

# Career Connections

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## Event Management

### OBJECTIVES OF THE PROGRAM

The objectives of this Career Connections program in event management are two-fold. First, to aid participants in determining if a career in event management is an appropriate fit for their interests, values, personality preferences, skills and abilities. Second, to assist participants in making an informed decision about a career path in event management through course work, co-curricular activities, campus jobs, job shadowing opportunities and internships. This Career Connections program will expose participants to the many aspects of a career in event management or planning and assist them in narrowing down a specific area they would like to pursue.

A person who works in event management plans and executes conventions, meetings, seminars, expositions and/or social functions. Event managers work for large corporations, professional associations, convention and visitors bureaus, city or county governments or independently. This Career Connections program will explore the different aspects of events including planning, catering, security, public relations, marketing and budgeting. Participants will visit the different venues for the work and explore courses relevant to the work of event managers.

### RECOMMENDATIONS

#### Exploring Options

##### *First and Second Year*

Begin in the Career Center by completing several survey instruments to better understand one's interests, skills and values. Good starting tools are the Campbell Interest Survey and the Myers Briggs Type Indicator. Research the professional associations affiliated with event management including: Meeting Professionals International (<http://www.mpiweb.org>), Convention Industry Council (<http://www.conventionindustry.org>), International Special Events Society (<http://www.ises.com>) and The Professional Convention Management Association (<http://www.pcma.org>).

Take exploratory field trips to the Indianapolis, Cincinnati and Louisville Convention and Visitors Bureaus, the Speed Art Museum, Churchill Downs and other large attractions in the area where major events are held. Visit different venues for the work of event management in the Madison area to observe activities, these include, but are not limited to: the Madison Convention and Visitors Bureau, the Special Events Coordinator office at Madison City Hall, the Small Business Development Association and an independent wedding and art show consultant. Observe different aspects of events and planning on Hanover's campus

including Sodexo's catering services, Campus Security, Public Relations, the Alumni and Parent Relations Office, Student Activities Office and Campus Facilities Coordinator. Arrange to attend a conference or convention in your area over the summer and observe what is involved in planning it from behind the scenes.

### ***Third and Fourth Year***

Participants should begin narrowing down the specific areas of event management that interest them and identify professionals with whom they can conduct informational interviews about their occupations. Many of these professionals could come from the Hanover College alumni database. Seek out opportunities to observe these professionals during major events and then conduct a post-event interview with them to evaluate the occasion.

## **Academics**

A career in event management involves many different activities, below are a list of some possible courses relevant to specific competencies as outlined by SIGI Plus regarding a career in event management. These courses are not required and are not merely limited to those suggested here.

*Conducting, Analyzing and Presenting Pre-Event Research:* PSY 111 Basic Principles of Psychology, PSY 220 Research Design and Statistics, SOC 320 Research Methods and Statistics

*Designing Event:* BUS 225 Financial Accounting, BUS 323 Marketing

*Planning, Coordinating, and Monitoring an Event:* COM 112 Public Communication, COM 319 Organizational Communication, ENG 112 Strategies for Composition or GW 113-GW 130 Great Works

## **Co-Curricular Activities**

There are a variety of co-curricular activities to pursue in this area. Any club or organization in which students are involved can provide opportunities for experience with planning social events, bringing speakers to campus and advertising or marketing events. Some specific examples could be assisting the International Club in planning their annual I-club Banquet, working with Positive Image to coordinate the annual Martin Luther King Jr. Day speaker, working with Student Programming Board on the Homecoming, Parents' Day, Family Day or Springfest committees, serving as social chair, recruitment chair or membership education chair of a Greek organization. Participating in Student Programming Board, Communication Club, Theater, Psi Chi or Sociology Club are just a few possibilities. Other examples can be found in the Student Activities Guide "119 Things to Do at Hanover College."

## **Work Experience**

### ***On-Campus Jobs***

*Alumni Office Assistant:* assist the office of Alumni and Parent Relations in planning for Homecoming Reunions, Parent's Day and various alumni receptions and events throughout

the country. Tasks would include confirming facility reservations, developing event programs, confirming and contacting attendees.

*Public Relations Office Assistant:* assist the Public Relations office in gathering information about events on campus, work with local media outlets to publicize events and assist with the development and writing of the *Hanoverian* or *Hanover Quarterly*.

*Campus Center Front Desk Assistant:* assist with hotel reservations, conduct rounds in the building, monitor and assist with events occurring within the Campus Center, answer informational questions from outside callers.

*Sodexo Catering Services:* provide food service and catering assistance for events occurring on and off campus.

*Resident Assistant (RA):* develop and conduct hall functions and programs, provide support to residents, conduct routine safety inspections, participate in the on-call duty rotation schedule in the living unit

*Peer Advisor (PA):* lead a group of new students throughout fall term, design and conduct programs to fulfill the 10 components of the orientation program and the PA module.

### ***Related Summer Jobs***

You can find a job in catering food service, summer camps, tourism offices, zoos, major attractions, hotels or any other major attractions or professional association responsible for planning or hosting events. An on-campus possibility would be the Summer Conference Coordinator position through the Campus Center.

### ***Internships***

Internships are another outstanding way to gain summer experience. An internship can be distinguished from a regular summer work experience by the presence of activities that are specifically designed for your educational purposes. While these programs will expect work from you, they are also likely to be more thoughtful about what you are getting out of the experience.

Events define our lives, and internship opportunities in event management are located almost anywhere. For example, if you are a sports fan, event planning internships are available in organizations like the Indiana Sports Corporation where interns plan, coordinate and implement fundraising activities. If your interest is in fairs and festivals you might enjoy an internship at the Madison Convention and Visitor's Center, the National Tourism Foundation, or the Indiana State Fair Commission. The hospitality industry offers internships at such places as Nashville's Opryland Hotel and Hyatt Productions.

Are you an art lover? Plan events for the JB Speed Art Museum or the Indianapolis Art Museum. What about politics? Intern for the Indiana Republican State Committee or work with a campaign in your hometown. You can also intern for a wedding planner, funeral director, the Olympic games, or many other sites depending on your interests, skills, and

background. The Washington and Philadelphia Centers also provide formal semester long internship programs in related fields to event management. The Internship Coordinator at the Career Center has information on these internships and many more. He can help you with your internship search, guide you through the application process (including developing your résumé and cover letter), and teach you how to make the most of your internship.

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