

# Event Planner cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

## SAMPLE LETTER: EXPERIENCED

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Dear Hiring Manager,

I am writing to apply for the Senior Event Manager position at [Organisation name]. For the last six years I have planned corporate conferences, product launches and incentive trips, and your agency's MICE portfolio is where I would like to take on larger accounts.

Last season I led a three-day dealer conference in Goa for a consumer durables client, covering 600 delegates, charter coordination with the travel team, stage production and a gala night. I built the budget, managed eleven vendors and kept final costs within 3 percent of the approved estimate even after the client added a second breakout day. On another account, I moved a pharmaceutical company's annual sales meet from a single city to three regional editions, which cut delegate travel and improved attendance, and the client renewed the contract for two more years.

I am used to client briefs changing late, so I keep a written change log and get approvals on email before committing to vendors. My network covers hotels, AV suppliers and décor partners in Mumbai, Goa and Bengaluru.

My notice period is 30 days. I would be glad to walk you through my event decks and budgets in person.

Regards,  
[Your name]

## SAMPLE LETTER: FRESHER

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Dear Hiring Manager,

I am applying for the Junior Event Coordinator position at [Organisation name]. I have just completed a diploma in event management, and your company's destination weddings in Rajasthan are the kind of large, detail-heavy events I want to learn to run.

During my internship with a wedding planning firm in Jaipur, I worked on seven weddings over one season. I handled room allocation for a 350-guest wedding spread across two hotels, kept the vendor call sheet updated and managed the welcome desk on arrival day. When the decorator's truck was held up on the highway before the sangeet, I helped the lead planner change the setup sequence so that lighting and sound were ready on time and guests never noticed. I also prepared the daily function run sheets that the whole team followed.

I am comfortable with Excel trackers, Canva and WhatsApp group coordination with vendors, and I speak Hindi, English and Marwari. I understand that this job means late nights, travel and weekend work during the season, and I am ready for it.

I can join immediately. Thank you for your time, and I hope to meet you soon.

Regards,  
[Your name]

### **BEFORE YOU SEND IT**

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- Open with the event types you handle, such as weddings, corporate conferences, exhibitions or concerts, plus guest count and budget range, so the recruiter sees your scale immediately.
- Describe one moment when a plan broke on the day and how you fixed it. Event employers trust evidence of crisis handling more than a long list of events attended.
- Link a portfolio or short event deck with photos, layouts and run sheets, but remove client names and budget figures you are not permitted to share.
- Mention season availability, weekend work and travel willingness plainly; agencies and hotels hire around peak wedding and conference months.