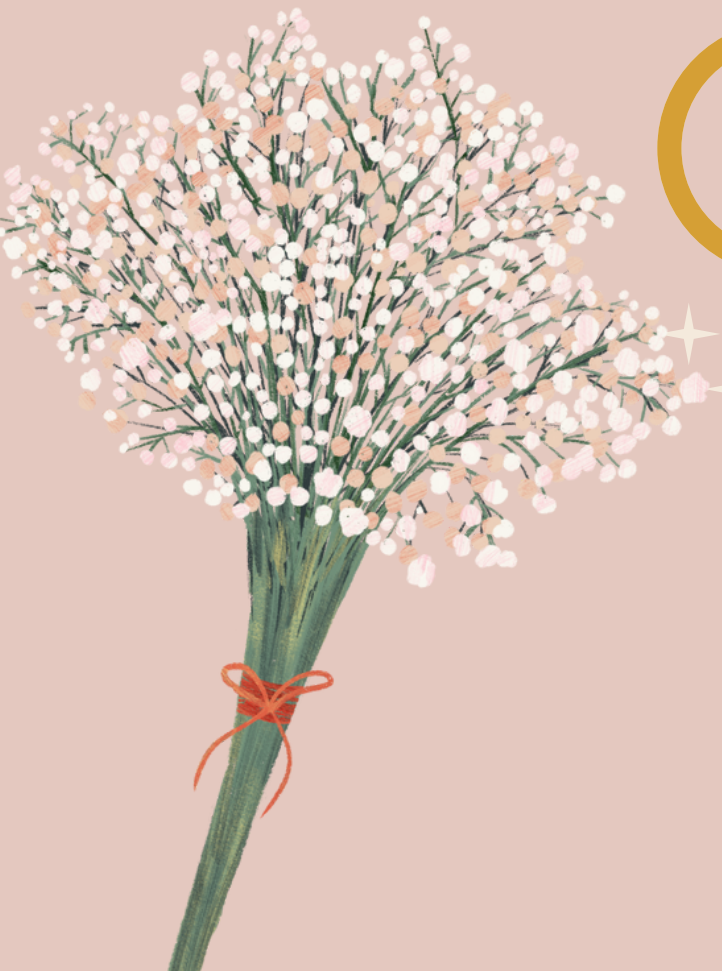


Welcome to...



EVENT PLANNING

Basic





WELCOME TO YOUR INTRODUCTION



My aim is to give you all of the skills, tools and knowledge to become to most sucessful versions of yourself when heading out into the big world of weddings and events.



TABLE OF CONTENT

Here is a short overview of what we will cover in this Webinar



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**THE IMPORTANCE OF
REVIEW & EVALUATION**

ABOUT THE INDUSTRY

ABOUT YOU

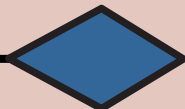
**PLANNING FOR
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About Me



DAISY WILLIAMS

WEDDINGS & EVENT PLANNER

With years of experience in planning luxury weddings and events across the UK I have been handpicked by multiple wedding venues to be their go to supplier. I have worked my way up in the industry from waitressing, to styling, to coordinating and I have picked up valuable expertise, tips and tricks along the way.



About the industry

350K

UK WEDDINGS IN 2022

Weddings are at an all time high at the moment with a whopping 350 thousand weddings taking place in the UK in 2022.

1,825,743

COUPLES GOT ENGAGED 2022

A huge 1,825,743 couples got engaged in 2022 meaning lots of business for us as event planners! Your marketing webinars will be super important when learning how to target those couples!

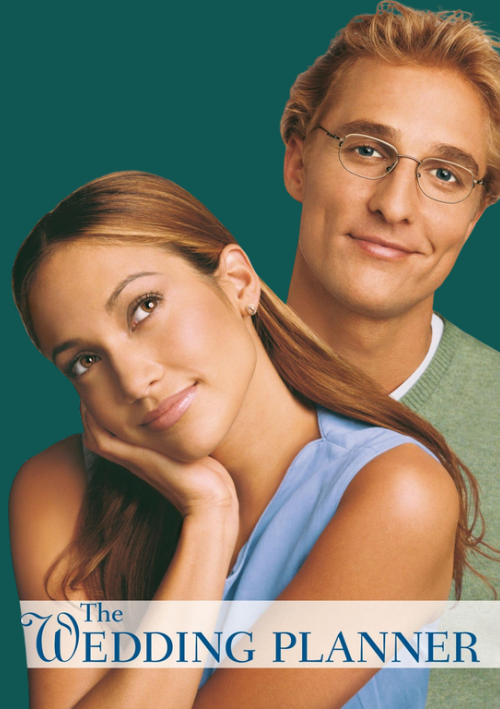


47,000

UK COUPLES USED A WEDDING PLANNER

47,000 UK couples used a wedding planner last year, lets make that grow in 2023!

About the industry



WEDDINGS

The weddings industry holds the most fun and creative jobs around. However working within the weddings industry can be extremely fast pace and challenging. Its a highly competitive industry and isn't about being Jenifer Lopez in the movie "The wedding planner" (even though it can be at times:) If your creative, organised and a real people person you will succeed!

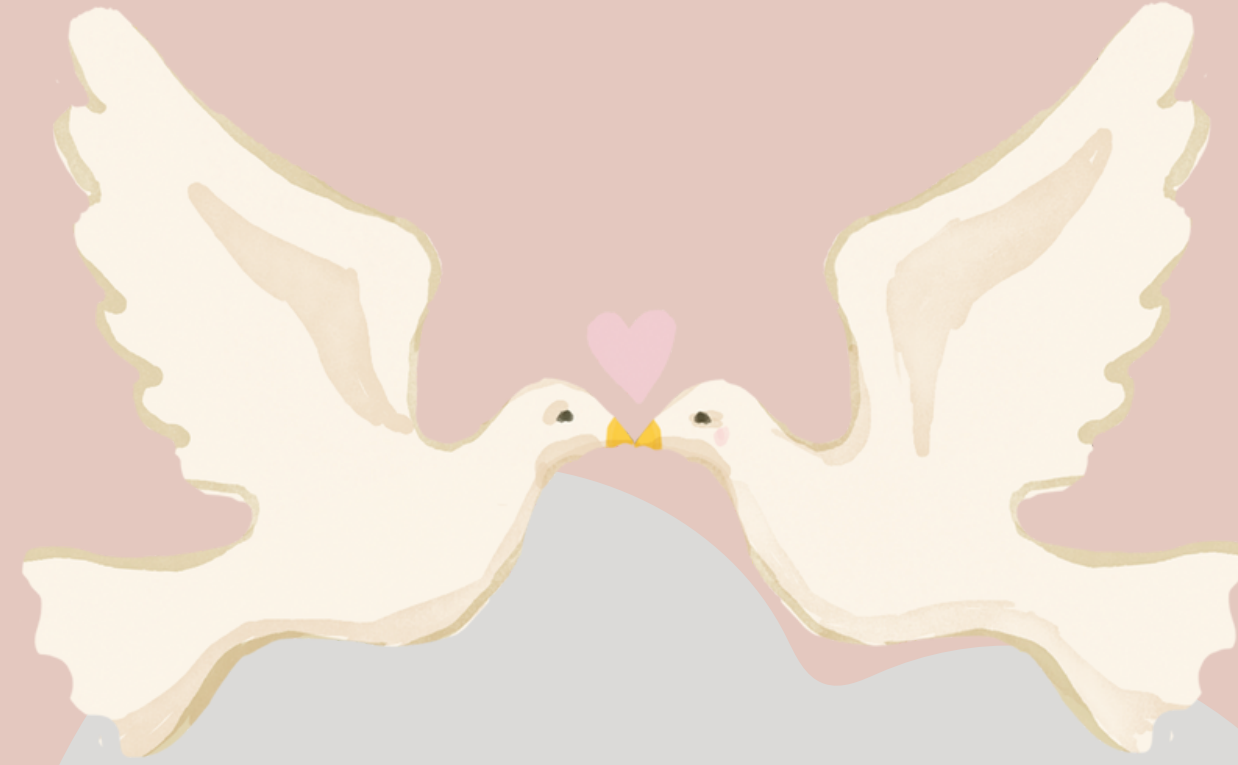


EVENTS

Events can be anything from baby showers, to birthday parties, to PR events. Being able to plan and coordinate a range of different events can be extremely challenging. Being versatile and willing to work is imperative to succeeding in the industry.



Basic



**WHAT WOULD
YOU LIKE TO
GAIN FROM
THIS
TRAINING
PROCESS?**

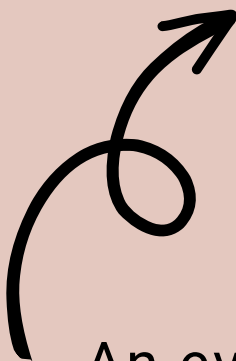
THE SCOPE OF THE EVENT PLANNER ROLE

- ORGANISED -----*
- CREATIVE -----*
- FAST PACED -----*

The characteristics of a successful event planner lie within these three categories.

----->

An Event Planner, or Event Coordinator plans and executes promotional, business and social events. Their duties include meeting with prospective clients to understand their needs, hiring venues and contractors and organising transport for guests.



- An event planners roles and responsibilities don't just stop here! You could also be expected to:
- coordinate guests on the day
 - manage staff and vendors
 - assist with set up and styling
 - give creative direction
 - handle budget
 - understand food and beverage operations
 - enforce a calm and professional atmosphere
 - be able to handle pressure and work well under time constraints

PLANNING AN EVENT



When planning an event it may be helpful for you to structure your booking around this timeline. This way no details will be missed and you can split what can get very overwhelming into three sections.



INITIAL CLIENT MEETING



So lets go into some detail! You have just booked your first meeting with a potential client. Now you need to think carefully about how you will structure the meeting. You should break this meeting into two parts, About the client and about you.

YOU SHOULD COME AWAY FROM THE MEETING HAVING ESTABLISHED THE FOLLOWING:

- The date and timings of the event
- The venue and any access details (if pre decided)
- The clients budget
- How they want the event to feel
- Any ideas they already have
- A clear understanding of what they expect from you



ABOUT THE CLIENT

Here you will ask the client a bit about themselves, their ideas, their budget and how they see the event planning out.



ABOUT YOU

You will then tell the client exactly what you can do for them, detail about your services and what the next steps are.

Basic

PRESENTING YOUR IDEAS

A planning pack is something unique you can create for your clients. Its a personalised pack created by you outlining all the details of how you see their big day running. This will essentially market you as an event planner and prove why they should book you over others. Be careful not to include any details of suppliers, vendors and watermark your packs to ensure you aren't giving away too much information before you are paid for your services.



MILTON END BARNs

RACHNA & JASON
06/07/2024

THE SANGEET/ MEHNDI NIGHT

STYLING

THE STAGE WILL BE A STATEMENT FOCAL POINT INCLUDING A GOLD SWING AND BACKDROP HEAVILY STYLED WITH COLOURFUL FLOWERS AND GARLANDS
LARGE INDIAN CUSHIONS WILL BE LAID ON THE FLOOR ALONG WITH GIANT FLOOR MATS
UPLIGHTERS AND A " MEHNDI KI RAAAT" NEON SIGN
CURTAIN LIGHTING OUTSIDE ON VIRANDER

GET READY FOR AN E V E N I N G OF COLOUR, DANCING, MEHNDI ART AND YUMMY FOOD AND DRINKS. I WILL ACCOMPANY YOU ON THE EVENING ENSURING YOU ARE ENJOYING THE NIGHT STRESS FREE. WE CAN POSE YOU FOR PICTURES, ENSURE ALL GUESTS ARE FED AND ALLOW FOR A SMOOTH RUNNING OF THE EVENT. I SUGGEST HAVING A CANAPE TABLE WITH LOTS OF YUMMY INDIAN FOOD AND COCKTAILS. WE WILL HAVE A MEHNDI STATION FOR ALL THE GORGEOUS GIRLS TO VISIT, A STAGE WITH A SWING FOR THOSE ALL IMPORTANT INSTAGRAM'S AND A BANGLE WALL SO EVERY LADY LEAVES WITH A GIFT!

THE WEDDING BREAKFAST

STYLING & DETAILS

THE WEDDING BREAKFAST SET UP WILL HAPPEN DURING YOUR DRINKS RECEPTION, WHILST EVERYONE IS OUT IN THE COURTYARD WE WILL BE WORKING HARD TO TURN THE ROOM INTO A COMPLETELY DIFFERENT LOOK FOR THE WEDDING BREAKFAST.

THE CATERING WILL BE INDIAN CUISINE WITH A MODERN CONTEMPORARY TWIST, WITH EXCELLENT SERVICE AND DELICIOUS FOOD AND DRINKS.

THE STYLING WILL CONSIST OF HALF CANDLE CENTREPEICES AND HALF FLORAL CENTREPEICES, NEUTRAL PINK NAPKINS AND TABLE RUNNERS, GOLD CHARGER PLATES, GOLD CUTLERY, AND THE STATEMENT FIREPLACE STYLING. THE FIREPLACE STYLING WILL CONSIST OF FLORALS, CANDLES AND LANTERNS AND WILL BE PRESENT DURING THE MANDAP ALSO.

EVENING RECEPTION

LETS GET THIS PARTY STARTED!

- CURTAIN LIGHTING OUTSIDE ON VIRANDER
- FIRE DANCERS/DHOL PLAYERS
- DJ AND DANCEFLOOR
- SPARKLERS
- ULIGHTERS AND DISCO LIGHTING

THIS IS WHEN YOURSELVES AND THE GUESTS CAN KICK OFF YOUR SHOES AND RELAX. THIS IS WHEN THE FUN REALLY STARTS AND WE CAN AMP UP THE VOLUME.

WHILST WE ARE SETTING UP THE ROOM FOR THE EVENING YOUR GUESTS CAN BE USHERED OUTSIDE FOR A CAPTIVATING FIRE DANCING PERFORMANCE.

ITS ALWAYS GOOD TO OFFER AN EVENING FOOD OPTION FOR YOURSELVES AND YOUR GUESTS AS THIS WEDDING STUFF WORKS UP AN APPETITE! A PIZZA VAN OR TACO TRUCK IS A GREAT OPTION AS WHO DOESN'T LOVE A BIT OF JUNK FOOD? OR WE CAN CREATE A LONG BUFFET TABLE FULL OF YUMMY DESERTS!

WHEN YOUR GUESTS ARE READY TO COME INSIDE WE WILL HAVE A DJ SET UP IN-FRONT OF AN IVORY FLOWER WALL WITH A PERSONALIZED NEON SIGN READING "THE TAYLORS" IF YOU ARE HAVING A TOP TABLE YOU CAN OPT TO HAVE THIS BEHIND YOU BOTH FOR THE WEDDING BREAKFAST.

THE REST OF THE EVENING WILL CONSIST OF LOTS OF FUN AND DANCING INCLUDING ANY SPECIAL PERFORMANCES IF YOU DECIDED YOU WANTED TO DO SOMETHING FUN FOR YOUR GROOM WITH THE GIRLS. YOU CAN THEN DO AN EXCITING SPARKLER DEPARTURE AS YOU LEAVE THE VENUE TO MAKE GREAT PHOTOS!

DEVisING A SCHEDULE

Devising a schedule is the most important part of the wedding planners job, its important to insure the day runs smoothly and your client is happy. Especially for those candidates who will be taking on on the day coordination as you need a clear idea of how the day will plan out. A spreadsheet like this one below is a great way to plan out a detail schedule so yourself, your client and staff on the day know whats going on at all times and everyone is kept in the loop.



Before	Logistics Plan	Does the host want full logistics solution, or just want the planner and their logistics solution	Logistics Specialist	If the host wants full logistics vendor pickup and deliver service contact vendors and create plan. Also speak to the host about what logistics support they may require on the day. Including wedding cars	Even if clients that want to provide all logistics will need to find vendors that supply luxury cars and arrange an under market price of renting and rent to the hosts at market rate creating profit. Same goes with vehicles that will transfer the guest from one location to the other		
Before 10am	Venue and Setup		Venue Specialist				
	Bridal party hair & make-up	Start everyone as early as possible – while you have a good breakfast.	General Specialist				
11am	Photographer arrives/bride's hair & make-up	Your photographer should arrive roughly 30 minutes before you're ready in time to get shots of the dress, rings, invitations, etc. Bridesmaids/mother of the bride should be ready for photographs when your hair and makeup is done. If you'd like photos of you all in matching robes, make sure you plan them for once you've had hair and makeup done, but before you get dressed.					
12pm	Bride gets dressed	Meanwhile, the photographer takes shots of your maids and your mum helping you with zips, shoes, etc.					
12.30pm	Bridal portraits and bridesmaids' photos	Once you're fully dressed and ready, the photographer can capture portrait and detail shots of you at pre-scouted locations around your venue, as well as fun ones with your maids. If you want special shots – toasting with Champagne, holding balloons, etc – make sure you've got the props ready.					
1pm	You're nearly there...	Get the bride and groom back to their rooms, freshen up a little and have a glass of Champagne or a cuppa. Try and eat a little something so you don't feel faint at the altar.		Contact DJ, make sure they are around			
1.15pm	Groom/best man/ushers arrive at the ceremony	They should be there before the guests start arriving so they can do the meet and greets.					
1.30pm	Guests start arriving at the ceremony	This is where they will have chance to enjoy your welcome music and settle in for the big moment.					
2pm	Ceremony	The most important part of your wedding day schedule – the 'I do's! Most weddings don't start at the time on the invite, so don't worry if the ceremony begins a bit later than planned. This gives guests extra time if they're running late. The amount of time you allow really depends on the type of ceremony you're having. Usually, non-religious ceremonies last for around 20-30 minutes; religious ones can last up to an hour.					
3pm	Drinks reception and photos	Now the emotional bit is done, you can truly celebrate. Invite guests to enjoy cocktails or bubbly while the two of you escape for some photos with the photographer, as well as family portraits and shots of the bridal party. Depending on how many photos you want, you can join the reception hallway through, or spend a little time together having a private drink and taking it all in.					
4.30pm	Dinner is announced	Allow your guests roughly 30 minutes to finish their drinks and find their seats.					
5pm	Dinner service starts	This is the time to make your grand entrance and for the master of ceremonies/best man to announce you for the first time as 'Mr and Mrs'.					
6.30pm	Speeches	As dinner is wrapping up, the father of the bride, the groom, the best man and the maid of honour can make their speeches. Set a time limit of an absolute maximum of 10 minutes for each speech (5 minutes if there are you have a lot of speakers).					
7pm-7.30pm	Cake cutting	First up is cutting the cake, followed by the bouquet toss (if those are traditions that you're keeping).					
7.30-8pm	Turn around/down time	Your venue may need to turn your room around at this stage, which also gives guests a chance to relax before the full-on partying begins. If you want to freshen up or change into a second dress, now's the time. It's also the ideal moment to take 10 minutes to catch up with your new husband!					
8pm-9.30pm	Evening guests arrive/DJ starts first set	It's time to crank up the tunes and hit that dance floor!					
9pm-10pm	Evening food is served	Everyone will need a little pick-me-up by now to keep the party going. So this is the perfect time to bring out the evening buffet, bacon butties or street-food van.					
11pm-12am	The big finish	The part of your wedding day schedule that you won't want to come, but all good things must come to an end. Arrange what your final song will be with your DJ or band ahead of time, and ask them to let you know when it's coming up. When that time comes, say your final goodbyes and hug everyone you need to. If you're having fireworks or making an exit with sparklers, designate a member of your bridal party to organise the guests and hand out everything.					

I will attach a PDF copy of this spreadsheet to your training section of your profile so you can see it in more detail!



PLANNING FOR CONTINGENCIES



Every time you contact a vendor or plan your next part of the event you should always plan for contingencies. These are problems that could arise.

A lot of venues may ask you for a risk assessment ahead of the event day so its important you have planned for all problems and risks which may arise.

- **Potential risk**

The outdoor dancefloor may become wet due to weather conditions causing it to be slippery and dangerous for guests.

- **Plan for minimising the risk**

Look into a cover for the dancefloor to ensure it can be used safely and in any weather conditions

THE NEED FOR HEALTH & SAFETY MEASURES



Health and safety for the event lies in the hands of the event planner. You are responsible for ensuring all guests are safe and any potential risks are as limited as possible.

By observing health and safety measures this will ensure everyone can enjoy the event without being exposed to any risks.

Some Health and safety requirements for event:

- Crowd management
- Transport
- Fire safety
- Noise
- Employee welfare
- Using barriers
- Handling waste
- Special effects

HOW YOU WOULD CONTROL THESE MEASURES

Crowd management

Queuing systems, signage appropriate barriers and effective stewarding are all ways of insuring safe and effective crowd management. You may also need to hire security guards to control safety of other individuals including VIPs.

Fire safety

Fires can happen often especially when putting on a large event with lots of special effects. Ways to limit fires happening are having the correct amount of alarms and extinguishers. Having fire marshals in dangerous areas. And having effective action plans in place to be able to safely evacuate people in the event of a fire.

Transport

Whether it be transport for clients or guests organisation for this is very important. You should anticipate numbers, drivers and an effective queuing system ahead of the event to insure effective and speedy transport options. Careful to not overwhelm transport companies.

Noise

Breaches of noise rules and receiving complaints may put venues off hosting events organised by you in the future so its important to have the correct rules in place such as time constraints, correct signage to make guests aware and even approaching residents of the area ahead of time to give them a warning.

HOW YOU WOULD CONTROL THESE MEASURES

Employee welfare

Employee welfare is important so your employees feel safe and supported at all times. You should put a set of rules in place such as guest behavior management, staff relations and break out areas. You could also bring in some employee incentives such as free food on breaks, money off festival tickets etc etc.

Handling waste

Its important we leave venues how we find them and its down to you as an event manager to ensure this happens to a high standard. You should make sure all waste is removed and the venue is cleaned safely and efficiently after the event. Staff should be briefed on standards and waste should also be effectively removed during the event to deter from slip hazards and broken glass on floors.

Using barriers

For events where you are dealing with a large footfall, you should think about using barriers. This will ensure safety for all guests and staff members and will keep guests from potential dangerous zones or aggressive behavior.

Special effects

Special effects such as flashing lights should always be effectively sign posted. Some guests may be pregnant, have epilepsy or health complications and certain special effects may not be suitable for them to experience.

TASK TIME!

**Please complete the multiple choice
quiz under the training section of your
profile!**



**The pass mark for this quiz is 80% I
will be reviewing your scores next
week!**



REVIEW & EVALUATION

The importance of reviewing your event during and after completion is extremely important. This will allow you to review your performance and see what you would change next time. This will also allow you to track your personal growth as an event planner.

WHAT ARE SOME THINGS FROM AN EVENT YOU MAY WISH TO IMPROVE ON NEXT TIME?

PLANNING AN EVALUATION



PERSONAL

A personal evaluation is evaluating how you as an event planner thought you did and highlighting what you can improve upon next time.

PEER

A peer evaluation would be for example a questionnaire form you could send to others such as guests or other staff members to get their point of view on how they think they event went.

OUTCOME

You can then compile both of the evaluations in to one creating a list of things that went well, things that need improving and how these will be improved upon next time.

PERSONAL EVALUATION

Your personal evaluation should be completed as close to the event concluding as possible, and should include the following

- What you thought went well
- What you thought could have gone better
- what you would change next time and how

You can compile these into a template like this one, to make it easy to read. By compiling this into an easy to use template you have this readily available after every event you do.

----->

POST EVENT **EVALUATION**

Ministry/Event Name _____

Date of Event _____ Date of Evaluation _____

Evaluation completed by (name) _____

Point person _____

Completed by point person with team? ☐

1 What went well? _____

2 What went not-so-well? _____

3 How was the event effective/successful? (as appropriate for this event) _____

4 Do we want to do it again? If so, why? If not, why not? _____

5 What should we change for the next time we hold this or a similar event? _____

6 Notes on particular subjects or topics that we want and need to remember: _____

7 Did we meet our budgetary goals? _____

8 Did we have enough volunteers for the event? _____

9 Did we face any conflicts among teams/departments? _____

PEER EVALUATION

A peer evaluation is advice you can seek from a number of different people depending on the circumstance for example

- your client
- event guests
- suppliers/vendors
- staff members

This can be in the form of a physical or electronic form that can be sent out or passed out after the event to see how others believed the event went and their feedback. You could use something like the template here, this would be an example of a corporate event.

Event Evaluation Form

Thank you for taking the time to fill out this event evaluation form. We believe in providing quality services to our audience and associates. We wish to make a successful event and a memorable experience.

Hosting capability skills of the co-coordinator

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very Unsatisfied

Content of the event

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very Unsatisfied

Did you find the content of the event entertaining and informative?

- ☐ Yes
- ☐ No
- ☐ other:

Did you receive the greeting you anticipated?

- ☐ Yes
- ☐ No

Was the information accurate and sufficient ?

- ☐ Yes
- ☐ No

How was the chosen venue for the event?

Please give your suggestions regarding to the topics that should be included in subsequent events:

Your feedback in this event evaluation form is valued and will be taken into account for future events.

OUTCOME



From these two pieces of evaluation you can then compile them into one and highlight your most common strengths and weaknesses. You should then plan on how you want to improve these weaknesses to make your skills stronger for the next event. You can compile your evaluations into a spreadsheet so that you can look back and review these after your next event to see if these weaknesses have been acted upon.



BIGGEST STRENGTH

Communication with staff members and customer service.



BIGGEST WEAKNESS

Time management and organizing vendor collections.

Basic



1-1 SESSIONS

EVENT PLANNER

If you think you may need further help with any of the subjects in this webinar, you can book a 1-1 / smaller group session with myself and we can go over things in a little more detail. Whether that be planning an event, reviewing and evaluating, on the day coordination or anything else.

In order to pass the basic webinar you must ensure you are up to date with all the knowledge presented to you and take it on board. If you would like to book a 1-1 session with me you can click on "the team" Then "webinar timetable", click on my face then "book now" under upcoming webinars. You can then select a time and date which suits you, this way you will get the most out of your training!



Basic



**THANK YOU FOR
*LISTENING**



See you soon!

**Please also give us a follow on
instagram @ sseventslogistics**