A SHORT REPORT ON
HOW TO BECOME AN
EVENT PLANNER

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HOW TO START YOUR DREAM CAREER

You know, in your heart, that you want to plan events for a living. You want a career that is exciting, rewarding, and resonates with what you find important in life. You want a life of adventure, impact, and passion. You can envision yourself in the role, and know you have what it takes; but what you can’t figure out is how to get started.

That is where Careers in Event Planning comes in. There is a reason why you’re not getting calls from the resumes you’ve submitted; and you can take steps to ensure your success. But they have to be the right steps, or else you’re just wasting your time and will never succeed.

If you’ve been running into brick walls and can’t figure out why; or if you just want to know the secret formula you need to break into this dynamic but competitive industry, then you’ve come to the right place!

The Proof is in the Pudding...

“I listened to what you taught in your course, and IT WORKED! Thanks to you, I secured a volunteer position for a non-profit event; and last week they offered me a full-time position! I can’t thank you enough; you helped me achieve my dream!”

“Thanks to you and your course, I’ve landed my first job! THANK YOU for all that you do!”
What is Event Planning All About, and How Do You Fit In?

But before we go any further, let’s make sure we’re on the same page. It seems like a basic step; but we need to make sure that you are really clear on what being an event planner is all about, before you spend a lot of time and effort to become one!

An Event Planner is a person who organizes, pre-plans, and coordinates all of the countless elements that are required for an event; then manages all of the elements on-site at the actual event.

So, what qualifies as an “event”? An event is any gathering of people for any purpose that requires some sort of organization. So the term “event planning” can include anything from a birthday party for the neighborhood kid to the opening ceremonies at the Olympics; and everything in between. There are literally millions of events going on around the world; and you can be a part of it!

As a future event planner, it’s important to find a niche in which you want to excel. In the same way that a teacher doesn’t teach all subjects in all grades but instead might decide she wants to teach History to high schoolers, you too need to narrow down your interests in order to succeed.

Here are just a few examples of the many areas of event planning that might interest you:

• Parties and Weddings
• Special Events
• Sporting Events
• Fundraisers
• Corporate Meetings, Events, & Incentives

I talk about these areas of specialty, and the “pros and cons” of each, in the Event Planner Toolkit video course.

Of course, this doesn’t mean that if you decide to specialize in fundraising events, you can’t ever plan a sporting event if given the chance. However, by choosing a niche or a specialty, you will build a name, a reputation, a process, and a reliable network of suppliers who all specialize in the same niche as yourself. You will find that it is much easier to succeed when you have a definite “place” in the industry instead of trying to be all things to all people.
Weddings and Party Planning

...and Why I Don’t Recommend Them

I do have an important side note to address. If you are not sure in which area of event planning you'd like to specialize, then I would suggest you stay away from weddings and party planning (and I'll explain why in a minute).

If, however, you have your heart set on becoming a wedding planner or a party planner, then go for it! There are plenty of successful wedding planners and party planners who would disagree with my opinions.

What’s the Difference?

First of all, let's clarify exactly what I mean when I talk about “party” planning vs. “event” planning. To those not in the industry, it might seem like a small matter of semantics; but to those in the industry, it is a very important designation.

“Party” planners organize parties on a smaller scale: birthday parties, kids parties, holiday parties, office parties, and so on.

“Event” planners organize events on a much larger scale; anything from large special events to fundraising or sporting events to corporate meetings, events, and incentives (in this case, they are usually referred to as "meeting planners").

While many party event planners might refer to themselves as event planners, you'll never hear an event or meeting planner refer to herself as a “party” planner. It's not really a snooty thing (well, ok, it sort-of is); it's just a designation that event and meeting planners feel entitled to. Therefore, if you go into an interview at an event planning company, do NOT use the term “party planner” in any way! To most of us in the industry, being referred to as a “party planner” is like scraping nails on a chalkboard; it's an unintentional insult, and this could count against you in an interview.

Along those same lines, wedding planning is an industry all on its own; and you will rarely find a professional event planner that plans special events or corporate meetings and weddings. Again, that's not to say that if you're ever hurting for business and someone approaches you to plan their wedding, that you should turn them away; but it's vitally important to understand that wedding planning and event planning are, in reality, two entirely different industries and career paths.
The Reality of Wedding Planning: While many people see movies like The Wedding Planner with Jennifer Lopez and suddenly have visions of planning elegant, high-end glamorous weddings for happy brides who are just oozing with money, that’s just not reality.

Here are some of the tough realities for wedding planners:
• Wedding planners are a dime a dozen. It is a very, very competitive business
• Many brides want a wedding planner, but aren’t willing to pay for one; or at the very minimum, aren’t able to pay what you’re worth. You will do a lot of legwork for basic pay.
• Many brides don’t believe they need a planner; with all of the “how to” books and other wedding guides and resources, they believe they can plan it themselves. Therefore, it’s a tough sell.
• You are constantly marketing yourself; wedding planning (usually) does not offer repeat customers.

The Reality of Party Planning: Similarly, many event-planner-hopefuls see a party and think, “I could plan that!” And in reality, you can! The question, however, is this: who’s going to pay you to do it? Only the very-rich and the very-busy will actually pay someone to plan their five-year-old’s birthday party or a bridal shower. And even then; your fee will be so nominal that it would be difficult to make a living from it.

Think about it this way; would you pay someone to plan your child’s birthday? And if so, how much? The average seems to be around $150, which means if you spend about ten hours in planning and five hours managing the party, you’re making maybe $10 per hour. And party planning is an even tougher sell than weddings; very few people are willing to pay others to do what they feel they can do themselves.

I always put it this way; who would you rather be paid by; Microsoft for planning a week-long event, or by Mrs. Jones down the street for planning little Johnny’s birthday party?

...But If It’s Your Dream, Go For It!

I’ll say it one more time; if you have your heart and soul set on becoming a wedding planner or party planner, then go for it! Don’t listen to me; my opinion is just one of many. However, I will be very honest and let you know that if your goal is to work as a party planner or a wedding planner, my Event Planner Toolkit video course will not be of much help to you. There are plenty of other websites and courses out there that help people who want to become wedding and party planners. Just do a search, you’ll find plenty!
So, you might be asking, what *DO* I recommend you pursue for your career path in event planning? Basically, any event that’s not a party or a wedding!

This, of course, encompasses a wide range of events in which you can focus your career. Most of these can be broken down into three categories:

1. **Special Events**: A “special event” can be pretty much any event; it’s a bit of a “catch-all” phrase. Special events can include (but are not limited to):
   - Fundraising events for non-profit organizations
   - Festivals of any kind: beer festivals, wine festivals, food festivals, music festivals
   - Community events like Oktoberfests, Renaissance fairs, theater-in-the-park, art shows
   - Parades
   - Concerts, musicals, theater productions
   - Dog shows, horse shows
   - Athletic events such as marathons, triathlons, 5Ks, etc.

2. **Sporting Events**: Sporting events are often referred to as “sports marketing,” since marketing is a key focus of sporting events. These can include (but again, are not limited to):
   - Athletic events such as marathons, triathlons, 5ks, etc. (for example, the Boston Marathon)
   - Events such as the Kentucky Derby, Indy 500, and the US Open
   - Fundraising athletic events such as Race for the Cure or Avon Walk for Breast Cancer
   - Ski and snowboard competitions or events
   - Dog shows, horse shows

   ***You will note that many of these events fall into two categories; the Race for the Cure, for example, is both an athletic or sporting event but is also a fundraiser or special event. So don’t get too caught up in the categorization of events, as there are often gray areas.***

3. **Corporate Events**: While many people assume that corporate event planning is boring, there are many reasons to consider it as a career path. First of all, it’s not boring at all! I specialized in corporate events for the majority of my career; and that job took me to 35 countries and allowed me to be a part of the most incredible events you could imagine. Corporate events include meetings, events, and incentive trips; which I talk about in much greater detail in my Event Planner Toolkit video course.
The Reality of Event Planning

...and What It’s Really Like Working as An Event Planner

So, that’s the big picture of event planning. But when you work as a planner, what does your life truly look like?

Of course, an event planner is the person who coordinates every last detail of an event; no matter how small or how large that event might be. He or she arranges everything from choice of venue to menu selection, from the entertainment to the decor, from the type of staging to the choice of background music. Every last detail is yours to decide; from the color of the napkins to the song selection, from whether to serve halibut or snapper (merlot or cab, asparagus or broccoli) to whether to have a coat check or a self-service coat rack. Seriously....you might laugh, but it’s true!

And that brings up one final “reality;” a misconception that many people have of event planning. You need to realize that the majority of your time is spent planning the event; and only a small fraction of your time is spent at the actual event. It might take six months to one year to plan an event; and it’s over in a few quick hours or a few short days.

However, the adrenaline “high” you get from watching your event unfold is like nothing else you’ll ever experience. And in the months and years ahead, when you look back over your life, you won’t remember the long hours spend at your desk cross-checking reports for the millionth time. But you’ll always, always remember the event itself!

Here are just a few of the countless events I’ve worked on during my eighteen years as a corporate planner:

• A “Gone with the Wind” party in a mansion in Savannah
• A “Night with the Phantom” party, working with previous Broadway stars of Phantom of the Opera
• A team-building sailing regatta in Sydney Harbour, Australia
• A Luau Night with Jim Brickman in Maui, Hawaii
• A comedy night with Jay Leno in Chicago, and another night with Bill Cosby in San Francisco
• A personalized “Amazing Race”-type challenge on a cruise ship in the Caribbean
• A sand-castle building competition in Grand Cayman
• An African-themed safari party at a wildlife nature reserve in Florida
• Countless beach parties, pool parties, and rooftop parties in over 35 countries
• .....and so, so, so much more!

I suppose that’s part of the “addicting” part of the job, and why those of us who don’t want a mundane job are so attracted to event planning. It’s always something new, fun, and creative!
Of course, in order to be successful in any industry, you must possess some of the personality traits that help you excel at that job. If you want to succeed in event planning, it’s best if you are:

- Extremely organized
- A multi-tasker
- Good at time management
- Creative
- A problem solver
- A “people person”
- Customer-service oriented
- A good communicator, both in person and in the written word
- A good budgeter

Obviously, you don’t have to be ALL of these, but it helps! I find that most people only focus on the “being organized” part when trying to sell themselves as “perfect for the job.” But I personally think it’s just as important to have the ability to think on your feet and solve problems, and be able to smile even when everything is falling down around you. Remember that when applying for jobs!

This is perfect for me! How do I get started?

Speaking of jobs, let’s address the elephant in the room; how in the world do you get work?

First, let’s talk about where you might find work, and then we’ll talk about how. When you’re first starting out in the business, I highly encourage you to “get your feet wet” by working as an assistant for an event planning company or for an event planner. The reality is that you simply can not start out planning events completely on your own. You need to “shadow” someone else and learn the ropes; there is simply too much at stake for you to attempt to jump to the top right away.

So, let’s assume that you are hoping to either:
1) Find a job at an event planning company
2) Find a job at a company with an in-house planning department
3) Work as an independent contractor assisting planners with events
4) Start your own company

** I talk about all of these options in greater detail in my Event Planner Toolkit video course.**

HTTP://WWW.CAREERS-IN-EVENT-PLANNING.COM
The “Catch-22”: You Need to Have Experience in Order to Get Experience

So you’ve done the research, you’re aware of the realities of planning; and you’re more excited than ever! However, after you excitedly put together some résumés and send them out, you anxiously await a call back.....but nothing. Zippo. Nada.

Just about every person who wants to break into event planning stumbles upon this obstacle sooner or later: employers want you to have experience (yes, even as a beginner) but without any experience, how can you get a job? And without a job, how can you start getting experience? What are you supposed to do?

The key to understanding this frustrating phenomenon is to understand this very important point:

** Employers do not have the time, money, or the resources to train beginners how to become event planners**

This point is so important that I’m going to reiterate it again: companies are stretched so thin that nobody has the time to teach you, a beginner, how to plan events.....even for an entry-level position. In these tight economic times (regardless of where in the world you live), companies do not have enough manpower to assign a planner (or someone with planning knowledge) to take you around all day and teach you how to plan events. These days, each and every employee is so buried in their own workload that they simply can take the time out to train you how to do your job that you are being hired to do.

This means that if you’ve been sending out résumés and cover letters that say something to the extent of, “I really love events and just know that I’d be fantastic at planning,” you might as well accept the fact right now that you’ll never, ever get a call back. If you are relying on the slim-to-nothing chance that someone will “give you a break” so you can start learning on the job, you are bound to be disappointed.

It’s important to realize that your future employer is not a Santa Claus who hands out career opportunities to good girls and boys who “really really want to become planners.” People who are in a position to hire you do not care how much you love events, how many friends’ weddings you’ve planned, or how organized you are. The only thing an employer cares about is what you have to offer him or her and the company for whom you will work.

This means that you have to bring something to the table, something to offer your employer and a reason they should pick you above the countless others also applying for the job.
How to Break Through the Catch-22

Yet, once again...how are you supposed to do this? How do you learn about events and become more marketable if you can’t land a job because you don’t have experience?

The way to work around this “catch-22” is to realize that in order to break into the event planning industry, you’re going to have to take it upon yourself to do your own “training.” You’re going to have to take the bull by the horns and put some effort into making yourself the type of person that an employer feels comfortable hiring; someone who knows enough about the industry to hit the ground running. You need to be able to convince potential employers, through your cover letters, résumés, and your interview, that you understand the world of event planning and that you will be an asset and not a hindrance when they hire you.

Now this doesn’t mean that you have to be able to plan an event for 5,000 people by yourself right out of the gate. What it **does** mean is that you need to know enough about event planning to be able to hold your own and actually assist an event planner without any hand-holding, from the first day on the job.

In order to land a job as an assistant to an event planner, they want to know that you know what a BEO is, or what AV is, or what a CSM is (don’t worry; more on that in a minute). They might not expect you to know the exact steps to take to plan a huge event; they are willing to show you that, and that is something you will learn as you go. But they don’t want to have to teach you to fundamental basics of planning, and the never-ending lingo that goes along with it.

Now this is the pivotal point that will separate out those who just think event planning sounds fun from those who really know in their hearts that this is what they are meant to do. If you’re just sending out resumes hoping to get a break and start a fabulous career overnight, then you’re not going to make it. If you think that event planning sounds fun, but aren’t willing to put some effort into it, then quite simply you will never become an event planner.

If, however, you are willing to put some effort in and realize that anything in life takes some work, then I can show you the steps you need to take and teach you what you need to know to begin your career. And before long, you will find your career snowballing more quickly than you ever imagined, and one day (very soon) you’ll wake up and realize that your dream of becoming an event planner has come true!
Many people, perhaps out of frustration at not getting hired, decide to open their own event planning company. That seems to be a very popular option for people who decide they want to become event planners; to just open their own event planning business, although they’ve never planned an event before.

I personally encourage you to not consider this as a realistic option. In my opinion, you need to have at least 3-5 years of experience in the industry before opening your own business. I encourage you to learn the business and make mistakes on someone else’s dime before putting your own neck on the line.

Think about it. It’s like saying that you’ve always wanted to be a pilot, so you’re just going to buy your own plane and start flying people around, without ever having flown a plane before. It’s like saying you’ve always wanted to be a surgeon, so you open your own hospital and start operating on people right away, without ever having assisted someone in the operating room before.

These might seem to be extreme examples, but it’s the same concept.

You simply should not open your own event planning business if you’ve never planned your own events.

Sure, event planning is fun, but it’s also a very real, very serious business. To you, it’s just a fun way to make a living. But to the client who hires you, the event might mean everything. It’s the difference in whether her business succeeds or not, whether they drum up enough business to keep going or have to shut down. It affects their customers’ vision of the company, and they can lose everything if their event fails.

Not only is it not fair to the clients who entrust you with their precious event, but you will more than likely end up in deep financial trouble, frustrated and angry, and run the risk of getting sued.

However, I do have plenty of people who approach me who either do have some experience or are willing to take the risk anyway. For those people, I offer an online video course on How to Start an Event Planning Business.

But if you don’t have any experience, I do encourage you to learn the ropes first, work for someone else, and then when you’re ready to venture out on your own, you will know when the time is right.
Three Steps Toward Success

How Badly Do You Want It?

And so, the difference in whether you succeed or not is going to lie in your determination to take it upon yourself to make yourself as marketable and “hire-able” as possible. If you’re willing to do some work on your own, in your spare time, then you are going to be one hundred times more likely to land an entry-level job than someone else who’s just hoping for that “lucky break.”

And the great part is, it doesn’t take long to progress quickly in the event planning industry. It’s not like you have to put in ten or twenty years before you can climb to the top or open your own business. If you are willing to put in the work and really absorb everything like a sponge, you can be running your own large events in just a couple of years!

And the absolute BEST part? Every step along the way is fun and exciting, and your preliminary “learning” years are going to pass more quickly than you ever dreamt possible. It’s not like you have to put in a few years of boring drudgery to succeed; every step in event planning is adventurous, dynamic, and exhilarating. So, even as an assistant, you are going to love every step of your journey.

Steps Toward Becoming an Event Planner

So, how do you get started? When you get down to it, there are three basic steps to take to get your career rolling. Of course, none of the steps can be accomplished overnight; but if you break it down into these steps, it is much more manageable to figure out where to start.

Here is the path toward your success......

1. Learn Everything You Can
2. Get Experience
3. Network Like Crazy!

Now before you feel overwhelmed and start thinking your dream is out of reach, hang tight! I am not going to just throw some cryptic advice at you and leave you hanging. Over the next few pages, I’ll talk about each of these steps in much greater detail. As with anything, when something seems too big, just break it down into manageable “bites;” and before you know it, you’ll be well on your way.

Trust me; I’ve guided many people with this formula, and it works!
That’s Greek to Me
As I mentioned earlier, employers do not have the time, money, or resources to train you. So even when you’re applying for an entry-level position (or many volunteer positions, believe it or not), you need to have a basic understanding of the business. They want you to understand how the business works, and they really want you to understand the lingo of event planning; because the event planning industry truly has its own language. They don't want to have to teach you what a BEO is, or what a guarantee is, or what attrition is. They will teach you the other elements of planning, but they want you to know the basics. They need to know that when they say the following, that you understand and can follow through:

"Please take these BEOs to the CSM and adjust the guarantees and set for each function. Change the GS from classroom to chevron theater. Then call the DMC and ask for the latest A&D manifest, in alpha and chrono...then ask our CSM what our attrition is at this point. We also need to add lavs and LCD support packages to each breakout room’s AV; and advance the Green Room to ensure it’s set with everything from the talent’s rider."

.....huh? Exactly. If the above sentence is Greek to you, then that’s a good sign that you need to start learning the basics of event planning in order to get hired. This is a completely normal, typical, everyday sentence in the world of event planning. If you don’t understand these basic terms, you aren’t likely to get hired.

On the other hand, once you do know these terms and drop them into your cover letter and résumé, then I can almost guarantee you that it will be just a matter of time before you land your first job in the event planning industry. And from there, it’s just a matter of time before you’re planning your own events!

So how do you start learning? First of all, research the web. Read every article and book that you can find. And if you are truly ready to skyrocket your career, then sign up for my “Complete Event Planner Kit,” which teaches you everything you need to know to get started in the exciting world of event planning.
What Kind of Certification Do I Need?

Now, at this point, many people start researching how they can become “certified event planners.” I need to address one of the most common misconceptions of event planning...

There is no such thing as an event planning “certification” for beginners.

Of course, there are plenty of event planning courses that will try to convince you otherwise. They promise that you will become a “certified event planner” just from taking their course, and you can even “start your own business” if you pass their tests. But trust me, they are just trying to make money off you by preying upon your vulnerable determination to do whatever it takes to begin your dream career. The only certifications in the industry that matter are the CMP and the CSEP, both of which require at least 3-5 years of experience before you can even apply to take the test.

Now that’s not to say that taking an online course is a waste of time. However, you need to be very clear on what you hope to get out of the course. If you fall for the lies that convince you that you’ll automatically land a job just by taking their course and putting “certified event planner” on your résumé, then you will be severely disappointed and will feel ripped off. Most employers have never even heard of these courses in the first place and even if they have, taking a course does not prove how well you understand event planning.

If, however, you take a course for the sole purpose of actually learning everything you can about the industry, then congratulations! You have a realistic approach and expectations, and are much more likely to succeed. In other words, take a course for the purpose of learning, not in the hopes that it will single-handedly land you a job. As long as you don’t fall for the lies that many “certification” programs tell you, and just take the course for the sole purpose of learning, then you are on the right track.

This, however, means that you need to be cautious when choosing which course to take; you need to make sure that it teaches what you need to know in order to start your career in the niche you want to pursue. Not only do the courses out there teach you meaningless junk that will never help you in the “real world” of event planning, but every single course I have found focuses on a combination of party planning and wedding planning. If these are not the specialties in which you want to focus your career, then it’s a waste of time and money for you to take them.

I talk about this in much greater detail in my Event Planner Toolkit video course.
Once you’ve learned the basics of how to plan events and understand the lingo that is going to be a part of your life as a planner, it’s time to get experience! And this is another step in overcoming that “catch-22” of starting your career; no one will hire you without experience, so how in the world are you ever supposed to get experience? In a word? VOLUNTEER.

The secret key to your success lies in your willingness to get out there and volunteer. And yes, I realize this takes some effort, and I realize that most of us are so extremely busy that this seems impossible. But I can promise you that if you find a way to volunteer for a few events, this can make all the difference in your career. I have countless readers who took this advice and ended up getting jobs because of it. And, this will be one factor that really separates you out from 99% of the other people out there who also want to become event planners but aren’t willing to put some effort into it.

As a side note, when it comes to listing experience on your resume, “planning my best friend’s wedding” or your parents’ fiftieth wedding anniversary do not count. As a matter of fact, if you list these as your only experience, your résumé will land in the trash; because not only do they not count as “real” event planning, but listing these as experience only magnifies the reality that you don’t have any experience.

There are a number of reasons why volunteering will help your career:

• First and foremost; it gives you experience, which helps employers you know how events work.

• It lets an employer know that you have a realistic understanding of what event planning is all about. Many people think event planning is all about getting dressed up and standing around enjoying a glass of wine at exciting events. By volunteering, you show that you understand what really goes into planning events.

• It shows that you really, really want the job. Everyone says they want to be an event planner; but if you spend your free time volunteering at events, that shows not only that you really want the job, but that you truly enjoy event planning. This goes a long way in the mind of a future employer!

• It offers endless networking opportunities. When you volunteer with an organization, they are much more likely to come to you when they have a full-time position available; or recommend you to a colleague who is looking for someone. I have countless readers who landed a job from contacts they made while volunteering.

In my online video course, I outline specific steps and suggestions for ways to find events to volunteer for (and also discuss a few ways to find paid jobs that count as experience).
3. Network Like Crazy

“It’s Not What You Know, It’s Who You Know”

Nowhere is that saying more true than in the world of event planning.

As soon as you start learning everything you can about the industry and getting experience, I encourage you to think of yourself as a networker.

You see, very few companies will actually advertise when they have an event planning position available. That’s because everyone and their dog wants to become an event planner. The person in the position of hiring someone doesn’t want to get bombarded with a thousand resumes from people who haven’t taken the time to learn the industry or get experience.

Therefore, they don’t advertise in the classifieds or on websites that post jobs. Instead, they put the word out to their friends and colleagues. And that means that every person you meet is a potential “someone who knows someone.”

However, you don’t have to rely on luck. Just like with anything else, you can take networking into your own hands. You can find ways to make sure that you are putting yourself in front of the right people; people who might know people who are looking for someone just like you!
“The Journey of a Thousand Miles Begins with a Single Step”

If you want to succeed, it will take a little effort. But you’ve already taken the first step, by downloading this free report. Now I encourage you to KEEP GOING! It might seem like you have a lot to do, but it will go more quickly than you think; and someday, very soon, you’ll be looking back on your first steps that you took toward your career.

So start now. Start learning everything you can (to learn how to learn more, keep reading “The Next Step” on the following page). Start volunteering. And start networking like crazy. Before long, you’ll find yourself talking like an event planner, surrounding yourself with event planners, and becoming very familiar with how events work. And suddenly, one day you’ll wake up and it will be The Day, the day a door opens and leads you to the rest of your life. Thanks to your preparation, you’ll be able to walk through it with confidence and excited anticipation at all that lies ahead.

Remember, nothing easy is worth it. Do you want to find yourself ten years down the road, still hating your job and wishing you made the effort to pursue a career in event planning? In ten years, will you look back and think, “If only I had tried, and put a few years in, I would be a well established event planner now working on huge, exciting, amazing events. Instead, I’m still where I was ten years ago.”

The road ahead might seem long now; but I promise you, it goes MUCH more quickly than you can imagine! I personally thought I would go into meetings just for a few years, so I could travel and get some corporate contacts for other projects I thought I wanted to pursue. And here I am, eighteen years later, with a lifetime of adventures, experiences, and memories that I never could have imagined.

So start now. Close your eyes, take a leap of faith...and hang on, because it’s going to be a crazy ride!
If you are serious about your career and are ready to take the steps necessary to begin your career, congratulations! You’re already ten steps ahead of all the others who SAY they want to become event planners, but aren’t willing to put the effort into making their dream a reality.

Everybody wants their dream to come easily, and for free. But for those of you who are willing to invest a small amount of money (approximately a dollar a day for a year, or a few pieces of clothing, or half of the average tax return) and a little bit of time and effort, you will see your dream start to take more quickly than you ever realized.

And the rest who chose to play it safe, and not invest in themselves or take the time to do what it takes to learn about this industry that they claim to love so much, will be left in the dust; doing the same ole’ thing day in and day out, wistfully dreaming of doing something more exciting with their lives.

Be sure to send them a postcard.

If you sign up for the online video course, the Complete Event Planner Toolkit, I will walk you through, step by step, everything you need to know to start your career. The course includes a downloadable eBook, over fourteen hours of online video instruction, and countless downloadable documents to save, print, and keep for your future use as an event planner.

I will teach you everything you need to know not only about the industry, where to find work, and how to land jobs, but also guide you step by step on the necessary elements of event planning.

I have had countless people land jobs because of what they learned in this course. Don’t you want to be one of them? Click here to read more: http://www.careers-in-event-planning.com/event-planner-course.html. And I look forward to meeting you at one of your events!
I began my career nearly eighteen years ago, in the same position in which many of you currently find yourselves; knowing that I wanted to do something exciting with my life and career, but having no clue where to begin.

However, back then, there wasn’t any training at all for people who wanted to get into event planning; no one considered it a legitimate career until the last few years, and so there weren’t any colleges that offered any classes or training. The internet was in its infancy, and online training of any kind hadn’t been created yet. Ebooks hadn’t been invented, and we were still ten years from YouTube making online video mainstream.

And so, it was a true case of “sink or swim” and “trial by fire.” There was no way to learn other than following in the footsteps of the few mentors before me, and just jumping in and learning from my own mistakes. Although it still baffles me sometimes why I ever stuck with it, I guess that just shows how much I loved the art of creating events.

And now, I want to share that with you. I want you to look back in ten or fifteen years, and see over a decade full of experiences, memories, and friendships. I want you to smile when people ask you about your job. I want you to find the happiness and peace that comes from loving your job and enjoying what you do.

So, the choice is up to you. I am offering everything I know, for you to begin your career on much easier footing than how I began. I am offering you the secrets of an insider, the secrets of someone who has had to hire beginners and knows what we look for.

So take a leap of faith, and trust in me, and trust in yourself. You’ll never regret it!

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