Can being partying hard be a potential career? Well, this quartet of youths are certainly on the way there.

With an average age of just 20, they have spent the last few years in charge of a group of almost 200 young people, organising events large enough to have involved the likes of K-pop boy band U-Kiss.

The organisation they work for – Smoove – was in charge of the New Year’s Eve party at *Scape last year. The guys also brought in U-Kiss for the Kings Of Freedom community outreach concert last November.

And all that while trying to juggle schoolwork and a social life.

The payoff is modest – “up to $300 per person per project” says the guys.

The team is headed by 22-year-old Kai Koh, whose namecard cheekily describes him as the “brigadier general” of the entire operation.

His “lieutenants”? Mr Andrew Yek, 18, Mr Ahmad Faizal, 21, and Mr Kane Peh, 20, among others.

Equally cheeky? Their tagline – which says ‘Party People Action’, a play on the name of a certain famous local political party.

Smoove is a subsidiary of The Youth Empire, an organisation which has been working for almost six years to get young people involved in events and community projects.

All four guys told The New Paper they got their start with The Youth Empire and Smoove as they made the rounds on the local clubbing scene in their teens.

Mr Koh, who admitted he was a bit of a troublemaker in his younger days, says he has found a lot of focus in his work with Smoove.

Currently at UniSIM studying for a Diploma in Management Studies, he has seen his team through various events over the years.

They do everything – from finding sponsors, selling tickets and getting the word out to others through various social media platforms. The guys meet each other at parties or through mutual friends.

U-Kiss proved to be one of their toughest gigs.

Mr Koh and his team needed to find out the band’s dietary preferences, take care of an entourage of 15 and also “study” the band by familiarising themselves with U-Kiss songs and music videos.

“We needed to know our stuff, so that they know we are serious, not just some kids trying to make money,” he said.

Mr Koh had to do this while preparing for his exams at UniSIM. The remaining trio also faced challenges while juggling their work for Smoove.

Mr Ahmad, who is in ITE Simei, completed his National Service last September. He worked on another Smoove event, beach party Surge, last June, while still in the army.

Mr Peh’s first big event was a party at Supper Club. His challenge? To convince socialites – with whom he had no prior experience – to attend the party and liven up the atmosphere.

It ended up being a success for the Republic Polytechnic student – popular Taiwanese host Jacky Wu turned up and Mr Peh even went for supper with Wu afterwards.

Both Mr Peh and Mr Ahmad worked their way up in the organisation from being volunteers. Mr Ahmad, for example, used to take care of the bags of those who attended the events. Now, he’s in charge of finding performers for events and acts as a DJ at times.

Most recently, the guys were able to reach out to their database of about 80,000 young people to get almost 600 volunteers to dance for the upcoming Chinatown parade.

For Mr Koh, all the hard work is worthwhile when he gets to rope in at-risk youths for his events and see some of them turn their lives around.

“Once, we had a youth who was a drug addict, who kept shivering when he was holding onto the tickets he had to sell for an event,” he said. “But he’s changed now.”