

Events@5280

[www.eventsat5280.com](http://www.eventsat5280.com)

## *Event Planner v. Event Manager...what do I need?*

An "Event Planner" is a trained specialist in planning your event. He/She will help you select vendors, design your "look" and utilize details to tell your story through your event. Your Planner will assist you with proper menu selection, seating arrangements, event promotion (if necessary), and order all of your decorations/props. Your Planner is usually then present at your event for set up, clean up and throughout making sure everything goes as planned.

An "Event Manager" is a trained specialist who understands you want to do all the planning, but as the host or hostess you need a qualified manager to handle the 48 hours surrounding your event. This includes last minute vendor calls, the day-of timeline, set up, clean up, and making sure the flow of your event goes as you planned it. Many times the Manager handles mishaps and adjusts without the host ever knowing. Having an Event Manager is crucial to any event because simply put, it is impossible to be a good host and a good manager at the same time.

### Event Planner

- ◇ Attends vendor meetings and makes recommendations
- ◇ Works with you to determine the theme, look and feel of your event, and recommends decorations/props accordingly
- ◇ Purchases and orders supplies, decorations, props
- ◇ Assists with event invitations, promotion, marketing as needed for a successful event
- ◇ Attends and manages the event, handling set up and clean up, and return of any rentals post event



*Make sure the shoe fits...your event professional should have a clearly defined role as "planner" or "manager"*

### Event Manager

- ◇ Talks with vendors 3-4 weeks prior to the event to coordinate the day & review timelines
- ◇ Reviews timelines with the host and makes recommendations
- ◇ Sets up...decorations, programs, centerpieces, lighting, etc.
- ◇ Serves as the manager and communications chief for all vendors and host during the event
- ◇ Handles mishaps, and "changes in plans"
- ◇ Oversees catering, bar, entertainment and activities
- ◇ Handles clean up and rental returns