The purpose of this speech was to inform my audience about a career in event planning and then further persuade them that I am fit for that career field. In researching the topic, I used various sources as supporting material. My main source was the internet. Through this I used the most credible sites found with articles such as “Career Matters” and “Daily Plan It.” These sources proved valuable in giving me necessary background information such as what is needed to be involved in this career field.

Other sources I used came from hard copy sources in the library, specifically journals. These journals gave me more specific details that the internet did not provide in great depth. I researched decorations, colors, entertainment and food.

The last type of source I used seemed to me the most beneficial. My parents had met an event planner on a recent trip, and knowing that was the career field I wanted to go into, got her e-mail address. I e-mailed her introducing myself and the topic and asked her questions I was unable to find answers to from my other sources. She replied and informed me of the starting salary, how to get started and where event planning could lead me.

I went about finding information in the order mentioned; internet, hard copy sources and the interview. This information was accurate and appropriate for my topic. I reconfirmed the information off the internet in my e-mail interview. Putting all of the information together, I organized it in a way to provide a clear description for my audience.

Starting off my search for information, I used search engines, specifically “Google,” and typed in “event planning.” This gave me many site results. Many of those overlapped in information which was both negative and positive in that I did not find much different information but that it was credible and true by being the same at different sites. Looking back, I could have researched actual event planners or agencies and then called asking more specific questions. If I had more time, I may possible have been able to meet an event planner in person and be shown some of the work that career field does.