

Event planning is project management for events that requires organization, creativity, problem-solving, finance and marketing know-how and skills. Events can range from social, corporate and marketing, festivals, meetings/conventions and trade shows. All industries manage events while others have a focus on events like wedding planning or tours. Job roles can include Tradeshow Manager, Audio Visual Sales Manager, Convention Sales and Catering Sales Manager.

Throughout this Expedition, you will LEAD YOUR LEARNING by fully engaging with the resources and activities. You will be asked to -

- **REFLECT** about your skills, learning goals, and purpose
- **STRETCH** your knowledge and skills through active learning
- **INNOVATE** and iterate solutions for real-world challenges
- **SHOWCASE** your innovations and learning in a dynamic way



We encourage you to utilize our [Expeditions Idea Book](#) as you navigate this Expedition as a resource and space to get your creativity flowing, organize your ideas and research, and share your innovations and reflections.



*This briefcase icon indicates an opportune time to have a conversation with a mentor or local business leader to discuss industry trends, ideate solutions, solicit feedback, and/or present your project. (Speak to your educator if you need support making contact.)*

## REFLECT

As you hear from [Elizabeth Martin, a Marriott events expert](#), think deeply on these questions:

- What excites you about the event industry?
- What skills or traits would help you succeed in a career in event management?
- As you watch the video, what characteristics mentioned do you see in yourself?



## A CAREER IN EVENT MANAGEMENT: HOW TO BE FUTURE READY?

Start preparing for a career in event management by embracing opportunities to -

- focus on pre-event tasks like concept development, design, and vendor coordination
- plan events using your creativity, organization, logistical and technical knowledge
- collaborate with a team to ensure that events are executed smoothly



detail-oriented, organization, thorough communication, creative thinking, problem solving, budget management

two- or four-year degree from an accredited university in Hotel and Restaurant Management, Hospitality, Business Administration, or related major

create event documentation, provide exceptional customer service

a hotel, corporation, association, nonprofit, and almost all major companies who hold/host events

SKILLS NEEDED

EDUCATION & CERTIFICATIONS

JOB DUTIES

WORKPLACE

CAREER OPPORTUNITIES

basic knowledge of event execution, people management, desire for customer service & satisfaction

high school diploma or GED, two years experience in event management, food & beverage or similar field

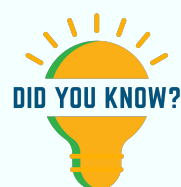
collaborate to execute memorable events; manage event logistics, coordinate with vendors, monitor timelines

a hotel, destination management company, catering company, large venues (e.g., concert hall, arena, stadium, museum, restaurant)



## REFLECT

- What about event management is of interest to you?
- Which career opportunity intrigues you more and why?



CHECK OUT THE NEXT PAGE FOR OTHER EXCITING EVENT MANAGEMENT ROLES!

## WHAT IS A PROFESSIONAL EVENT PLANNER?

An event planner is a creative professional with excellent communication and organization skills who ensures meetings and conventions are planned, organized, and executed successfully. They work with their clients to understand their vision and requirements, and then they handle a variety of the tasks. Tasks can include selecting venues, managing budgets, arranging decorations, coordinating vendors, and ensuring that every detail runs smoothly on the event day.

## WHY A CAREER IN EVENT PLANNING?

This career offers the opportunity for self-expression and the use of organizational and interpersonal skills. Event planners can specialize in many types of events from weddings to conferences, depending on their interests.

## STORYTELLING IN EVENT PLANNING

Storytelling in event planning is the art of using a theme or narrative and integrating it to different elements of an event, like graphics, activities, and messages. Just like a story has a beginning, middle, and end, event storytelling creates an impactful experience for attendees, making them feel connected, excited, and immersed in the event's purpose.



Watch the “Science of Storytelling” and ask yourself – ‘How can I incorporate storytelling into my event?’



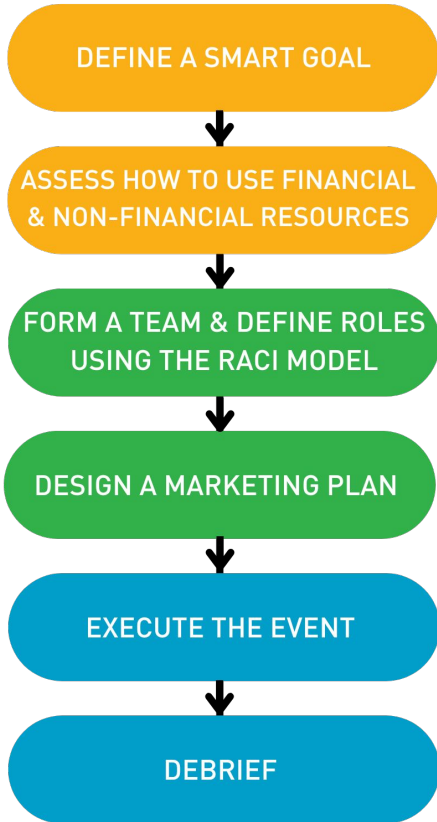
## REFLECT

As you think about your a career in event planning, consider the following questions:

- What kinds of professionals or organizations would you collaborate with to plan and execute events?
- What role do event planners play in an organization’s mission?
- What skills and knowledge are key to a successful career in event planning?

**STRETCH**

There are several important stages involved in planning an event:



**SET A SMART GOAL**

It starts with defining a SMART goal - a goal that is Specific, Measurable, Achievable, Relevant (are connected to broader goals), and Time-bound (has a timeframe).

**USE THE R.A.C.I. MODEL**

An event is a type of project that utilizes processes and resources and has clear start and end date. A successful event requires a team with a defined role for everyone. The RACI model is one tool used for many industries including event planning in which projects have to be managed.

<b>RESPONSIBLE</b>	The doer; they complete tasks and subtasks.
<b>ACCOUNTABLE</b>	The supporter to the Responsible person who steps in to complete tasks as needed.
<b>CONSULTED</b>	The person who has information needed to complete tasks.
<b>INFORMED</b>	The person who needs to know about the start and completion of tasks and about the challenges and encountered.

**DEBRIEF THE EVENT**

Even after the event occurs, the work is still not over. How do you know if it was successful? Consider gathering metrics to determine if you met your goals. Here are some ideas to get you started:

<b>RETURN ON INVESTMENT (ROI)</b>	If the purpose was to raise money, how much did you spend versus generate?
<b>DURING AND POST EVENT SURVEYS</b>	What did attendees see is the value of the event?
<b>ATTENDEES</b>	How many attendees did you expect versus how many attended?
<b>ENGAGEMENT &amp; INTERACTION</b>	Did your attendees share, comment, or like social media posts of the event? Did they attend different activities within the event?

STRETCH

Expand your knowledge and skills by trying some of these activities:

- Check out this article: [School Event Ideas - A Guide on Organizing and Promoting Successful School Events](#)
- Consider entering an FBLA competitive event: [Introduction to Event Planning](#)
- Bolster your skills through [Google's Applied Digital Skills](#):
  - [Plan an Event](#)
  - [Plan and Promote an Event](#)
  - [Create a Guide to an Area](#)



Is there a skill you would like to further develop? Consider collaborating with your educator to invite a venue manager or event planner to host a Skills Workshop (virtually or in-person). [Here is a resource](#) to help your industry volunteer before, during, and after a Skills Workshop.



Check out these YouTube videos from Marriott:

- [Begin Your Journey With Marriott](#)
- [A Day in the Hotel Industry](#)



## INNOVATE

Identify an event you can plan and execute at your school or in your community...then plan it!

**STAGE 1:** Brainstorm and decide on an event that you would like to plan. You don't have to host it (unless you want to); the main goal is to gain the experience of planning the event.

(It could be prom, a class competition, curriculum night, a college tour, a club inauguration ceremony, a fundraiser...you name it.)

**STAGE 2:** Create vision boards to share your ideas, detailing each step, and what the event might look and sound like. Are there nuances to your event that could be included like technology, entertainment, props, supplies, etc.? (This becomes your storyboard to share during your pitch.)

**STAGE 3:** Choose one (or more) of the following to support the planning of your event:

- Develop **a budget** and indicate where your spending would occur (decorations, security, venue rental, etc.).
- Create a **tech plan** to help your event be the best it can be. (Would you need an app, sound system, computers, lighting, etc.)
- Create a **project plan** that identifies different steps to take to host the event. What needs to be done? By whom (RACI, page 4)? By when? (This should include action steps for before, during, and after the event.)

**STAGE 4:** Gather your ideas, visuals, etc., and put it together to create **a pitch deck** to share with an audience.

*Why not plan a showcase where you and your peers can share presentations with staff, administration, parents, and students, or for a panel of industry professionals?*





## SHOWCASE

Share your project with an audience in one (or more) ways:

**CHOICE 1: Present your event to:**

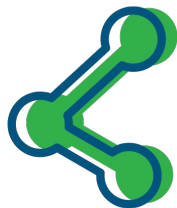
- advisory board members, industry partners, or your mentor for feedback and insight
- your school administration or student council (in case they might use your ideas)
- the parent-teacher-student association during one of their meetings

*(Regardless of your choice, provide time for a Q&A session.)*

**CHOICE 2: Share what you learned in this Expedition in your digital portfolio, website, social media campaign, or a blog (like [Bulb](#) or [Google Sites](#)), then share it with an audience.**

*We'd love it if you tagged @nafccareeracads!  
(Before you post, however, be sure to get your educator's permission on the content and the platform you plan to use.)*

**CHOICE 3: Convert your project into a competition entry. Check your local or regional fair, students organizations, etc., for events where you can enter your improved experience?**



**STUDENTS, SHARE YOUR INNOVATION!**

NAF would love to see your creation! After you get your educator's permission, submit yours [HERE](#). We may even highlight you on social media!

*(We WILL NOT share your work without your educator's and your approval.)*