

Maggie Boozer
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Easton Events Internship - Charlottesville, Virginia

For the past seven weeks, I have been actively involved in planning weddings for Easton Events. In the time I was with Easton, Vogue named them as one of the top five wedding planners in the country. Working for such a top event planner was a privilege and an incredible learning experience. The environment was fast paced, as it was the peak of wedding season during my internship. Easton Events executes around twelve weddings a year. All of the weddings Easton plans are high budget weddings, allowing them to arrange beautiful, extravagant affairs that are often published in magazines such as *Martha Stewart*, *Town and Country*, the *Knot*, and others. Easton's philosophy rings true to their standards:

“Our philosophy has always been to give our clients truly honest, thoughtful direction as they journey through some of life's most memorable moments. From the day you engage us, we are committed to utilizing our collective knowledge and experience to craft a refined, original event that lives on long after its final note.”

As an intern at Easton there really was no such thing as a “slow submersion” into the company. I came in during the thick of wedding season, and was put to work right away. Between contacting vendors, speaking directly with clients, and working the events, there was never a dull moment. The great responsibility I was given allowed my professional skills to blossom in the workplace, as well as my ability to handle multiple projects at once.

Throughout the duration of my internship with Easton Events I became more career oriented. The girls at Easton demonstrated proper business etiquette always, something that I began practicing and attempting to improve. Some other skills I

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developed were extreme organization, phone skills, juggling different projects while staying organized, and taking complete responsibility for everything I did.

Every day I came into the office around nine thirty in the morning and answered emails. For the duration of the day I tackled different tasks for my boss such as answering the phones, contacting vendors, designing event diagrams, and completing errands. Working with top vendors on the East coast was a privilege. It was interesting and good to know the tent company we used, top florists, fabric vendors, and other companies. Through daily phone and in person interactions with vendors I improved my communication as well as business skills. My other daily task was working on event diagrams. It was neat being able to arrange event setups on a computer program called social tables. It was very important that I got familiarized with Social Tables, as that is a universal platform in the event planning industry. The final daily task I completed in the afternoon was errands. These could range from visits to AT&T to work on company phones to other menial tasks such as office supply runs.

Along with daily tasks, I had big projects. I had three main projects during my time at Easton. The first project I was given was a photo collage project. In June Easton planned a high budget wedding at Tucker's Point Resort in Bermuda. This was one of their top weddings this year in regards to budget, décor, and setting. Martha Stewart magazine wanted a preview of some of the details of this wedding. My boss asked me to take pictures of the invitations, signs, custom dance floor,

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cocktail napkins, and other details and create a spread online to send to the magazine. I liked this project because it was creative and I was able to demonstrate my organizational skills. After I completed the project my boss sent it off to the editor of Martha Stewart. Another main project I was involved with were site visits to future event sites. On these site visits I would assist the planner in making spatial decisions regarding the tent placement as well as other decisions having to do with ceremony details. Out of all of these projects, my biggest responsibility was wedding day. I worked two weddings at Easton, one in May and one in June. Working the weddings you planned and put time into is probably the most rewarding part of event planning because you get to see your hard work come to fruition. On wedding days I arrived to the event site around noon to assist in setup, décor placement, and bridal party schedules. The most important detail for the wedding planners and assistants is time. If we are off schedule even ten minutes, everything from photos to cake cutting is pushed back. That is why it is important to make sure every part of the evening is on time. My favorite part of wedding planning is executing the wedding because you really are assisting in one of the happiest moments of people's lives. It is special to watch.

Overall, there were high points and low points during this internship. A high point being working the wedding itself, and a low point being the late hours you work at a wedding. I feel so lucky Easton Events was my first event planning internship, as it is well connected on the East coast and throughout the United States. I also gained a lot of knowledge about running an event planning company,

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and how they operate financially. This is important to me because at some point in the future after I am experienced in this profession I would like to open my own company. I can confidently say that my internship provided me with the tools I need for my future work endeavors in the event planning world.