

1. Explain the duties and responsibilities of an Event planner/ Coordinator.

First and foremost an Event planner has to have great communication skills, impeccable time management and a keen eye for detail. The responsibilities of the individual include researching of venue, making arrangements for transportation to and from said events, coordination and delegation of staff and evaluation of site.

For example

: Evacuation procedures

: Health and Safety

Pre planning in the event of any incidents is also a fantastic quality to have, based on Murphy's Law "whatever can go wrong, will go wrong." More often than not events can and do run smoothly however it pays to have a cool head under pressure and the ability to deal with difficult situations.

2. Outline the main tasks involved in event planning.

Pre Planning of any event means that from start to finish your vision and hard work has paid off, you have been there from inception to formation to completion, whether it be listing all the event activities for instance seating arrangements, staffing and time management to budgetary requirements and invitations to the events.

Paperwork is also a huge part of event planning, public liability insurance, receipts for invoicing, transport hire, furniture hire...I could go on however paperwork covers the event planner and leaves a paper trail that can be followed in case of incidents.

3. What are the five W's in event creation and what is their importance when planning an event?

- Why are we putting on this event?

Very simple and if you can't answer this question it's all downhill from here. As an event coordinator it's your job to find meaning in what you do and find the talent required for the task at hand

- Who do we want to come to the event?

Having the knowledge to reach your target audience who will be attending the event and who will become the bases of your marketing plan, obviously if you are setting up a car show your key demographic is to reach out to car lovers, your key bases is to push your brand.

When is the best time to stage an event?

Hosting Henley Regatta...Middle of winter you say? Nah that isn't for me.

Your clients will want to attend events suited to the product or the message you are putting out into the wide world so an outdoor excursion into the Scottish highlands to promote summer wear isn't the way forward.

*Where is the best place to stage events?

Location! Location! Location! Not just a show on daytime television, the right location can make or break an event from the get go, corporate buyers show up to a derelict shed and are already making excuses to leave early, more often than not people enjoy creature comforts. Warmth, safety, perhaps a roof and the knowledge that they aren't walking into a death trap!

- What concept or idea will best serve the purpose of the event?
Testing out thermal coats? Perhaps an event outside or even better a visit to a local ice bar that does food, after brainstorming and judging the attractiveness of the ideas on offer you can then move onto a plan and then beginning of getting the ball rolling for your event.
- 4. How should an Event Planner evaluate a venue to make sure that it best serves the events requirements?

Logistically speaking, as an Event planner we are all looking for the best solution for our needs and that of the client, whether it be dietary requirements, correct lighting, hearing loop or anything else our client requires, we are looking for the best outcome and repeat business be it word of mouth from testimonials or block booking.

Safety is also a HUGE part of any event, if the client doesn't feel safe and informed then why would they stay and risk it all for you event?

- 5. An event planner is a person with appropriate skills for making timely decisions
Discuss.

Circling back to Murphy's Law, its better to plan for the worst and hope for the best
As an event coordinator you are the figure head of your brand and if you decide to throw a table due to the entrees being out of date you are portraying a brand that cannot deal with minor issues so how could you deal with major issues?
To quote Rudyard Kipling,

"If you can keep your head when all about you
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too"

You are the first line of contact and the last to leave, you are the person pushing to see the bigger picture and to reach the end goal of a perfect event. As an Event Planner you should be highly motivate and constantly striving for more, pushing yourself harder and longer then you have before.