

GENESIS MASTER OF EVENTS

SUMMER/FALL 2019

EVENT PLANNING INTERNSHIP



PRESIDENT & MASTER PLANNER

VICTORIA A LEWIS

GENESIS MASTER OF EVENTS

PLANNING | DESIGN | EXECUTION



GENESIS TRAINING PROGRAM

In today's competitive world of wedding and event planning, organizations, venues, and vendors seek out event professionals who have first hand practical experience of how their specific business contributes to the delivery of a successful event. It is our goal to deliver that standard of quality in all our services.

Genesis Master of Events is a Biblically based company that holds our employees, team members, students and partners to the highest ethical standards. We have a strict code of ethics with little room for error. We train and hire only those who strive to be the best.

AT ANY POINT, YOUR INTERNSHIP, PARTNERSHIP, OR EMPLOYMENT CAN AND WILL BE TERMINATED FOR A BREACH OF THESE ETHICAL STANDARDS. PARTICIPATION IN THIS PROGRAM SHOULD BE SEEN AS A RARE PRIVILEGE NOT A RIGHT.

WHO WE ARE LOOKING FOR

We are looking for those who hold themselves to a high ethical standard whether or not they are being watched by others. To complement the academic experience, students 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 500 internship, training, 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 this program to help:

- 1) See what is involved in working as an Event Planner/Designer.
- 3) Build our team of Event Planners for our staff.
- 4) Improve the Wedding & Event Planning Industry.


THE QUEEN OF WEDDINGS

Learn from a multi award winning planner and business owner with over 33 years of experience



REQUIRED EVENT PLANNING SKILLSET

THROUGH OUR PROGRAM WE WILL DEVELOP THESE SKILLS WITHIN YOU

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- 1) Flawless etiquette in written and oral communication – 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 Relationship 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 potential outcome 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 300 Central Valley venues, their contracts, amenities, policies, and procedures.
 - 8) Strength 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's personalities, and preferred working conditions.
 - 9) Prior Studies in Multi-Cultural and Religious Background. In today's culture an event planner must have a in-depth **knowledge of cultural, religious, and societal differences** to be 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.
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INTERNSHIP REQUIREMENTS

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 willing to travel up to 100 miles.
 - Must be able to dedicate 4+ office/warehouse hours each week
 - Must attend weekly training meeting
 - Must be able attend 80% of Genesis 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 not be scared to ask questions and make mistakes.
 - Must have ability to move fast as this is a fast paced industry!
 - Must have the ability to catch on quickly and make wise decisions.
 - Must be able to take tough, yet helpful corrective criticism, and apply where needed.
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PROGRAM DETAILS

WE ACCEPT NEW STUDENTS INTO THIS PROGRAM CONTINUALLY THROUGHOUT THE YEAR. IT IS CRUCIAL THAT YOU ARE OPEN AND HONEST WITH ALL OF YOUR PAPERWORK INCLUDING YOUR APPLICATION, RESUME, AND ENTRANCE EXAM.



PHASE ONE

During Phase One we will educate students in the history, philosophy, policies, and procedures at Genesis Master of Events. Students will learn mandatory requirements for event procedures, etiquette, and standards required to attend and participate in Genesis' events. Students must be available for 4 hours each week to allow the student hands on experience with day to day experience in the event preparation. They will also be required to attend a minimum of 80% events for set up and tear down. An interview, evaluation and accumulation of 175 points will be required at the end of Phase One in order to move onto Phase Two.

PROGRAM DETAILS



PHASE TWO

The second phase is designed to train students in the basic aspects of event day preparation and set up procedures. Students must be available for **8 hours each week** to allow the student hands on experience with day to day experience in the event preparation. They will also be required to attend a **minimum of 80% of events** for set up and tear down. During Phase Two, students will be **eligible for pay for up to 2 hours on the event day**. A passing evaluation and accumulation of 350 points will be required at the end of Phase Two in order to move onto Phase Three.

PROGRAM DETAILS



PHASE THREE

Upon acceptance into Phase Three students will be invited, on a case by case basis, to attend events for the full event day. Here the student will put into practice the knowledge and skills sets they have acquired during Phases One & Two. During Phase Three, students will be **eligible for pay for up to 4 hours on the event day**. This Phase requires a weekly 1-hour lecture/meeting, **8 office hours weekly**, homework assignments, and attendance at a **minimum of 80% of events** for set up and tear down. An interview, evaluation and accumulation of 500 points will be required at the end of Phase Three in order to move onto Phase Four.

PROGRAM DETAILS



PHASE FOUR

During Phase Four students will be invited to stay for a full event day and shadow our Master Planner to learn the techniques and skills required to manage an event. This Phase requires a weekly 1-hour lecture/meeting, **8 office hours weekly**, homework assignments, and attendance at a **minimum of 80% of events** for the full day. Phase Four students will be eligible for pay at the following structure:

1. Students with 500-749 points are eligible for pay for up to 6 hours on the event day
2. Students with 750-1,000 points are eligible for pay for up to 8 hours on the event day

An interview, evaluation and accumulation of 1,000 points will be required at the end of phase four in order to move into an apprenticeship and/or event staff position.

PAID POSITIONS DURING TRAINING

STUDENTS WHO INCREASE THEIR VALUE IN THE PROGRAM THROUGH THE TRAINING ARE ABLE TO EARN EVENT DAY PAY. THIS IS OFFERED AFTER COMPLETION OF EACH PHASE, THROUGH AN EVALUATION PROCESS, ON THE FOLLOWING SCHEDULE:

175-349 points: Up to 2 hours of pay on event days

350-499 points: Up to 4 hours of pay on event days

500-749 points: Up to 6 hours of pay on event days

750-1,000 points: Up to 8 hours of pay on event days

Those who successfully complete the 2nd year may be offered a position with Genesis Master of Events. An Assistant Planner 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.

There are many Event Planners in the area who have a very relaxed program. We encourage you to seek out all other opportunities before considering this program.



PROGRAM APPLICATION PROCESS

To be considered for the program you will need to return a completed application, your resume and a personal statement. Upon review we will contact you to schedule your in-person interview and assessment.



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

Genesis Master of Events
2525 Alluvial Ave #151
Clovis CA 93611

Email for additional questions:
amelia@genesismasterofevents.com

**PERSONAL STATEMENT:
PLEASE INCLUDE A SHORT
STATEMENT EXPLAINING
HOW THE PROGRAM WILL
BENEFIT YOUR CAREER
GOALS AND OBJECTIVES
AND WHY YOU SHOULD BE
CONSIDERED FOR THE
PROGRAM**

INTERNSHIP/TRAINING PROGRAM APPLICATION

Name of Applicant:

Address:

City & Zip Code:

Cell Phone:

Preferred email address:

Do you have reliable transportation?

Do you have a laptop?

Do you have access to the Internet?

Do you have any friends or family who are currently a client of Genesis Master of Events or any other event planning company? If so, who?

Are you employed? If so, where?

Are you currently enrolled in school?

If so, what is your major and when will you graduate?

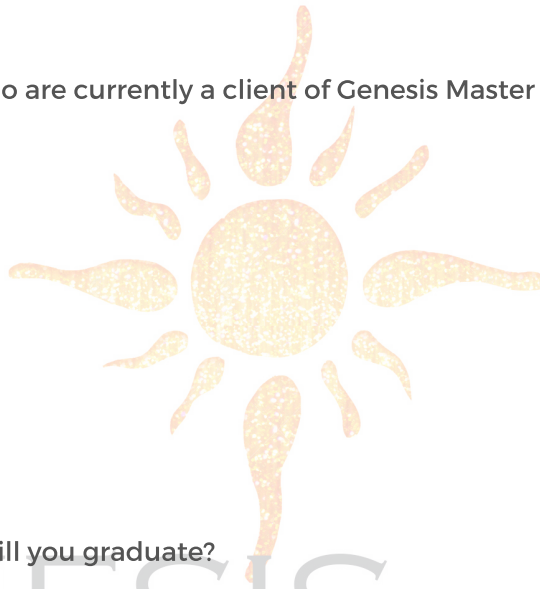
Are you planning your own wedding in the next 12 months?

Are you planning anyone else's wedding in the next 12 months?

What days/hours are you available during the weekdays & evenings to dedicate to the program?

What days/hours are you unavailable during the weekends?

How much time are you willing to invest in learning your new career?



GENESIS
Master of Events

Why are you interested in applying for an internship/training with Genesis vs. seeking training from another entity?

List all Event Planning companies you have an affiliation with:

Please explain:

Do you have any previous event planning experience?

What is your goal once your training is complete?

What skills do you expect or hope to learn from an internship/training program?

How many hours per week do you hope to work when you complete your training?

How many weekends per year do you anticipate working?

What is your expected income?

Please list all your positive skills that you believe are an asset to becoming an Event/Wedding Planner:

Explain in detail what your vision of your career as an Event/Wedding Planner would entail:

What do you foresee will be your biggest challenges as an Event/Wedding Planner?



Please state why you would be an exceptional applicant and why you should be considered for this:



Please take the following FREE tests and forward your results with the application:

https://www.colorcode.com/choose_personality_test/

<https://www.16personalities.com/free-personality-test>

<https://www.123test.com/disc-personality-test/>