What an event planner actually does

01 · Foundations · about 10 minutes

The job is risk management disguised as hospitality. A planner turns a goal into a date, a room, a budget, a vendor team and a minute-by-minute plan, then absorbs everything that goes wrong so the guests never notice.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Describe the five responsibilities every planner carries

2. Tell the difference between a planner, a coordinator and a producer

3. Explain why the run of show is the planner's core deliverable

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Which document is the planner's core deliverable on event day?

A day-of coordinator typically starts work

Answers are on the lesson page after you take the quiz.

One line to remember