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EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE



Battle of the All-Stars: Event Planner vs. Venue Manager

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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**



**LET'S
GET
READY
TO
RUMBLE**

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**What Do I Do
Again?**



What Do I Do Again?

- **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



What Do I Do Again?

- **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



What Do I Do Again?

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



What Do I Do Again?

- **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 worst-case 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!



Q&A



Continue the Conversation



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