



Event Planning Training Program

To complement the academic experience, students of Genesis Master of Events explore the opportunity of creating and participating in a custom training program to meet their career goals and objectives giving them hands-on practical experience.

Each year we receive over 1000 internship and employment requests from individuals who are interested in becoming an Event Planner. Many requests come from a very limited knowledge of the requirements and skill level involved in choosing this position as a career. It is our goal to offer programs to this group to:

- 1) Allow them to see what is involved in working as an Event Planner/Designer with Genesis Master of Events.
- 2) Train them in The Genesis Master of Events planning program.
- 3) Build our team of Event Planners for our staff.
- 4) Improve the Wedding Planning Industry.

To become a great event planner requires the following skill sets:

- 1) Flawless etiquette in written and oral communication skills – Every client relies on us to draft, proof read, and communicate effectively.
- 2) Must have an excellent knowledge of legal contracts. Clients will depend on you to understand and interpret their binding contracts prior to their agreements.
- 3) Exceptional Math Skills. Genesis Staff is required to be proficient in the ability to create and manage projected budgets.
- 4) Personal Relations Skills. The ability to work together with many personality types is crucial. It is essential to create a peaceful non-stressful working environment.
- 5) Objective Reasoning. An emotional response is never appropriate in planning a client's event. The ability to stay objective and offer the client the option to choose when given the effects and outcome potential is a must.
- 6) Management Skills. A proven ability to work under stress while effectively managing between 400 and 1,500 people at any given time is mandatory.
- 7) Rich in Resources. You must have working knowledge of over 350 Central Valley venues, their contracts, amenities, policies, and procedures.
- 8) Strengths in Networking Capabilities. With over 2,000 Event Service providers in the Central Valley, our staff must be great at networking, understanding the different service options, provider personalities, and preferred working conditions.
- 9) Prior Studies in Multi-Cultural and Religious Background. In today's culture an event planner must have an in-depth knowledge of cultural, religious, and Societal differences in able to service all client's needs effectively.
- 10) Rigorous Hourly Requirements. An average work week at Genesis Master of Events is 60-70 hours with event days lasting approximately 20 hours. You are expected to work every event. Time-off requests must be made at a minimum of 90 days in advance.

Application Process & Program Fees -

We accept new Students into this program continually throughout the year. The application fee for this program is \$25.00 and must accompany the application. Once we receive your application, resume, and fee, we will contact you to schedule a one-on-one interview and schedule your time to take your entrance test. It is crucial that you are open and honest with all of your paperwork including your application, resume, and entrance exam.

Course 1:

The 1st step into our Training Process is our 6-week Event Training Program. This portion of the program is to train students in the basic aspects of event day preparation and set up procedures. You will also study the company's history, philosophy, policies, and procedures at Genesis Master of Events. Students must be available for a minimum of 2 hours each week to attend class room training and allow the student hands on experience with day to day experience in the event preparation. An evaluation will follow at the end of course 1 where a perfect score is required to continue to our 2nd course.

Course 2:

The 2nd 6-week course will educate students in the importance of proper event preparation, set up, common event issues and how to resolve issues that arise during event setup, during the event, and tear down. A minimum of 4 -hours and requires a 1-hour lecture/meeting each week to allow the student hands on experience with day to day experience in the event preparation. An evaluation will follow at the end of course 2 where a perfect score is required to continue to our 3rd course.

Course 3:

Upon acceptance into course 3 (16 weeks), students will be invited to attend events for set up and tear down. Here the student will put into practice the knowledge and skills sets they have acquired during courses 1 & 2. This course runs for 16 weeks and requires a 1-hour lecture/meeting, 8 office hours, homework assignments, and attendance at all events for set up and tears down. An evaluation will follow at the end of course 3 where a perfect score is required to continue to our 4th course.

Course 4:

During this 16-week period students will be allowed to stay for a full event day and shadow our Master Planner to learn the techniques and skills required to manage an event. The requirements for this course are: a 1-hour lecture/meeting, 8 office hours, homework assignments, and attendance at all events for the full day. An evaluation will follow at the end of course 4 where a perfect score is required to continue to our Apprentice Program.

Those who exceed our expectations will be invited back to the 2nd year program. (Details will be given during the program's 1st year) Those who successfully complete the 2nd year may be offered a position with Genesis Master of Events.

An assistant consultant position with Genesis Master of Events is not guaranteed, but it is our hope to expand our team and we only hire those who have successfully completed our program.

Genesis Master of Events is looking for the best of the best. Our programs are extremely rigorous and not for those who are looking for a quick and easy way to get into the Event Planning Industry. Our clients are entrusting us with the most important moments of their life, we take this, our business, and our reputation seriously. We expect all applicants to have the same view.

Student's Mandatory Commitment & Requirements:

Must be a minimum of 18 years' old

Must have independent reliable transportation.

Must be available to work weekends.

Must be able to dedicate office/warehouse hours each week

Must attend weekly training meeting

Must be able attend 90% of all events.

Must be reliable and trustworthy.

Must be dedicated, committed, and honest.

Must have a laptop or tablet.

Must know how to use Microsoft Word and Excel.

Must have access to the Internet for online assignments.

Must be open-minded and ready to learn.

Must have ability to move fast as this is a fast paced industry!

Must be able to take tough, yet helpful corrective criticism, and apply where needed.

Program Application Process:

To enter the program, you are required to follow a five-step process: Application Submission, \$25.00 Application Fee, Orientation, In-Person Interview, and an Assessment Test.

Please submit your application and fee as part of your application package to:

Genesis Master of Events 2525 Alluvial Ave Clovis CA 93611

Personal Statement: Please write a short proposal stating how the program will benefit your career goals and objectives. Include a statement why you should be considered over other candidates.