

# SAN DIEGO Jewish Times

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## Enjoy Your Simcha...And Leave The Work To Someone Else

Lydia Krasner

When was the last time you enjoyed your own party? Were you worn out from being the hostess, decorator, bartender, short order cook, florist and busboy? Or did you just find yourself spending hours arranging for all these services? How can you enjoy your own wedding, bar/bat mitzvah or simcha? The answer is to not work harder, but work smarter. San Diego's hosts and hostesses in the know use event planning services and enjoy their events instead of working them.

Event planning services may seem like a luxury, but they pay off by saving time, money and tsores. When a host or hostess plans an event at a hotel that begins at 7 p.m., he or she doesn't arrive at 7 p.m. They must be there several hours in advance to place centerpieces, arrange tables, organize vendors, etc. An event planning service such as Mitzvah Event Productions will do all this drudgery so you can be in shul with family, at the beauty parlor or just relax.

The following are the top 10 ways one can benefit from using an event planner:

1. Event planning services maintain relationships with vendors and can often negotiate discounts on your behalf. For example, Mitzvah Event Productions secures kippot directly from a New York manufacturer, avoiding surcharges often added by local vendors.

2. Cultural Affinity. There are many cultural requirements involved with planning a bar/bat mitzvah or Jewish wedding. Working with a Jewish Event Planner who is familiar with the rituals can answer the many questions that arise, and make your party more "haimish."

3. An Event Planner with site knowledge can assist with venue selection and menus. This can ultimately save time and optimize your budget. Did you know that some venues will allow you to bring your own wine and charge a corkage fee, which may be less money than the house wine the hotel offers?

4. Your time is money. Every event is made up of multiple services

coming together at one time. With an Event Planning Service, the client has only a single point of contact, so all services are orchestrated properly.

5. Scope and Scale. Event Planning Services can expand or contract to meet the client's needs. Whether you simply want a few good ideas, or require someone to attend the tasting for you, Event Planners can do as much or as little you need to make the party a success.

6. Crisis Control. Beneath the surface of every perfect party is something waiting to go wrong. From caterers who refuse to slice and serve the challah, to a hotel air conditioner failing, an Event Planner can be a troubleshooter you can turn to during the party while you attend to your guests.

7. We don't throw parties the way we did 20 years ago. Who would think of using live tropical birds at a bar mitzvah? Event Planning Services stay current on today's trends and make these trends a part of your signature touch.

8. Creative Design Consulting. The

best events are rarely the effort of only one person. Use an Event Planner as a sounding board, and turn those good ideas into great ideas.

9. Knowledge of dietary regulations. An Event Planner can address the issues of Kashrut, or simply assist the caterer with a guest's special dietary needs.

10. Details! Details! The best events are marked by their attention to detail. Chocolate place cards can be a tasty novelty, and a much needed detail to guide your guests to their table. An Event planner can address all the small details.

The next time you have a Simcha for a small gathering or a giant crowd, work smarter, not harder and bring an Event Planner into your game plan. You will find that everything is easier, better organized, and more creative. You can relax and be a guest at your own party.

*Lydia Krasner is founder and CEO of Mitzvah Event Productions. She has been planning fantastic events in San Diego for eight years and can be reached at 619-464-1048.*