



marie claire behind the scenes

THE PLANNER
Manpreet Arora

Sanchana, Head of Events, Essence Communications

Your remember Jennifer Lopez's job in *The Wedding Planner*? That's kind of what I do, a Miss Fix-It for anything and everything that may go wrong before and during a party! My job mainly revolves around representing our clients through creative and engaging events. Before we even start planning, I need to capture the expectations and objectives of the client and come up with an effective projection of their corporate brand and products and/or services. I have a team of people to work with and we are constantly brainstorming for innovative ideas to host an event or party. At any one time, we're more often than not, juggling more than one party or event. I enjoy the challenges involved in such a competitive industry as well as the fast pace of events. Also, my job allows me to express my creativity in ensuring that each of our events is unique to each client. I control an event from the initial planning stage to managing it on the day itself. I am involved in each stage of the event production and make sure that all the elements come together the way they are supposed to and everything is on schedule.

The hardest part about my job however is maintaining a balance between doing what the client wants and advising them against certain ideas or decisions that may not be best. As we are ultimately responsible for the success of an event, we might sometimes find ourselves stepping on a few toes while having the event's best interest at heart. The silver lining is of course working with a great team and having a very supportive boss. This atmosphere makes work fun and keeps you motivated to take on any challenges that come your way. Additionally, the satisfaction of putting together a successful event and being appreciated for your efforts is priceless. Planning and attending the event itself is of course a lot of fun. When the client and guests at the party have had a great time and ask when the next event is... you know you've done something right and done it well!



TYPICAL DAY:

There is never a typical day but among other things, most of my day is spent on:

- Coming up with original ideas for parties/events and proposing them to clients.
- Discussing the client objections and wishes.
- Drafting budgets and timescales with the client.
- Researching, hiring and supervising suitable vendors for a given party.

- Negotiating prices with suppliers and contractors.
- Booking venues, entertainment and necessary equipments for a given party.
- Making sure that everything runs smoothly on the day of the party.
- Meeting up with clients for progress reports.
- Visiting potential venues.



Party
PEOPLE

We all love parties... especially the ones that run smoothly and get us into the right mood to mingle or dance into the night. Meet the people who work behind the scenes to give you all that excitement and more. There are more to parties than meets the eye...

TEXT: SHANTI GANESAN