



INTRODUCTION

THE FOLLOWING PRESENTATION PRESENTS THE SKILLS NEEDED TO BE A SUCCESSFUL WEDDING PLANNER IN TIMES OF HIGH COMPETITION. A PERSONAL DEVELOPMENT CAREER PLAN WITH A TIMEFRAME IS DESIGNED FOR THIS RESEARCH. THE PRESENTATION BRIEFLY STATES THE ACADEMIC AND EMPLOYABILITY SKILLS AND SHOWS WHY THE STUDENT BELIEVES THEY HAVE THE NECESSARY QUALITIES TO BE A GOOD WEDDING PLANNER AND HOW TO IMPROVE THE SKILLS THEY LACK IN THE FUTURE.



ACADEMIC AND EMPLOYABILITY SKILLS

SUCCESSFUL CAREERS ARE BUILT ON SOLID SKILLS. SOME OF THEM COME NATURAL BUT SOME OF THEM ARE DEVELOPED OVER TIME AND DURING THE WORK PROCESS. EMPLOYERS GENERALLY VALUE EMPLOYEES WITH GOOD WORK ETHIC AND SOMETIMES RANK IT EVEN HIGHER THAN WORK KNOWLEDGE. QUALITIES THAT EMPLOYERS HAVE HIGH REGARD OF INCLUDE COMMUNICATION SKILLS, TEAM WORK, DISCIPLINE, RELIABILITY, INITIATIVE, ORGANIZATIONAL SKILLS, PRESENTATION AND PUBLIC SKILLS, PLANNING AND MULTITASKING. ALL OF THESE ARE DIRECTED TOWARDS SAVING TIME AND MAKING PROCESSES MORE EFFICIENT. MASTERING THESE SKILLS IS ESSENTIAL FOR ESTABLISHING A SUCCESSFUL CAREER.



PROFESSION WEDDING PLANNER

DEFINITION - THE WEDDING PLANNER IS THE FACE OF THE AGENCY, BUT THEY SHOULD ALSO BE ABLE TO "SELL THE IDEAS". THE MOST DIFFICULT PART OF THE JOB IS TO CREATE SOMETHING NEW AND SPECIAL FOR THE CLIENTS (THE SO CALLED ADDED VALUE). A WEDDING PLANNER NEEDS TO PLAN THE WEDDING DAY WITH EXTREME PRECISION AND CONSIDERATION. THEY SHOULD BE ABLE TO FORESEE ALL POSSIBLE SCENARIOS (HOW THE EVENT UNFOLDS). A WEDDING PLANNER ALWAYS HAS A BACK-UP PLAN IN THEIR HEAD,

DISCIPLINE AND TIME MANAGEMENT IS ALSO A CRUCIAL KEY TO SUCCESS IN THIS FIELD.

THE WEDDING ORGANIZER, AMONG OTHER THINGS, SHOULD BE A GOOD PSYCHOLOGIST AND BE ABLE TO FEEL THE, EMOTIONS, TASTES AND PREFERENCES OF THEIR CLIENTS. ONLY THEN THEY WOULD BE ABLE ORGANIZE A PERFECT WEDDING.

THE WEDDING PLANNER ALWAYS HAS TO REMEMBER THAT WHAT IS SUITABLE FOR ONE PERSON, IS COMPLETELY UNSUITABLE FOR ANOTHER . THE ABILITY TO LISTEN AND FEEL ONE`S CLIENTS WILL ALLOW THE WEDDING COORDINATOR TO ORGANISE THE EVENT.

ADDITIONALLY, THE WEDDING PLANNER NEEDS TO HAVE AT LEAST BASIC FINANCIAL KNOWLEDGE AS BUDGETS OFTEN CHANGE AND THE WEDDING PLANNER NEEDS TO ADJUST THEM ACCORDINGLY.

THE EVENT

A WEDDING IS AN EVENT WITH A HIGH PROBABILITY OF SOMETHING GOING WRONG. THE TASK OF THE WEDDING ORGANISER IS TO STAY CALM IN THE MOST STRESSFUL SITUATIONS AND BE ABLE TO CARRY OUT THE EVENT EVEN AFTER UNPREDICTED EVENTS OCCUR. THIS CAN ONLY BE ACHIEVED BY A PERSON WITH A STRONG WILL AND A GOOD MEMORY.

QUALITIES A GOOD WEDDING PLANNER MUST POSSESS:

- CALM UNDER PRESSURE;
- A GOOD COMMUNICATOR;
- CREATIVITY;
- ORGANISATIONAL SKILLS;
- TIME MANAGEMENT SKILLS;



SWOT ANALYSIS

STRENGTHS:

Communication skills
Creativity
Organizational skills

WEAKNESSES:

Time Management
Lack of resources
Need to be calmer under pressure

OPPORTUNITIES:

A high demand during COVID-19
Career progression
room for showing creativity

THREATS:

Competition – more efforts needed
Clients` behaviour is unpredictable –
a need to be quick on your feet
Lack of knowledge – a need to invest
time to gain experience

STRENGTHS

COMMUNICATION SKILLS - WHILE WORKING AS A RECEPTIONIST IN PARIS, FRANCE, THE HOTEL RECEIVED 50 VISITORS ON MY SHIFT. I HAD TO SIGN IN THE GUESTS. THE GROUP SPOKE LITTLE ENGLISH SO I COMMUNICATED WITH THE LEADER TO TRANSLATE FOR ME. I STOOD IN FRONT OF THE GROUP, SPOKE CLEARLY, MADE EYE CONTACT WITH EVERYONE AND DELIVERED THE MESSAGE. I USED NON-VERBAL COMMUNICATION TO SHOW THE LOCKER ROOM, ETC. AT THE END THE SIGN-IN PROCESS WAS COMPLETED SUCCESSFULLY.

CREATIVITY – DURING THE SAME SEASON WE HAD TO CREATE A UNIQUE CUSTOMER EXPERIENCE. ONE GUEST HAD A BIRTHDAY SO I TALKED TO ONE OF HIS FRIEND AND WE RECORDED A VIDEO GREETING FROM THEIR DAUGHTER WHO LIVED ABROAD. THE CLIENT WAS VERY PLEASED AND MENTIONED THIS WAS THEIR BEST BIRTHDAY PRESENT TO BE RECEIVED.

ORGANIZATIONAL SKILLS - IN MY LAST POSITION I HELPED MY MANAGER IN ORGANIZING THE BUDGETING PROCESS. THIS WAS DONE BY ORGANIZING THE PROCESS IN SMALLER TASKS AND CREATING A “BUDGET” PLAN. BECAUSE OF THIS WE MANAGED IN TIME AND MET ALL THE DEADLINES.

WEAKNESSES

TIME MANAGEMENT – SOMETIMES I TEND TO LOSE TRACK OF TIME. IN ORDER TO DEVELOP THIS SKILL I DO EXCEL TABLES, REMINDERS, I HAVE A BOOK WITH NOTES/ IPAD WHERE I WRITE DOWN MY TIME SCHEDULE AND DEADLINES IN. IN MY JOB AS A WEDDING PLANNER I WILL CARRY A NOTEBOOK/ IPAD WITH ME, AS I WILL NEED TO WRITE DOWN IMPORTANT INFORMATION.

LACK OF RESOURCES – I WILL NEED TO INVEST SEVERAL YEARS TO BE COMFORTABLE AND ACQUIRE THE BASIC SKILLS NEEDED FOR THE JOB.

A NEED TO BE CALMER UNDER PRESSURE – A QUALITY THAT IS ALSO TRAINED DURING THE WORK PROCESS. I NEED TO TRAIN MY SELF-DISCIPLINE AND CONSTANTLY REMIND MYSELF THAT I AM IN CHARGE, PLANNING HELPS LOWER THE PRESSURE AS WELL AS EXERCISING DAILY AND KEEPING A STRONG AND HAPPY FACE IN THE MOST DIFFICULT SITUATIONS. JOB SATISFACTION IS IMPORTANT AS DURING STRESSFUL EVENTS YOU NEED TO REMIND YOURSELF THAT YOU LOVE WHAT YOU DO.

PERSONAL DEVELOPMENT PLAN

Starting in a company as an intern



Working 2-3 years and possibly progressing to a manager/ director position



Starting my own company

TIMELINE

September 2022 -
March 2023

- **Intern**

2023 - 2024
2024 - 2025

- **High profile clients**
- **Manager/
Director**

2025

- **My own company**

CONCLUSION

A WEDDING IS ONE OF THE MOST MEMORABLE DAYS IN ONE'S LIFE. TO MAKE A COUPLE'S SPECIAL DAY PERFECT AS A WEDDING PLANNER IS REWARDING AND PROFITABLE AT THE SAME TIME. REAL PROFESSIONALS DELIVER EXCEPTIONAL VALUE TO THEIR CLIENTS.

A WEDDING PLANNER POSITION IS A STRESSFUL ONE AND ACQUIRING THE SKILLS NECESSARY FOR THE JOB IS CRUCIAL IN TIME OF TOUGH COMPETITION AND HIGH CUSTOMERS' DEMANDS. COMMUNICATION SKILLS, TEAM WORK, DISCIPLINE, RELIABILITY, INITIATIVE, ORGANIZATIONAL SKILLS, PRESENTATION AND PUBLIC SKILLS, PLANNING AND MULTITASKING ARE VERY IMPORTANT. IN THE CURRENT PRESENTATION A PERSONAL DEVELOPMENT PLAN WITH TIMEFRAME IS DESIGNED FOR ACQUIRING THE KNOWLEDGE AND THE SKILLS NEEDED TO BE SUCCESSFUL IN THIS FIELD.



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