

DELEGATE...REALLY, IT'S OK!



I can't begin to tell you the number of times I've sat at my desk thinking to myself, "I have too much to do." You make lists, re-make lists and maybe check a few items off those lists.

You write sticky note reminders and, maybe, you send email reminders to yourself. Finally, it boils over and you head to the break room to make a cup of coffee. As you make your way down the hall you notice the interns and your co-workers on their phones or favorite social website. You find yourself frustrated and feeling a little lost, even thinking there is no end in sight.

Raise your hand if that scenario just described you. Don't feel silly, I just raised my hand too (and I'm writing this!). Feeling overwhelmed and too busy isn't something to be ashamed of and certainly doesn't make you any less better at your job. As event planners, we often find ourselves bogged down in the details and we forget we can ask for help and delegate. Yes, delegate!

Here are a few key pointers to help you determine what you can and cannot delegate, and how it can help your everyday work flow:

- 1. Make a List:** This is the master list of all the things you need to accomplish by the end of your work week. Take time on Monday to sit and write down everything you need to do and when it needs to be completed by. The goal here is to dump your brain onto the page and size-up the hill you need to power up for the week.
- 2. Prioritize:** Make sure you highlight which are top priorities for the week and tasks that can only be done by you. After you figure out what tasks you need to do, look at your list and think about which co-workers or interns you can enlist to help you with your remaining tasks.
- 3. Ask for Help:** Maybe you have old meeting minutes that need typed and distributed around the office. Ask your receptionist or office manager if they have time to help you with this project. Maybe you need to

schedule social media posts or email potential vendors for an event—ask the intern to take on the task.

The key to delegating is to remove the tasks other people can successfully do from your plate. It does take a certain amount of trust, but it helps to build better team relationships (and maybe make the intern feel utilized and not just the coffee guy). Delegating can be a great tool to have in your arsenal, and you will find the longer you are in the event industry the most successful event professionals delegate all the time. They use it to play to the team's strengths and promote being a team player.

Something else important to remember: don't feel like you need to take on every task and conquer it yourself, and don't be afraid to say no from time to time. It might feel weird at first, but we can overstretch ourselves, especially our first few years in the industry. You want to be in it for the long haul, don't you? Don't burn yourself out!

Lastly, as a final word to the wise, don't use and abuse the delegation system or else you will probably lose some credibility within the office. You want to use it as a tool to impress your teammates and leaders.

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