

Why Hire An Event Coordinator?

By Gina Almgren

(Photographs by Cospir Photography)

1) **WHY HIRE AN EVENT COORDINATOR** when you can do it yourself?

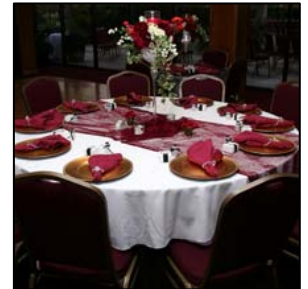
The real question here is 'How many more important moments in your Families lives are you willing to miss? Isn't the reason for the event itself a special family moment? Did you get to really enjoy the last event you hosted or we're you left hollow because you had no interaction with what was going. Were you in the kitchen all night or fussing with drinks? By hiring an Event Coordinator you save in 3 separate valuable areas of your life: costs, time & effort. Why do you have a Gardener? You can garden. Why do you have a house cleaning service? You can clean your house. Why do you hire a caterer? You know how to cook.

In planning your own events you spend all of your quality family time trying to figure out how to make it happen. In running your own events you spend all of the time during fussing with its details instead of socializing with your guests. There's a special reason for your event and special people to share this event with. Don't put your life on hold to plan it. Don't miss it by being exhausted or preoccupied with how it's running. When you watch the video of your wedding, family reunion etc., you want to be reliving your experience not be seeing it for the first time. Besides, how many weddings does one plan in a life time?



'Working with Gina allowed my day to day to remain the same. I had a terrific 10th anniversary & still had time to do homework with the kids after school. She just asked me questions & gave me updates. She came back with more and my results were a fantastic stress-free 10th Anniversary Party.'

'Our last Christmas party we must have gone through 4 different dates to find the best one that worked for everybody. When that day finally rolled around we were very excited to see old friends & family. By the end of the evening we found ourselves saying good bye to everyone & apologizing for not spending time with them. I spent most of the evening behind the bar and Rachel in the kitchen making sure her constant flow of hor d'ouvres wouldn't burn. This year was much better. Gina and her crew took care of finding the best date, brought in the servers we needed and kept the party on time and hassle free. Rachel and I hadn't a care in the world. We were able to catch up with friends & family and had an excellent time. When the evening was over, the house was clean; we had a nightcap & went to bed.'



2) **WHAT'S AN EVENT COORDINATOR ALL ABOUT?**

A good Event Coordinator works with you mentally, physically, financially & spiritually. They are the people that know where to find what you need for your event. They know how to design your event based on its location, time of day, budget and all its dynamics. When you hire an Event Coordinator you get the best in Price, Service & Quality. You save on your costs, time & efforts.



Have you ever been to a wedding where you wished that things would just get moving; where things were just dragging along & the guests were starting to leave? Proper Event Coordination is about keeping a good time line & keeping the program happening so that there isn't any lost time or lost mojo in the moment. Making sure that your guests stay and are entertained by all that you have planned for them without you feeling rushed to do it.

Have you attended that corporate meeting where you were sitting in the back of the room and no one seemed to be running the show? Or been at a Fortune 500 meeting where the company assumed the hotel was providing a projector and by the time the whole thing was sorted out you were an hour behind schedule. People still left at their schedule time and missed an hour worth of the presentation because now the event ran way too long? Did lunch arrive late or cold?

Do beware of frauds and 'wanna be's'....when the digital camera was introduced; everyone became a photographer because out of the 5000 shots they could take they were bound to get a couple hundred good ones. Don't be fooled; A Professional Photographer knowing composition, lighting etc., would have gotten you 4500 great shots out of that same card. It's the same for the Event Coordination Industry. I get a lot of people who want me to hire them as Event Coordinator who's resumes consist of their children's birthday parties or they've organized a single function and had fun doing so. There are way too many people out there who think that's all there is to being an Event Coordinator and are now calling themselves just that. Event Coordinators are not party planners - most anyone can throw together a quick party. Ask for plenty of reference before turning over a special family moment to be organized by just anyone and watch who you designate chores to....'Although he might have the greatest of intentions, what's Uncle Bill the Mechanic really going to do about your cake not being delivered on time? That's like asking an IT guy to perform brain surgery.'



3) **WHY HIRE ME?** What sets me apart from the rest?

People who don't know always say to me 'I'd like to hire you but you cost too much.' I ask them 'how do you know? I don't even know what you want me to do & you're already assuming I'm too expensive.' Most Event Coordinators have set prices or packages they offer per the type of event services they provide. For example they might have 3 different packages for an Anniversary Party all of which are based on a different number of hours, scope of work & people they need etc. Each package (or box) has its own cost. In other words, they tell you what 3 options of service you can select for your event & what each of their costs are.



My service as an Event Coordinator works completely the opposite. I don't fit your event into offered boxes or packages, we work together to create the perfect individual unique 'box' just for you. You get from me what you want & need. From the other guy, you get what they're willing to give you and the way they think you should have it. So, do I cost too much or are you going to pay for exactly what you want? With me you will always have the opportunity to learn what a fair price for value is because I always discuss it first. There are no 'boxes' or packages to conform to. It's your event and you are individual.

I have been servicing the World of Special Events for nearly 25 years; from back yard parties to Olympic Ceremonies. My fee is always based on the scope of work & not my dynamic resume. Your event gets priced according to the event that it is and not the events that I've done. But be assured though that I will apply all of the wisdom that's been collected to date to guarantee the best most success experience for you.



I'll ask you all the standard Event Coordinator questions so that your event can be created and taken care of properly but what I'm really looking for is what will make this YOUR special event and unique to you. What is most important to you? What do you need to have happen and in what way? Are you concerned about your uncle drinking too much? Do we need to keep your Mother-in-Law off of the microphone? Are there unruly children coming who's parents you can't discipline yourself? Who's always late & holds up the activity? Who's bringing the