

# Party Planner

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Big parties and social events don't just come together on their own; they require plenty of planning and preparation to be successful. A party planner is an event expert who handles an entire event; from choosing the theme and sending out invitations to managing the staff on the day □ the party planner does it all. With a start-up of less than \$1000 and potential earnings of \$35,000 annually this job has great potential for success and plenty of room for expansion.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

To be a successful party planner you'll need to have excellent organizational skills; your clients will be relying on you to take care of every little detail of their event and make sure that dozens of third party companies all come together on the day. You'll also need a bit of artistic flair, creating a great theme or coming up with stylish invitations are all part of the job.

## The Start-Up

If you have no previous experience don't worry, one great party is all it takes to start your portfolio. To run your business you'll need reliable transport, a cell phone (A PDA if possible), digital camera and general business stationary including business cards, a letterhead and an invoice and quote template.

If you are new to the game do some reading before jumping into your first event, there are numerous books available on the topic - your local library is probably a good place to start. Most of your business is likely to come from referrals; social events can't be done twice so clients are looking for someone they know will get the job done. Start off your career by organizing a few smaller, intimate events for friends or family.

## Making It Work

Document each event you plan, with before shots of all the decor and set-up procedures as well as shots of guests enjoying themselves during the event. Compile a portfolio of your best events and carry it with you to meet new clients.

## Marketing

Market your business online by developing a simple portfolio site. Use an attractive flash gallery program such as [Slide Show Pro](#) to feature your best events. Bolster your websites content by offering free tips and articles on event planning and organization.

There is never a dull moment in party planning consider starting a blog on your website to discuss your recent events and the learning curve involved in becoming a world class party planner.

In addition to a flash portfolio consider signing up for a [Flickr](#) account. Flickr allows you to host numerous photo galleries on their servers, most website owners post three or four of their latest Flickr images on their website with a link to view the complete gallery. Don't forget to register your

website with local directories such as Google Local if you live in the U.S.

Market your business offline using the Yellow Pages, brochures, flyers and advertisements in the local classifieds.

## **Don't Forget**

Most planners charge between \$250 and \$500 (USD) per party depending on the size of the event. Keep in mind how much you are getting paid for each job and try not to work more than its worth. Initially you might have to do this to bolster your reputation and portfolio but don't over do it forever.