



HOW TO SELECT AN EVENT PLANNER AND MAKE YOUR EVENT FABULOUS!

More than anything else, throwing a party becomes an exhausting exercise for the person setting up the event. Whether it is an official event or a personal party, the countless details are taxing on nerves. Paying an event planner is the intelligent thing to do if cost cutting is not an immediate concern for you.

Basically, even on minimal budgets you could be able to hire an event planner owing to the deals an event planner can provide. For instance, on food. On your own, you could spend seriously more than what an event planner might be able to work out for you from his/her regular vendor!

The success of your event largely depends on your choice of the event planner. Any event is a congregation of a lot of ingredients. You need to find a person who specializes in your needs and will bring those specific elements together for you. When choosing an event planner, keep the following things in mind:

1. Safety in numbers: Call up a few event managers and ask them all for quotations and references. Not only is it good to have other options but the list will also give you a fair idea of price levels and pricing.
2. Referrals: it is a good idea to get references and check on them yourself. Speak to a few customers of the prospective planner and get a feel for their competence levels.
3. Certificates: Look for a certified planner. It helps to know that the planner has put in the attempt to get himself/herself certified! A certificate will also mean a basic level of competence and a person who is has been trying to keep up to date in his or her industry.
4. Similar successes: Look for someone who has considerable experience in organizing similar events. It would be foolhardy to entrust your make-break conference with a kids party planner!
5. Resumes: Ask for resumes and see the courses that the planner has been taking to keep up. Many courses equip managers with an adequate amount of knowledge to deal with strategic value of meetings, incorporate themes in business meetings to better focus the event, and how to deal with business hierarchy and dictum. It is essential that the planner understand the environment you are asking him/her to work in, and should be able to adapt to variables in that environment. To start, a panicky mother of the bride!
6. Dont take chances: Always ask for written proposals and make sure you understand what the proposal says and the terms of payment. Make payment in installments and try to work out the deal in such a way that the last payment is made after the close of the event. Spend time with the planner to discuss your requirements and ensure that the proposal covers base. Moreover, check that the planner can be open to all your needs including food, beverages, seating, and accommodation if required. Think ahead and give detailed specs.

Choice of the planner is almost as delicate as organizing the whole event yourself. Remember to not forget to inspect the planners network of vendors. This could be the one thing that can backfire when you think you have everything under control!