



# Professionalism In the Event Industry: 5 Critical Keys to Professional Success



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## ▶ Why Do Human Beings Celebrate...

- Their Joys?
- Their Triumphs?
- Their Sorrows?



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## What Is It That We Really Do??

- ▶ “Extraordinary, nonspontaneous, planned occurrences that entertain, inform, or provide enjoyment/inspiration to consumers”.
- ▶ “A public celebration that conveys, through a kaleidoscope of activities, certain meanings to participants and spectators”.



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▶ Events are unique in scope and have many or all of these characteristics:

- Generate large crowds
- Open to the public
- Require planning
- Contained in large public venues
- Planned with government entities
- Involve local businesses and communities
- Have historical/community roots

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## *THE CURSE OF ACADEMIC CREDENTIALS*

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## *THE CURSE OF FUN*

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- ▶ What do you do all year?
- ▶ What's your "real" job?
- ▶ Do you get to meet a lot of celebrities?
- ▶ Isn't it great to have a job that's all fun and games?



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## *THE CURSE OF VOLUNTEERISM*



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## ELEMENT #1 Believe In and Promote Your Own Professionalism



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## ELEMENT #2 Institute Sound Management Planning

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## ELEMENT #3 Have a Passion for What You Do



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## ELEMENT #4



## CUSTOMER SERVICE IS EVERYTHING

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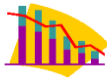
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NO CUSTOMERS

NO NOTHING



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ELEMENT #5

HAVE A  
WHATEVER IT  
TAKES  
MENTALITY



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AVOID  
COMPLACENCY  
MAINTAIN A  
BALANCE

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THANKS FOR LISTENING!!

IRA@EOLPRODUCTIONS.COM

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