

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
- ✓ Law firms
- ✓ Hotels
- ✓ Stadiums
- ✓ Arenas
- ✓ DMS
- ✓ Associations

Companies That Plan Events



How To Find Clients For Event Planners

- ✓ Word of mouth
- ✓ Social media
- ✓ Hotel referrals
- ✓ Vendor referrals

EVENT PLANNING 104-105

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

Identifying your Target Audience

Email Audience

Free tool
users

Customers

Blog
subscribers

Social Media Audience

Customers

All
followers

Influencers

Events audience

Customers

Local
community

Potential
Partners

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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)
- ✓ Promote your new services (social media, vendor partnerships and specific marketing channels)



EVENT PLANNING

104-105

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Setting your Event Planning Fees?

- ✔ **Hourly Rates** - Min \$25/an hour - \$150/an hour
- ✔ **Flat Rates** - based on services offered
- ✔ **Market trend** - industry professionals
- ✔ **Monthly retainer** - flat rate



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 MANDARIN ORIENTAL ATLANTA			
GROUP NAME:			
EVENT DATE:			
ESTIMATE ONLY			
FOOD	# PPL	PRICE PER PERSON	TOTAL
Custom Reception Menu	40	\$62.50	\$2,500.00
		Subtotal:	\$2,500.00
		24% Grautity:	\$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
		8% GA Sales Tax:	\$0.00



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QUIZ 4-5