**HOLLAND CODE: EVENT PLANNING**

**Scenario:** Organizations, businesses, and individuals often rely on the services of event planners to coordinate conventions, business meetings, [trade shows](https://www.thebalance.com/tips-for-a-successful-trade-show-2947180), and private parties. You have decided to open your own event planning company. To be successful, you required to hire 6 employees to plan your events. Go through the process of hiring your employees, give the rational and rank (by code) each employees importance to the company.

**Directions:** Use your Story Board Template to create your employee overview for your event planning business. Each employee will have a job based off of the Hollands Codes.

**Use the Internet:** As a research tool to gather information.

* Interest Profiler Website
* Occupational Outlook Handbook

**What to Include:** On the educational institution of your choice. In this presentation include the information below.

* Your Company:
* Title
* Target Market
* Types of Events
* Holland Code Jobs
* Ranking
* Why This Works (Why are these personalities are a good fit for your company)

**Storyboard**

**Definition**: A graphic plan for the frame-by-frame action; usually done sequentially, a complete storyboard represents a print rendition of the final film or video product.

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| 1 **Title Slide** |  | **2 Company Overview & Target Market**  **(Can Divide in to 2 Slides)** |
| **3 Types of Events** |  | **4 REALISTIC**  **Job Title**  **Personality Description**  **Event Planning Role**  **Payment**  **Rate of Importance to Company** |
| **5 INVESTIGATIVE**  **Job Title**  **Personality Description**  **Event Planning Role**  **Payment**  **Rate of Importance to Company** |  | **6 ARTISTIC**  **Job Title**  **Personality Description**  **Event Planning Role**  **Payment**  **Rate of Importance to Company** |
| **7 ENTERPRISTING**  **Job Title**  **Personality Description**  **Event Planning Role**  **Payment**  **Rate of Importance to Company** |  | **8 CONVENTIONAL**  **Job Title**  **Personality Description**  **Event Planning Role**  **Payment**  **Rate of Importance to Company** |
| **9 RANKING** |  | **10 Why This Works** |
| **11 Research Analysis** |  | **12 Sources** |