LESSONs 4-5

# EVENT PLANNING 104-105

Getting the Client with Event Planning as an Add-On Business Service



## **EVENT PLANNING 104-105**

Getting the Client with Event Planning as an Add-On Business Service

### Who Hires Event Planners

- **⊘** Corporations
- ⊗ Non-profit
- O Hotels
- Stadiums
- Arenas
- Associations

## Companies That Plan Events













### How To Find Clients For Event Planners

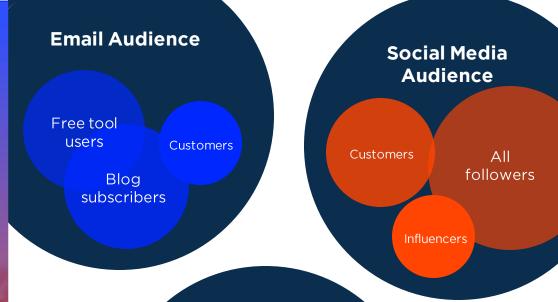
- Word of mouth



## **EVENT PLANNING** 104-105

Getting the Client with Event Planning as an Add-On Business Service

**Identifying your Target Audience** 





## **EVENT PLANNING** 104-105

Getting the Client with Event Planning as an Add-On Business Service

#### Adding Event Planning Services to your business!

- Know your clientele
- Identify your services
- Determine pricing for your services (based on competitive set analysis, industry/market trends and location)





## **EVENT PLANNING** 104-105

Getting the Client with Event Planning as an Add-On Business Service

#### **Setting your Event Planning Fees?**

- **⊘** Monthly retainer flat rate





# **EVENT PLANNING 104 - 105**

Getting the Client with Event Planning as an Add-On Business Service

MANDARIN ORIENTAL ATLANTA			
GROUP NAME:			
EVENT DATE:			
ESTIMATE ONLY			
FOOD	# PPL	PRICE PER PERSON	TOTAL
Custom Reception Menu	40	<b>\$62.50</b>	\$2,500.00
		0-11	\$2.500.00
	+	Subtotal: 24% Grautity	\$2,500.00 \$600.00
		8% GA Sales Tax	\$248.00
		TOTAL:	\$3,348.00
BEER & WINE	# PPL	PRICE PER	TOTAL
Cash Bar (guests are on their own)			\$0.00
			\$0.00
		Subtotal:	\$0.00
		24% Grautity:	\$0.00
	1	8% GA Sales Tax:	\$0.00





Getting the Client with Event Planning as an Add-On Business Service

**QUIZ 4-5** 

