

*SO
YOU
THINK
YOU
CAN*

PLAN?



So You Think You Can Plan is a session that will prepare you for the common questions that will be asked by your students on whether they should pursue the career path of an event planner. Today we are going to give you a glimpse of what we've studied and the experiences that have advanced us to be where we are today.

SO who are we?

Melissa Juliano Donaldson

The University of Alabama at Birmingham (UAB)
Event Specialist

Hometown: Birmingham, AL
College: University of Alabama
Degree: Event Planning and Art History

Experience:

Kathy G. Catering Company
University Club
UAB National Alumni Society
UAB University Events Team



"The final product is always a piece of art."

Gabriele Matthews

The University of Alabama at Birmingham Alys Stephens Performing Arts Center
Catering Coordinator

Hometown: Chicago, IL

College: Auburn University

Degree: Hotel and Restaurant Management with
Business Minor

Experience:

Lennox Suites Hotel

The Hotel at Auburn University

Hilton Nashville (Downtown)

Hilton Birmingham

UAB University Events Team



"I believe that hospitality can be the catalyst for change in the world."

So what is...



event planning?

Event planning is the process of managing a project

- *Meeting*
- *Convention*
- *Tradeshow*

- *Ceremony*
- *Party*
- *Team Building Activity*



Includes:

- Budgeting
- Establishing Timelines
- Reserving Event Sites
- Menu Planning
- Coordinating Transportation
- Developing Theme
- Arranging Activities
- Arranging Equipment and Facilities
- Developing Contingency Plans



In short... **We see the vision and make it a reality.**



Glamorous side in event planning is the energizing art of choreographing people and activities in order to create a show that creates memories of a lifetime. Designing and producing an event, whether it's a meeting, corporate event, fund-raiser, tradeshow or any other event, is in many ways comparable to directing a live stage performance. An added bonus, for those who love to travel, it provides an amazing opportunity to travel to luxurious hotels, interesting new places and meet speakers and attendees from around the world.





“Behind-the-scenes” side is the stressful work in planning meetings or events. Planners must multi-task on several things at one time, face numerous deadlines, and orchestrate the activities of many diverse groups of people. Meeting planners may need to travel extensively to attend meetings and to visit prospective meeting sites. Work hours can be long and irregular, and working more than 40 hours per week is fairly common, especially during the time leading up to an event and wrapping up after the event. Finally, be prepared for some physical activity. There will be long hours of standing and walking, carrying of boxes of materials, and is just the beginning!



*So how do you become
an event planner?*

There are many ways to become an event planner. Though each story may be different, here are two easy steps to starting the process.

STEP ONE: Earn a Bachelor's Degree

Event planning, including meeting and convention planning, has become more complicated, so many employers prefer to hire four-year college graduates, according to the U.S. Bureau of Labor Statistics.

STEP TWO: Gain Planning Experience

Many event planners start out in another job or organization, planning smaller events, such as meetings and discussions. Administrative assistants, for example, may assume meeting planning responsibilities in addition to their normal duties. Aspiring event planners also may enter the field in related occupations via internships and shadowing to build experience and advance to a planner role.



Earn a Bachelor's Degree

Typical Coursework:

Introduction to Hotel, Restaurant Hospitality
Professional Development
Global Consumer Culture
Casino Management
Hospitality Law
Catering Operations Management
Hospitality Financial Management
Hospitality Marketing
Event & Wedding Coordination
Hospitality Etiquette
Science of Quality Service in Hospitality
Convention Management Services

Internships:

Disney College
ESPN
Law Firms
Athletic Departments
Wine/Beer/Food Distributors
Hospitals
Museums
University Events
Club Managers Association of America (CMAA)

Additional Benefits:

Study Abroad Programs
Specialize Certifications



Gain Planning Experience

Hospitality-Related Jobs:

Administrative Assistant

Servers

Reservations Representative

Catering Coordinator

Housekeeping

Marketing Coordinator

Group Sales Coordinator

Guest Services Representative

Cook/Chef

Concierge

Valet Attendant

Sales Coordinator

Special Events Coordinator





*So what are some personality
traits of an event planner?*

Event planners are...

Creative

Customer Service Oriented

Organized

Multi-Taskers

Time Management Focused

Problem Solvers

Budgeters

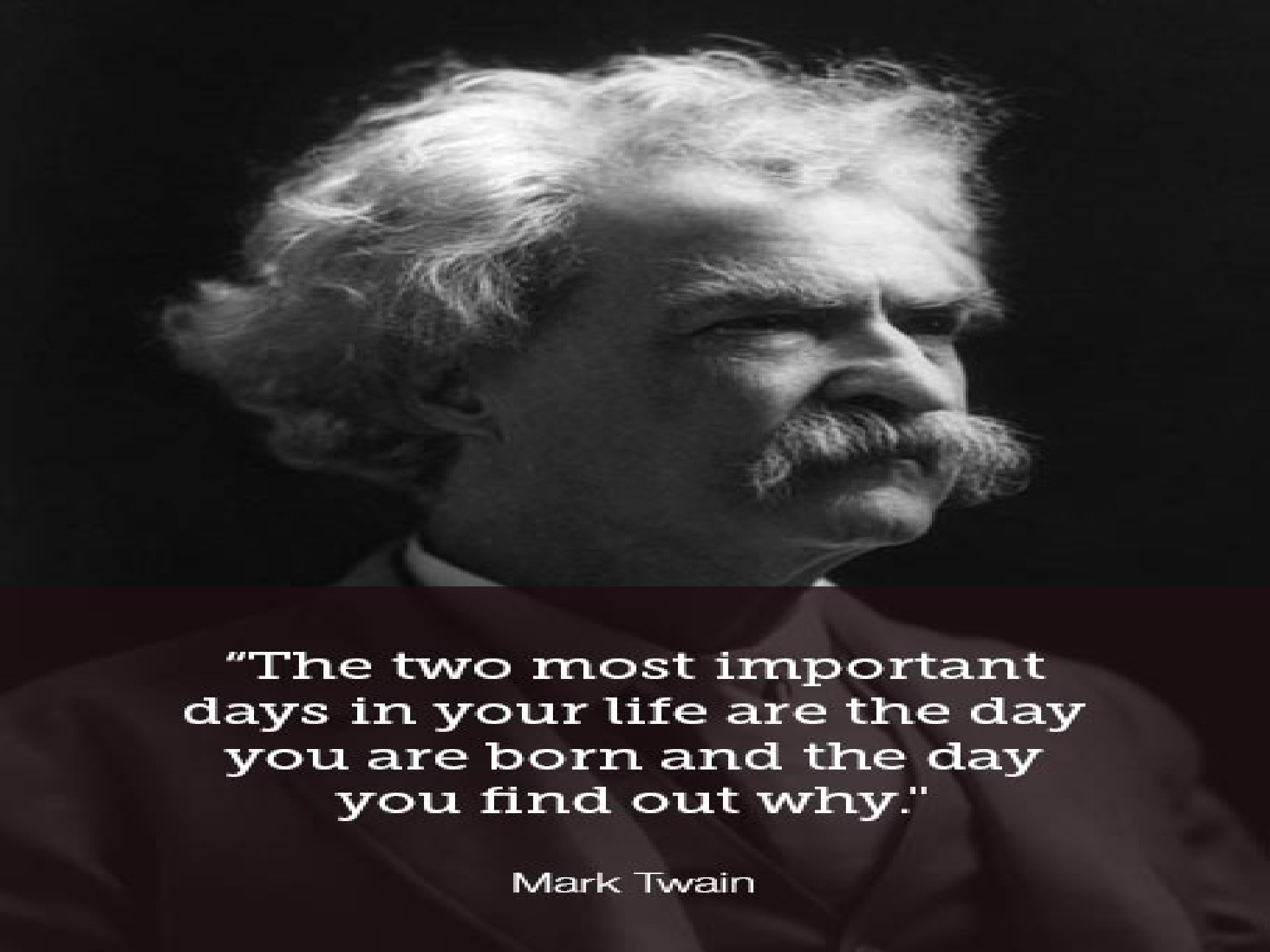
A "People Person"

Eloquent Speaker

***Our
stories...***



*So do you think you can **plan**?*

A black and white portrait of Mark Twain, showing his characteristic wild, white hair and a prominent mustache. He is looking slightly to the right of the frame. The background is dark, making his features stand out.

**"The two most important
days in your life are the day
you are born and the day
you find out why."**

Mark Twain



ANY QUESTIONS?