

SECRET DIARY OF AN ENTREPRENEUR



Ellie Kelly founded Buttons Children's Parties in 2011. Buttons is a children's entertainment and party planning company that offers everything from party bags to venue styling, and adventure story to chocolate-making parties for private birthday parties and larger corporate events.

DAY 1: ALL MADE UP

As well as replying to emails, and keeping on top of the day-to-day admin, today is also staff training day. Every few months all eight of us get together to work on an element of the Buttons parties. This includes everything from updating Criminal Record Bureau checks to practising new adventures and crafts.

Today though, we do face painting! Most of the team have been on a face painting course but those who haven't get in-house training from myself as I have been on a few and learnt lots of techniques. We practice the most popular faces, such as butterflies and tigers and also play around with new ideas and patterns that the children have inspired us to try out.

DAY 2: PLANNING AHEAD

Today I'm working on Christmas parties and planning for next summer so, with that,

Ellie Kelly, founder of Buttons Children's Parties, reveals a typical week of fun and games, chocolate and crafting

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I now feel like having a glass of mulled wine on the beach!

I start the day by researching and gathering inspiration for our forthcoming Christmas corporate events. We are fully theming a few offices in London this year so I'm planning what I'm going to buy and make, to turn the venues from bland to magical.

Once that is done and I'm Pinterest-ed out, I move on to catching up with past clients who I hope to be working with again next year. One of these includes the events team at Goodwood in Chichester for the Festival of Speed. We ran the children's craft table there this year and, fingers crossed, we will be doing the same next year.

DAY 3: ART ATTACK

Today is one of my blogging days. I blog on Mondays, Wednesdays and Fridays about all different topics, from party tips to baking recipes for people to attempt with their kids, while all the time showcasing Buttons parties and crafts.

Today I'm making a pretty paper wreath for the office. I start by getting all my materials into natural light to get some

nice photos and then start crafting. I stop a few times during the project to take photos and, when I'm done, I load them on to a programme called Blogstomp where I can arrange and group them and then write information to go with them before hitting the publish button. I love any day that includes crafting!

DAY 4: MEETING AND GREETING

Today is all about the meetings. I have one with my PR agency at 10am about our plans for the next few months, and then it's back home to check a few emails before an interview in a local café in Fleet.

I am always looking out for new party leaders, and today's applicant is full of fun with lots of experience so they will be coming out to see a party in full swing with me so we can both see how it fits and, if all goes well, they will start training, which takes about a month.

I pick up a few party supplies while in town and then see a venue with a client. We are dressing the party tables and adding theming to the venue. It was a beautiful home with stunning features so we will be

enhancing those with low key and beautiful fairy touches such as paper pompoms, bunting bespoke welcome signs, ribbons and pearl balloons.

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DAY 5: PARTY PEOPLE

I'm up early today to finish packing boxes and loading the car. I have a chocolate-making party in South Kensington this morning for a group of 12 eight-year-olds, followed by a fun and games party this afternoon in Surrey for 20 five-year-olds.

London traffic is a bit unpredictable so I always leave early and take a book. My party days are never the same and today is a typical portrayal of that. The party is a big hit and I spy quite a bit of sneaky eating of the chocolate decorations! Everyone leaves with a bag full of hand dipped and decorated truffles and a giant chocolate button.

At the next party, we play lots of games and I make all the children a balloon model to take home. Now all that is left for me to do is put my feet up and chill out with some TV and leftover truffles – one of the many perks of the job!

