

## FASHION

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## A DAY IN THE LIFE OF A FASHION EVENT PLANNER

You're probably already aware that there's no such thing as a 'typical' day for an event planner, but this can be even more true for a fashion event manager! In the run-up to events, as well as event days themselves, you can expect to work long hours – as well as spending time traveling.

Across each day, you can expect to use these skills to help you dress your event (and your career) for success:

**Strong Communication Skills** – both written and verbal, being clear and concise is essential to productivity.

**Organisation** – fashion events can involve

hundreds of individuals and companies, organisation skills are paramount.

**Creativity** – every day and every fashion event you're involved in will both challenge and inspire your creativity.

**Observation** – From backdrop, to schedule, to front-of-event flair, every day will bring some detail which will need to be developed, delegated and redesigned to support the style and ethos of the whole event.

If your closet of competencies is looking a little threadbare, our courses can really help you get suited and booted for this new career.

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## GETTING INTO FASHION EVENT PLANNING

As well as being an industry which is all about design, creativity, and inspiration, the fashion industry is also very much about marketing: those shows aren't just for displaying designers' creativity, they're also about selling the designs, ideas, and garments and accessories.

Taking an event management qualification which includes a strong element of professional marketing and is accredited is an essential to help break into this industry. This can make a real difference to prospective employers when it comes to putting yourself in the spotlight of the highly competitive world of fashion events.

## CAREER OPPORTUNITIES

When it comes to opportunities for working with big brands, the fashion industry really has it covered! From working with designers, such as Dior, Armani, Louis Vuitton, Chanel, Valentino or Gucci, to working with top fashion agencies like Blonstein and INCA on the delivery of new fashion lines, or working with brands like Swarovski and Vogue – the world of fashion is extremely eventful and global.

Fashion Event Planners are often brought in to support brand retailers, corporations and charities in organising and delivering fashion events to launch new lines and products, create brand and message engagement, offer awards and rewards, and to raise money.

Fashion event roles are available across the world, so being willing to travel as an event planner can really widen your prospects when it comes to making a career out of fashion event management.

# THE QUESTION IS HOW TO GET STARTED?

Before we deep dive into the details it is worth understanding the different (typical) stages of a career in events to know at which stage you might be entering.

The first step is just realising this is something that you want to do. It could be that you've organised a private party/wedding/charity event and just loved it. Maybe you have worked in an associated part of the industry like hospitality, music, project management or design and felt your skills would transfer nicely into events.

Now you need to bridge the gap. You need to get some experience. Get some volunteering under your belt. Build your confidence, knowledge and CV (we will be coming back to this one) You may also be able to get yourself an internship or a placement in an events agency/role/organisation.

The first real rung on the event businesses ladder is a junior executive role. Here you learn the basics and get involved with everything from laminating signage to designing core elements of 'the show', to budgeting, buying props and costumes, to working on site and to junior client/supplier management.

From this level the roles vary. You could graduate to an event manager, project manager up to a project director, account director, event director and finally producer.

Obviously, these roles can be accessed in any order. Within different projects and in different companies you may be involved in some and possibly all these roles. There are also many specialised event roles... for example the 'showcaller' - directing sound, lighting, film and action cues from an event 'bible' or script through the course of the experience. These special event roles take some years of experience and skill so you are unlikely to be involved with these at the outset, although every event needs someone 'calling the show' (even if it's only a private wedding).

## GOING IT ALONE. SETTING UP YOUR OWN BUSINESS.

The other route you can take is to set up your own business. This is obviously a risky venture and not recommended unless you have had either some appropriate training (degree or postgraduate level course) or at least two/three years' experience.

Setting up and running a business is a totally different skill to being an event manager, but if you are still determined to take this route then ensure you are ready to meet all the demands not only of being an event manager but also marketing yourself and managing your business.

The route we recommend would be:

## GENERATING EXPERIENCE, CONTACTS AND EVENTUALLY A JOB THROUGH WORK EXPERIENCE VOLUNTEERING AT EVENTS.

Both networking and volunteering are key to your success as an event manager. Event Academy offers a broad range of volunteering opportunities to our students and alumni to enable them to clock up the hours in the events world at a broad perspective on the different type of events.

This allows you to qualify in or out what each role or industry is really like while facilitating a broad range of experiences in diverse roles. Work experience through volunteering can also be a lot of fun. For example, we place students into The Brits every year enabling them to see a big global event going live as well as rubbing shoulders literally with celebs, rock stars and the music business royalty!

Networking is similar, in that you need to get yourself out there and generate the levels of motivation to do that. There are many on and offline experiences, meet-ups, events and hot dates in the calendar that can provide you with the opportunities to advance your career in events plus we run our networking events with major players attending like Lego, Secret Cinema, Bridelux and The Department.

# NETWORKING

It's crucial that whatever stage of your career you are at, you get out there and get networking. Follow the key players in the industry online or on social media via hashtags like eventprofs. Go to networking evenings, meet-ups, event conferences, big shows like confex...keep in touch with your course mates, your lecturers and see what they are up to. Try to be creative in how you approach people who may have some influence and then make sure you are polite but to the point...just be you in any live or online networking. Follow, be inspired, then dive in and get involved. You've got to get in to get on.

So the opportunities for a career in events are many and various. The options are almost limitless. Just focus yourself on your skills, your passion, your experiences...then have a look at the following list and/or give one of the team here a call to see if we can help you with your career!

## TOP 8 TIPS FOR CREATING A CAREER IN EVENTS...



**Volunteer/do anything/start anywhere**



**Follow/network/use social media to build a network**



**Get a recognised accredited qualification**

(the best you can afford ideally)

**Don't start your own business until you are ready**

(contacts, clients, funding, and experience)



(blog/vlog)

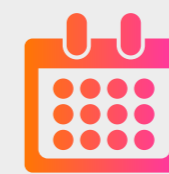
**Capture and publish your experiences**



**Build a creative CV and target your search**



**Network, network, network**



**Do your own event, however small. You will learn the most from your mistakes.**

# CHAT TO US

Feeling inspired?  
Why not live chat with our team now!