

ANATOMY OF AN EVENT MANAGER

A 360° VIEW

EAGLE EYES

To give your events proper preparation and planning, Event Managers need far-sightedness and strong attention to detail. With these skills, Event Managers ensure, as far as humanly possible, that everything is right on the night.



CREATIVE BRAIN

Successful events require creativity. Whether it's the event's idea and name or how an event is brought to life, creativity underpins how successfully partners, staff or customers will engage with an event and your brand.

SAFE HANDS

Deadlines drive Event Managers. That's because they know there'll be no second chances. Which is why they must think through everything. They must work under pressure, meet deadlines and proactively spot issues.



STRONG PROBLEM-SOLVER

When tight time-frames compress deliverables, issues inevitably arise. You must assess how your candidates solve problems laterally and creatively to find fixes and work arounds that avoid anyone becoming red-faced.

FIRM PEOPLE SKILLS

To manage events, you must manage lots of people. Ensure your candidates' communication and people skills can effectively manage your suppliers, customers and staff.

LEADERSHIP STRENGTH

Outstanding Event Managers have passion, energy and vision. When these qualities filter into an event, it will help motivate your staff and leadership team to get behind it and inspire people to attend.

BRAND FOCUSED

Your Event Manager is also a brand ambassador. Take another look at your brand's values. Assess how your Event Manager candidates share these values and can bring them to life.