

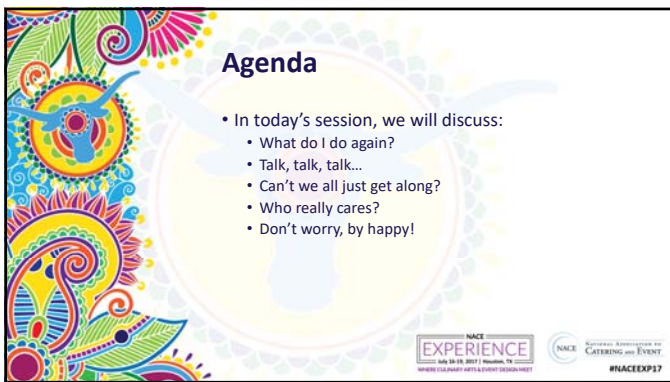


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July 16-19, 2017 | Houston, TX
WHERE CULINARY ARTS & EVENT DESIGN MEET

**Battle of the All-Stars:
Event Planner vs. Venue Manager**

Alicia Crosby, CPCE
Rental & Program Planning Manager
The Baltimore Museum of Art

NACE National Association of Catering and Events



Agenda

- In today's session, we will discuss:
 - What do I do again?
 - Talk, talk, talk...
 - Can't we all just get along?
 - Who really cares?
 - Don't worry, be happy!

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Learning Objectives

- During this session, attendees will learn to:
 - Identify the important similarities and major differences between event planners and venue managers
 - Discuss what venue professionals can do to clearly define their role and communicate to clients
 - Create top tips for –
 - Separation of duties
 - Collaboration
 - Communication

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What Do I Do Again?

CLARITY

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What Do I Do Again?

- Wedding/Event Planner
- Venue Professional
- Caterer
- Event Vendor
- Client

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Talk, Talk, Talk....

Let's Talk

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Talk, Talk, Talk....

- Why is communication important?
- Who needs to communicate?
- What needs to be communicated and when?

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Can't We All Just Get Along?

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Can't We All Just Get Along?

- What to avoid:
 - Confusion
 - Toe-stepping
 - Frustration
 - Problems
- What is the worst-case scenario?
 - SPENDING TOO MUCH MONEY!

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Who Really Cares?

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Who Really Cares?

- ALL of us, but...
- Ultimately – the CLIENT
- It's our job to EDUCATE to avoid DISASTER!

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Don't Worry, Be Happy!

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Summary

- Identify and clarify
- Communicate
- Collaborate
- Educate
- Execute

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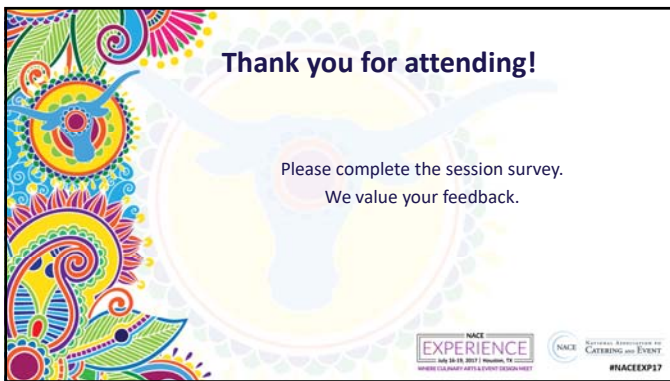
Q&A

• Continue the conversation!

- Follow @NACENational, use hashtag #NACEEXP17

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Thank you for attending!

Please complete the session survey.
We value your feedback.

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