



9 key traits of successful event planners

What makes an event planner become an industry leader and stand out above the rest? What makes these industry leaders distinctive, stand out, memorable and unforgettable? What makes you go from great to a standout leader?

Here are 9 practical and proven traits of the standout event planner.

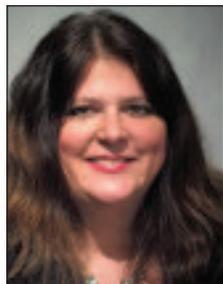
1. Problem Solver — We have all heard the old saying “It’s no use crying over spilt milk.” This is a true statement in our industry. Don’t be upset over something that has happened and you cannot change. No matter how well you plan, something will always go wrong. It’s easier to address the situation if you can find the joy in finding a creative solution to fix the situation. Make yourself memorable with being a great problem solver.

2. Resilience — You know this type of planner, we have grit. You can’t take us down.

The best event planners are cool, calm and collected on-site. They work well with the demanding client, find a solution for a reduced budget, adapt to change and communicate it effectively so it is a win-win for everyone.

3. Vision/Think Big Picture — This planner can anticipate anything and don’t get lost in the weeds. This leader has a buddy, when they get to a stumbling block, they bounce ideas back and forth to solve the problem. They are idea generators, think big, strategic and they take a risk.

4. Organization skills — We have heard, the devil is in the details. We have all been there, you get an



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invitation to a fabulous event and you click yes to attend. You’re excited to attend, you arrive, no valet to be found, registration is 20 people deep with one registration person behind the desk.

Then you move to the bar, it is packed with a 20 minute wait for a beverage, not a great start. Things continue to deteriorate, speakers are not engaging, it’s an hour show, and your stomach is growling.

This planner knows what to do to make an event go from ordinary to extraordinary. What do they do? They hire extra valet parkers, provide a detailed arrival and departure list for check-ins, have extra registration coordinators, work with the food & beverage manager and have beer and wine on trays to pass.

5. Empathy Driven — For any event planner, emotional intelligence is a vital trait to possess. It is the ability to be aware of, control, and express one’s emotions and to handle interpersonal relationships judiciously and empathetically. This is great to have when working on-site and experiencing a stressful situation. Once you can handle your emotions, you can identify the cause behind them.

6. A Savvy Networker — You know this event planner, when you read the definition of a networker you can see their picture in the dictionary. The more I learned about networking the more I learned it’s necessary for any profession, but especially event planning.

7. Personalization — This sets us apart the ability

to move beyond personas. Being a planner who can step in and give an event personalization is one to admire. With more millennials in the workforce, this will continue to be a hot topic for events. My co-worker said this all so well. My son and I are going to Taco Bell and he said that he wanted Chipotle. She asked her son why, he said they don’t put onions on my burrito.

A planner who can orchestrate a meeting in the era of personalization is one to be a leader in our industry from personalizing registration, working with special dietary needs, to event technology.

8. Listening — Have you ever been on a call and not paying attention, they call your name and you ask them to repeat the question? It happens, multi-tasking and not paying attention to the call in our busy lives.

If you want to excel in your job as a planner, listening is a key skill you will need to have. It is important to manage stakeholder communications and expectations can be achieved by managing the ability to accurately receive and interpret messages.

9. Passion for improvement — A successful planner is always looking for feedback and ways to improve on the next program. Keep those touch bases on the calendar with your team and client and always schedule a post con with your team to see where you can make improvements for your next program.

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