





Director of Events The Baltimore Museum of Art

- 24+ years in industry
- 18+ years at Museum venues
- 20+ years NACE member
- Special in venue management
- Event planner experience
- Adjunct college professor
- LOVES frozen margaritas!





Agenda

- What do I do again?
- Talk, talk, talk...
- Can't we all just get along?
- Who really cares?
- Don't worry, be happy!





Learning Objectives

- 1. Similarities/Differences
- 2. Clearly define and communicate
- 3. Top Tips
 - Separation of Duties
 - Collaboration
 - Communication















- Wedding/Event Planner
 - Focus on every detail of event
 - Personal consultant from initial planning stages to day-of execution and follow-up
 - Oversee time management, troubleshoot, ensure quality control throughout planning process and event
 - Stays until the end of event









- Venue Professional
 - Liaison between client and venue operations team
 - Focus exclusively on contracted service
 - No guarantee individual will be there on event day
 - May depart before event ends











- Caterer
 - Food, beverage, staffing, service, set-up and breakdown
- Event Vendor
 - Focus exclusively on contracted service décor, photography, entertainment, etc.











- Client
 - Communicate their vision, preferences, desires
 - Pay for services provided by each vendor
 - Show up and have fun!









What Do You Do?







What Do You Do?

- Give examples of what you do/don't do?
 - Ceremony
 - Scheduling
 - Research/Training











Talk, Talk, Talk...





Talk, Talk, Talk....

- Why is communication important?
 - Avoid problems
 - Don't incur extra expenses
 - Don't create extra work







Talk, Talk, Talk...

- Who needs to communicate?
 - EVERYONE!
 - Vendors to client
 - Vendors to each other
 - Client to vendors













Talk, Talk, Talk....

- What needs to be communicated and when?
 - As much as possible, as early as possible
 - Important for EVERYONE to be on the same page
 - Clarify what can/can't be done in advance to avoid confusion, expense or heartache





TRUE STORY!





Can't We All Just Along?







Can't We All Just Get Along?

- What to avoid:
 - Confusion
 - Toe-Stepping
 - Frustration
 - Problems

- What is the worstcase scenario?
 - Wasting time!
 - Spending too much money!









Can't We All Just Get Along?

- Relationship building is essential
- Respect is cultivated, earned and ...PRICELESS

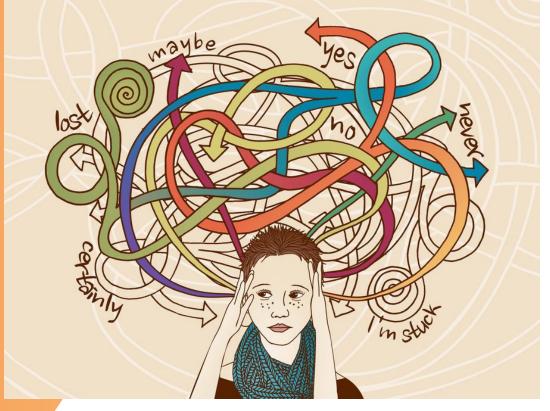






Who Really

Cares?









Who Really Cares?

- ALL of us...but
- Ultimately, the CLIENT

 It's our job to EDUCATE to avoid DISASTER









Don't Worry, Be Happy



Top Tips

- What can we do to clarify Separation of Duties?
 - Identify and write down what you do and don't do
 - Clearly communicate this to the client and other vendors
 - Be proactive!



Top Tips

- What can we do to Collaborate more?
 - Have each other's backs
 - Learn each vendors do's and don'ts
 - Be proactive!



Top Tips

- What can we do to Communicate better?
 - Clearly, often, in writing and in person
 - Find the best platforms you know they aren't reading the contract
 - Be proactive!





SUMMARY

- Identify and Clarify
 - Communicate
 - Collaborate
 - Educate
 - Execute

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Feel free to contact me anytime!





