

Other Materials

Portfolio

A portfolio is a collection of **samples** of your work that you take to an interview. A portfolio can help you **stand out** from other applicants. It offers an employer **proof** that you have the skills to do the job.

Working as an event planner gives you a perfect opportunity to create a **portfolio**. As you gain experience in the field, your portfolio will build. If you don't have a portfolio—get busy and create one. Later in this guide, Section 6.2.2 explains how to create a portfolio even if you have no previous paid event planning experience.

Letters of Recommendation

Including one or more letters of recommendation when you submit your resumé can help you get called for an interview. Recommendation letters can be particularly important when you don't have a lot of paid event planning experience on your resumé. A glowing letter describing how impressed someone was with the work you did organizing an event for a charity can give you a huge advantage over other applicants.

People qualified to write letters of recommendation can be former work supervisors, co-workers, teachers or professors, board members from organizations you have volunteered with, professionals in the event planning field, or as a last resort, friends and family members.

Letters of recommendation should be on high-quality paper and typed in a readable font. Copies are fine. Keep a file just for letters of recommendation so they stay clean and fresh. Try to keep them as current as possible, updating with new ones as you receive them.

It is great if you can get a letter of recommendation “customized” to a specific job position, but that is not always necessary. Most skills required are transferable from other settings and situations. As long as the letters are positive, hiring managers can identify that the skills you have can be used in varied job duties.

TIP: Be certain that, should a hiring manager call the writer of the letter of recommendation, his or her response will be a good one. Things change. Sometimes a person who was happy to write a glowing recommendation will have cooled on their opinion of your work as time passes. Especially if you have not worked for that individual for some time, be sure to call them first and get an assurance that they will still speak of your work in the best possible way.

Business Cards

Hundreds of software programs offer templates for you to create your own business cards. Spend some time creating a readable, stylish business card for yourself that clearly spells out the services you offer as an event planner. Carry these cards with you always—and don't be shy about handing them out! You never know when a casual conversation may lead to a job opportunity.

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