMobi

A mobile event app platform for event planners to create custom apps for events, conferences, and meetings.

XING Events

Event management and ticketing software that integrates with XING social network.

Project Management Tools

Trello

Visual project management tool to track tasks and timelines for event planning.

Asana

Task management platform to organize, assign, and track event planning tasks and projects.

Monday.com

A flexible work operating system to manage workflows, timelines, and event planning tasks.

Basecamp

Project management tool for organizing event-related tasks, deadlines, and team communications.

ClickUp

A task and project management software that helps event planners manage deadlines and collaborative projects.

Wrike

Collaborative project management software with timeline views, task tracking, and file sharing.

Budgeting and Financial Tools

QuickBooks

Accounting software for managing finances, invoicing, and tracking event expenses.

Expensify

A tool for managing and tracking event-related expenses, including receipts and reimbursements.

Mint

Budget tracking software that helps event planners stay on top of their overall event budget.

Trello + Google Sheets

Combine Trello's visual task management with Google Sheets for simple event budgeting.

Budget

An online event budget management tool that helps planners organize and track expenses.

EventBudget

Online tool designed for managing detailed event budgets and tracking expenses.

Design and Layout Tools

Canva

User-friendly graphic design tool for creating event invitations, social media posts, and promotional materials.

Adobe Creative Cloud

Professional design software suite for creating high-quality event collateral, including flyers and posters.

Venngage

Infographic and design tool that helps create event brochures, flyers, and data visualization.

Social Tables

Event layout design software that helps planners create floor plans and seating charts.

Lucidchart

Visual collaboration tool to design flowcharts, event layouts, and maps for your events.

Fotor

Free and easy-to-use photo editing tool that can be used to design promotional event materials.

Event Marketing Tools

Mailchimp - Email marketing platform for sending event invitations, reminders, and updates to attendees.

Hootsuite - Social media management tool to schedule posts and track event promotions across multiple platforms.

Buffer - A social media management tool for scheduling posts and analyzing the success of social media event campaigns.

Sprout Social - Social media marketing software that helps you engage and analyze social media channels for event promotion.

Tailwind - Social media scheduling tool for Pinterest and Instagram, ideal for visually promoting events.

SendinBlue - Email marketing and automation platform for sending invites and promotions.

BuzzSumo - Content marketing research tool for finding popular topics and influencers to promote your event.

Eventchime - A marketing tool for creating event landing pages, managing email campaigns, and sharing event promotions.

Event Registration Tools

RegOnline - Event registration and management software for collecting registrations and ticket sales.

TicketTailor - Simple ticketing platform for events with customizable options for pricing and ticket types.

Tito - Event ticketing platform that offers easy customization for event registration and ticket sales.

Zkipster - Guest list management tool that helps event planners track invitations, RSVPs, and check-in.

RSVPify - Online RSVP and event registration tool with guest list management, meal preferences, and more.

Accelevents - Event registration, ticketing, and fundraising platform for virtual and hybrid events.

SignUp.com - The best FREE online planner. A tool for personal events, anything school related, carpool sign ups, and even potluck events! And MORE! Basically any event where you need people to pitch in and you want to keep it organized.

Communication and Collaboration Tools

Slack: Team communication tool that allows for organizing conversations, sharing files, and coordinating event planning tasks.

Zoom: Video conferencing tool for virtual events, meetings, and team check-ins during event planning.

Google Workspace: Collaboration suite for document creation, file storage, and communication.

Microsoft Teams: Collaboration software with chat, file sharing, and video conferencing features.

WhatsApp: Messaging platform for quick communication with event team members and vendors.

Basecamp: All-in-one collaboration and communication platform that centralizes team discussions, project management, and files.

Event Vendor Management Tools

HoneyBook

Client management and project management software that helps you keep track of vendors, contracts, and invoices.

Aisle Planner

A cloud-based tool specifically designed for wedding planners to manage vendors, timelines, and budgets.

These 50 tools and resources for event planners will help you stay organized, manage your time efficiently, and streamline every aspect of the event planning process. From managing budgets and marketing to collaborating with your team and managing guests, these tools will help ensure your events run smoothly and successfully.

Wedding Planning Checklist

12 MONTHS BEFORE

- ☐ Set a budget
- ☐ Make a guest list
- ☐ Choose bridal Party
- ☐ Hire a Wedding planner
- ☐ Decide style and theme
- ☐ Choose a venue
- ☐ Sample & select a caterer

11 MONTHS BEFORE

- ☐ Choose color scheme
- ☐ Hire photographer & videographer
- ☐ Hire band or DJ

10 MONTHS BEFORE

- ☐ Wedding dress shopping
- ☐ Invitations

9 MONTHS BEFORE

- ☐ Buy dress

8 MONTHS BEFORE

- ☐ Choose bridesmaids dresses
- ☐ Choose flowers

7 MONTHS BEFORE

- ☐ Book rehearsal dinner venue
- ☐ Choose music for ceremony
- ☐ Order decorations
- ☐ Hire officiant

6 MONTHS BEFORE

- ☐ Book transport for guests
- ☐ Book transport for you

5 MONTHS BEFORE

- ☐ Book honeymoon
- ☐ Book or rent mens tuxedos

4 MONTHS BEFORE

- ☐ Choose cake
- ☐ Buy wedding bands
- ☐ Hair & makeup trial

3 MONTHS BEFORE

- ☐ Choose guests favors
- ☐ Write vows
- ☐ Select readings

2 MONTHS BEFORE

- ☐ Dress fitting
- ☐ Pick up marriage license
- ☐ Break in wedding shoes

1 MONTH BEFORE

- ☐ Assemble gift bags
- ☐ Pay vendors in full
- ☐ Create Seating chart
- ☐ Venue walk-through
- ☐ hair color refresh
- ☐ Mani/Pedi
- ☐ Final Dress Fitting
- ☐ Practise vows out loud

NIGHT BEFORE

- ☐ Eat Healthy meal
- ☐ Drink Water
- ☐ Get a good nights sleep



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TASKS CHECKLIST

Period of time

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Birthday Party Planner

4 WEEKS TO GO

- Create guess list
- Select theme
- Book venue
- Create a program
- Activities & games
- Decide on decorations
- Purchase/make invitations
- Send/email invitations

2 WEEKS TO GO

- Purchase decorations
- Purchase program supplies
- Order birthday cake
- Book food catering
- Purchase favors

DAY BEFORE

- Confirm photographer
- Confirm food catering
- Confirm venue
- Package party favors
- Last minute shopping

PARTY DAY

- Set up decorations
- check the set up

DAY AFTER

- Write thank you letters
- Mail thank you letters

Party date: _____ **Party time:** _____ **Budget:** _____

Location: _____

Theme: _____

GUEST LISTS

Guest name:	Invite sent	#Attending	Thank you sent
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EVENT PLANNER

DATE _____ TIME _____

LOCATION

THEME

CONTACTS

TO DO LIST

PARTY SCHEDULE

REMINDER

PRIORITY

NOTES

PARTY PLANNING LIST



4 WEEKS +

- Select a date and time
- Decide on a theme
- Plan your guest list
- Determine your budget
- Hire a venue or host it yourself
- Book entertainment and extras
- Organise catering
- Invite your guests
- Hire to staff to help



3 WEEKS

- Plan the details
- Devise a schedule
- Place orders for cake, decorations
- Create a seating plan

1 WEEKS

- Follow up guest list
- Create a party playlist
- Confirm deliveries for the day

DAY BEFORE

- Pick up final decorations and orders
- Charge camera
- Double check list and finish pending tasks

ON THE DAY

- Decorate the venue
- Queue up party playlist
- Welcome guests
- Relax and enjoy

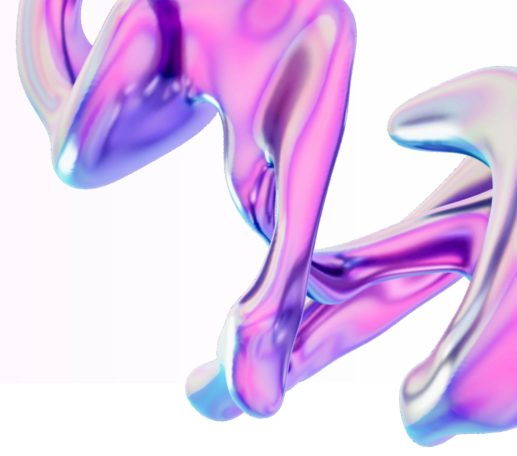
DAY AFTER

- Thank you notes
- Clean up
- Review photos



Checklist.

for Small Business Success



Develop a business plan

This should include your business goals, target market, competition analysis, financial projections, and marketing strategy.



Register your business

Determine your business structure and register your business with the appropriate state or local agency.



Create a website

Establish an online presence by creating a website that showcases your business and products/services.



Develop a marketing strategy

Determine the best ways to reach your target audience, whether it's through social media, print advertising, email marketing, or other channels.



Establish a social media presence

Create social media accounts for your business and regularly post updates and engage with your followers.



Develop a sales strategy

Determine how you will generate sales, whether it's through online sales, retail sales, or a combination of both.



Build a customer base

Develop a customer database and track customer interactions to build relationships and loyalty.



Manage finances

Establish a bookkeeping system, set a budget, and track expenses to ensure your business remains financially healthy.



Hire staff

Determine your staffing needs and hire employees as necessary.



Establish a customer service plan

Develop policies and procedures for addressing customer complaints and providing excellent customer service.