

Careers in the Real World

Event Planner



Event planners work with clients to plan special events such as weddings, conferences, recognition or awards ceremonies, sports events, fund raisers, charity events, birthday parties, anniversary parties, and more! Event planners may have their own business or work with a company. Many specialize in a certain type of event such as parties or weddings. Event planners must be in charge of all of the parts of the event such as the caterers, entertainment, lodging, flowers, decorations and more.



Event Planner Check It!

What do you think this career is about? Check off the spaces below and fill in your answers! Learn more at www.vaview.org or use other career resource books and web sites.



School Subjects needed: 1. What does someone with this career do? (Description)

- Math
- History
- Writing
- Reading
- Science
- Art
- Music
- Physical Education
- Health
- Foreign Language
- Computer Science
- Business Classes
- Government

2. Name some of the daily job responsibilities. (Duties)

Attributes

needed:

- Honesty
- Dependable
- Caring
- Patient
- Independent
- Shows Initiative
- Punctual
- Creative
- Motivated
- Responsible

Works with:

- Tools
- Computers
- Numbers
- Adults
- Kids
- Teens
- Animals
- Machines
- Vehicles
- Music
- Art Supplies
- Food
- Money
- Heavy Equipment

Places they could work:

- City
- Country
- Foreign Countries
- Beach
- Mountains
- Mall
- School
- Medical Center
- Park
- Theatre
- Forest
- College

What hours do you think someone with this job would work?

- Days
- Nights
- Weekends
- Mon-Friday
- Part Time
- Full Time
(33+ hours per week)

Skills needed:

- Teamwork
- Problem Solving
- Organization
- Communication
- Leadership
- Computers
- Writing
- Math
- Reading

Real World Stats

Event Planner

Go to www.vaview.org to fill out the information below or use other career resource books and websites.



Career Family: _____

Description:

Blank area for description.

Education needed:

- ___ No High School Diploma
- ___ High School Diploma
- ___ On the job training
- ___ Certification
- ___ Career and Technical Training
- ___ Apprenticeship
- ___ 2 year Associate Degree
- ___ 4 year Bachelor's Degree
- ___ Master's Degree
- ___ Doctorate Degree
- ___ Other

Duties:

Blank area for duties.

Average Salary per year:



Blank area for average salary.

Job projections: (check one)

___ increasing



___ decreasing



___ staying the same



Special Requirements:

(check it out on www.vaview.org)

___ None listed

___ You must meet the following requirements:

Blank area for special requirements.



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Write about a typical day for an event planner. Include the time to start work and when work ends, people to interact with, tasks to be completed, and possible problems that may arise during the typical day. Go to www.vaview.org to learn more.



Dollars and Sense: That's what it takes to be a successful event planner.

Event planners always work on a budget. They must try to create the best from the amount of money that the client specifies. Therefore, event planners work with math every day when planning events. The event budget sample listed below shows some of the services or items that event planners may use in their work. Depending on the event, the items and services may differ. An important factor is where the event is taking place. If the event is taking place outside, event planners must secure an inside location in case of rain, which should also be added to the budget. Other things that event planners must consider are: rental fees for the event location, the amount of people expected to attend, decorations, food options, etc.

Event Budget for [Event Name]			
Expenses			
Total Expenses		Estimated	Actual
		\$700.00	\$200.00
Site		Estimated	Actual
Rent and hall fees	\$500.00		
Site staff			
Equipment			
Tables and chairs			
Totals	\$500.00	\$0.00	
Refractions		Estimated	Actual
Food			
Drinks			
Linens			
Staff and gratuities			
Totals	\$0.00	\$0.00	
Decorations		Estimated	Actual
Flowers	\$200.00	\$200.00	
Candles			
Lighting			
Balloons			
Paper supplies			
Totals	\$200.00	\$200.00	
Publicity		Estimated	Actual
Graphics work			
Photocopying/Printing			
Postage			
Totals	\$0.00	\$0.00	
Miscellaneous		Estimated	Actual
Telephone			
Transportation			
Stationery supplies			
Tax services			
Totals	\$0.00	\$0.00	
Program		Estimated	Actual
Performers			
Speakers			
Travel			
Hotel			
Other			
Totals	\$0.00	\$0.00	
Prizes		Estimated	Actual
Ribbons/Purses/Trophies			
Cafe			
Totals	\$0.00	\$0.00	



Many events such as professional conferences and fund raisers also have admissions costs, and sell ads in programs to businesses and individuals, sell spaces to vendors to display and sell merchandise, and also sell items to promote the event like t-shirts, cups, pencils, etc. Check out this example below of the items listed to generate income at the event.

Event Budget for [Event Name]

Income

	Estimated	Actual
Total Income	\$1,936.00	\$1,831.00

Admissions

	Estimated	Actual
Adults @	300	278
Children @	197	195
Other @	42	51
	\$5.00	\$1,390.00
	\$2.00	\$390.00
	\$1.00	\$51.00
	\$1,936.00	\$1,831.00

Ads in program

Covers @			\$0.00
Half-pages @			\$0.00
Quarter-pages @			\$0.00
			\$0.00

Exhibitors/vendors

Large booths @			\$0.00
Med. booths @			\$0.00
Small booths @			\$0.00
			\$0.00

Sale of items

Items @			\$0.00
			\$0.00

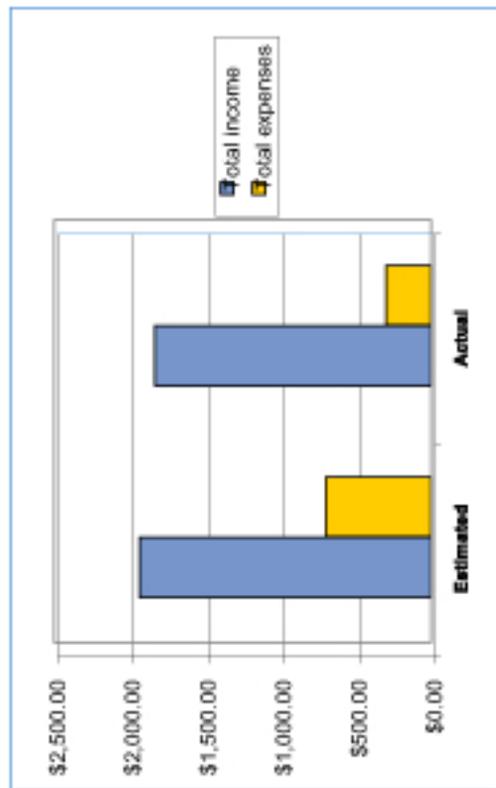
Successful event planners stay on budget and accomplish goals by raising money for fund raisers. This Profit-Loss Summary details the estimated costs and expenditures compared to the actual costs and expenditures. Use this form below as a model to calculate information from your own event.

Event Budget for [Event Name]

Profit - Loss Summary

	Estimated	Actual
Total income	\$1,936.00	\$1,831.00
Total expenses	\$700.00	\$300.00

Total profit (or loss) \$1,236.00 \$1,531.00



Many events are benefits, fund-raisers, and some are non-profit. The items listed below give you a guide of things to consider when planning your own event. Use the guide below to fill out the relevant information to assist you in successful event planning. Then move on to the next page to find out how to generate income during your event.

Event Budget for [Event Name]

Expenses

	Estimated	Actual
Total Expenses		
<hr/>		
Site	Estimated	Actual
Room and hall fees		
Site staff		
Equipment		
Tables and chairs		
Totals		
<hr/>		
Decorations	Estimated	Actual
Flowers		
Candles		
Lighting		
Balloons		
Paper supplies		
Totals		
<hr/>		
Publicity	Estimated	Actual
Graphics work		
Photocopying/Printing		
Postage		
Totals		
<hr/>		
Miscellaneous	Estimated	Actual
Telephone		
Transportation		
Stationery supplies		
Fax services		
Totals		
<hr/>		
Refreshments	Estimated	Actual
Food		
Drinks		
Liners		
Staff and gratuities		
Totals		
<hr/>		
Program	Estimated	Actual
Performers		
Speakers		
Travel		
Hotel		
Other		
Totals		
<hr/>		
Prizes	Estimated	Actual
Ribbons/Plaques/Trophies		
Gifts		
Totals		

Many events such as professional conferences and fund raisers also have admissions costs, and sell ads in programs to businesses and individuals, sell spaces to vendors to display and sell merchandise, and also sell items to promote the event like t-shirts, cups, pencils, etc. Fill out this sheet below to indicate ways to generate income at your event.

Event Budget for [Event Name]			
Income		Estimated	Actual
Total income		\$0.00	\$0.00
Admissions			
	Estimated	Actual	Actual
	Adults @		
	Children @		
	Other @		
Ads in program			
	Covers @		
	Half-pages @		
	Quarter-pages @		
Exhibitors/vendors			
	Large booths @		
	Med. booths @		
	Small booths @		
Sale of items			
	Items @		

Successful event planners stay on budget and accomplish goals by raising money for fund raisers. This Profit-Loss Summary details the estimated costs and expenditures compared to the actual costs and expenditures. Use your event plan to calculate the information below. Create a graph to display your results.

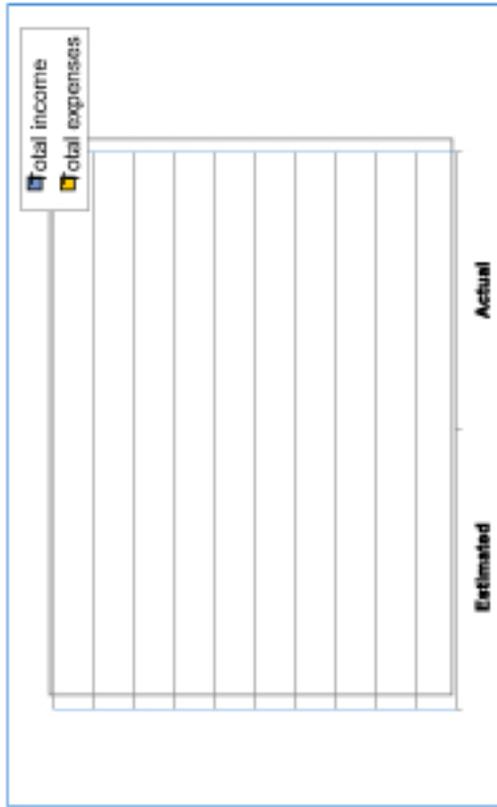
Event Budget for [Event Name]

Profit - Loss Summary

	Estimated	Actual
Total income	\$	\$
Total expenses	\$	\$

Total profit (or loss)

Summarize your results here:



Careers in the Real World

Event Planner What Do you think?



1. Are you interested in this career? Yes No Maybe

2. What do you think is the best thing about this career?

3. What do you think is the worst thing about this career?

4. What is the most important thing this career does for others?

5. What parts of this career match your interests, hobbies, strengths, and or goals?



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Virginia Standards of Learning met by this activity series:

Grade 7:

Mathematics: 7.1, 7.4, 7.5, 7.6, 7.16, 7.18, 7.19,

English: 7.1, 7.4, 7.6, 7.7, 7.8, 7.9,

Grade 8:

Mathematics: 8.1, 8.3, 8.1 1, (*8.13, *8.14, *8.17,

English: 8.1, 8.2, 8.6, 8.7, 8.8,

Grade 9:

English: *9.2, 9.4, 9.6, 9.7, 9.9

Other subject areas:

Algebra I: A.1, A.3, A.4,

Probability and Statistics: PS2

Computer Technology Grades 6 - 8

C/T 6.8.1, C/T 6-8.3, C/T 6-8.5, C/T 6-8.6, C/T 6-8.7,

Computer Technology Grades 9-12

C/T 9-12.3, C/T 9-12.6, C/T 9-12.7, C/T 9-12.8,



Virginia Standards of Counseling Programs:

Career Development: Grades 7 & 8

MC1: Identify the relationship of course content, educational achievement, and career choices,

MC2: Identify personal preferences, skills, and interests that influence career choices and success

MC3: Understand the effect of career choices on the quality of life

MC4: Understand the behaviors such as punctuality, courtesy, proper dress and language, and hard work are essential to success in the job market,

MC5: Demonstrate understanding of the education and training needed to achieve career goals,

MC6: Demonstrate employability skills such as individual initiative, teamwork, problem solving, organization, and communication

MC7: Use skills to locate, evaluate, and interpret career and educational information, and

*SOLs are met by "Learn More" activities

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Virginia Standards of Learning met by this activity series: (Std.)

Personal/Social Development:

MP7. Understand how character traits, interests, and abilities, and achievement relate to attaining personal, educational, and career goals.

Career Development: Grades 9-12

- HC1. Understand the value of ethical standards and behaviors in education and the workplace,
- HC2. Understand how changing economic and social needs influence employment trends and future training,
- HC3. Understand how work and leisure interests can help to achieve personal success and satisfaction,
- HC8. Demonstrate skills involved in locating, using, and interpreting a variety of career and educational resources, including the Internet,
- HC10. Demonstrate knowledge of the current job market trends, and
- HC11. Apply decision making skills to career planning.

Personal/ Social Development: Grades 9-12

HP2. Understand when and how to utilize family, peer, school, and/or community resources

History and Social Science Standards of Learning:

Civics and Economics:

- CE9. The student will demonstrate knowledge of how economic decisions are made in the marketplace by:
- a) applying concepts of scarcity, resources, choice, opportunity cost, price incentives, supply and demand, production, and consumption;
 - c) describing the characteristics of the United States economy, including free markets, private property, profit, and competition,
- CE12. The student will demonstrate knowledge of career opportunities by:
- a) identifying talents, interests, and aspirations that influence career choice;
 - b) identifying attitudes and behaviors that strengthen the individual work ethic and promote career success,
 - c) identifying skills and education that careers require;
 - d) examining the impact of technological change on career opportunities

*More learning and exploring ideas include:

1. Interview an event planner, wedding planner, or someone at school that plans proms, banquets, etc.
2. Visit sites in your area that hold events such as a civic center, community center, fairgrounds, etc. Ask about the rates for renting these facilities. Determine which facilities provide the most benefits for the least amount of money.
3. Volunteer to assist with planning an event in your school, at church, at a community center, YMCA, or other area. List the responsibilities you have in planning the event. Keep a journal of each task and how you accomplish the task.
4. Create a story about an event real or imagined.
5. Describe a time when you attended a planned event. What did you like most about the event? What did you like the least? How would you improve the event?