



# EVENT PLANNING BUSINESS PROPOSAL

Lecture 6

# Preparing A Proposal



PROFESSIONALISM



CREATIVITY



TEAM WORK

# What a Business Proposal Should Be:

- An event planning **business proposal** is a comprehensive document that outlines the services you will provide for an event. It is your company brochure, your marketing campaign, and your sales pitch all wrapped up into one.
- This **event business proposal** should present you as an experienced, skilled professional that is uniquely qualified to execute this event. It should distinguish you from other event planners and establish you as someone the client can trust.

# What a Business Proposal Should Be:

- An **event planning business proposal** should be well written, contain specifics regarding what services are included in the proposal (and which ones are not), and illustrate how you will carry out the event, providing the necessary details so the client can easily envision what you are proposing.
- Each proposal should be written with the client in mind. Event planning is a service business, and that service, personal touch, and creative approach are what make an event successful and memorable, two characteristics that go a long way in generating new customers for your business.
- Proposals should be well written and thoroughly researched, providing the necessary details so that the client can envision what you have in mind.



- The first step is to meet with your **prospective client** to discuss what they have in mind for this event, what the purpose is, the number of guests, and what they hope to accomplish. In addition to date, time, and desired location, note any ideas regarding the theme, catering, overall aesthetics, colors, or ambiance discussed during this meeting.

**Note  
Before  
You  
Start**

- Begin with a brief introduction to you and your event planning business. Include specifics such as how long you have been in business, any professional certifications, and your professional background.

**Introduce  
yourself  
and  
the  
project**

- Provide an overall scope of the event, including details that were discussed during your initial **client meeting**, such as the goal of the event, general time frame, possible dates, possible venues, number of guests, etc.

**Write an  
attractive  
event  
description.**



- This section is particularly important. Be very specific in this section, listing all the services that you will provide for this event. Listing items with bullet points or subheadings are very effective as it is an easy way for the client to see the range of services included.
- List any vendors that you will use and any services that are optional for an added fee. It is important to be very detailed in this section so the client has a clear understanding of what is included and what is additional.

**List all  
services  
provided.**



## Show your previous work

- If you have planned similar events in the past, include photos of these events to showcase your work. Visual representations can help the client see what you can do, and are a great assurance to you that your style matches their vision. Having things to compare against can really help streamline the event once it comes time to break

# Include a Timeline

Clients care about timelines so help alleviate this concern ahead of time by including an approximate timeline of your work. How far in advance you will begin working and all milestones leading up to the event.

As you discuss this with the client, the main point to communicate is to let them feel like you have everything taken care of and they will not have to stress.

A big part clients hire event planners is to know a professional is in control and will make sure everything goes smoothly.

A timeline can help ease any concerns so it is essential to

**Naturally, all clients will look at any event planning proposal in hopes of seeing how much it will cost them to hold an event of their choice. After describing the event in a way that a client can taste, smell and see how amazing it will be, create a section to summarize in detail all the costs of each item as well as their purpose in the event. Be specific within a general category of costs.**



# Budget



Instead of preparing a proposal with one big price tag at the bottom, write an itemized proposal so your client can understand individual costs. This is helpful for two reasons: it thwarts the inevitable “sticker shock” when all items are tallied and there is a big price tag at the bottom, and it gives your client the opportunity to decide whether the cost for the extra cocktail hour is worth the expense.

**Budg  
et**



# Event Policies

You can end the proposal by having a page about your policies.

This helps to manage your client's expectations properly.

The sections of your policy that you can include are a **Minimum Guaranteed Headcount**;

**Limited Time Offer** on this particular proposal (typically 60 days);

**Cancellation Policy** (no cancellation within 15 days of event or client only receives 50% refund);

**Rental or Damage Policy**; Payment Due Dates; etc.

□ The last piece of your proposal is a **thank-you** for their consideration.

A Final  
Word

# Provide contact information

Be sure to include your business contact information at the bottom of the event business proposal. List your website, email address, phone numbers, fax numbers and mailing address

—so that prospective clients can get in touch with you with any questions or, even better, to hire you for the job.

Attach a business card to your proposal as well for easy reference.

# What are the steps in marketing research?

<https://thinkturquoise.com/blog/market-research/10-key-benefits-of-market-research/>

1. Establish the need for marketing research
2. Define the problem
3. Establish research objectives
4. Determine research design
5. Identify information types and sources
6. Determine methods of accessing data
7. Design data collection forms
8. Determine the sample plan and size
9. Collect data
10. Analyze data
11. Prepare and present the final research report



# Conducting Market Research

- **A marketing research proposal** can be defined as,
- **“A plan that offers ideas for conducting research”.**

**OR**

- **“A marketing research proposal details the who, the what, the where, the when and the how of research and the information and costs associated with it”.**

# Market Research in Event Planning

- Before organizing an event, find out whether there is a market (i.e. audience) for your intended event or not. For e.g. you want to organize a fashion show in Oman. If people there have little or no interest in fashion shows, then it is not a good idea to organize such event there. The event will fail for sure.

# Market Analysis in Event Planning

- If there is a market for your intended event, then do market analysis.
- Market Analysis means **finding information** about your target audience. Find out who are your target audience i.e. **their age group, sex, qualification, profession, knowledge level, income, status, likings, disliking, personality, customs, traditions, religion, lifestyle** etc.
- Knowing your target audience's **customs, traditions and religion** is very important so that we don't hurt their customs and religion unknowingly through our event. For e.g. if you organize a Hindu wedding and serve beef there, then you will be in mortal danger as cow is considered as a sacred animal in Hindu religion. Similarly serving pork in a Muslim function can bring havoc. Find out where majority of your target audience live so that you can direct your marketing efforts towards them.

# Competitors' Analysis in Event Planning

- It means finding information about your competitors.
- Find out who are your competitors .i.e. their age, sex, qualifications, knowledge level, experience in organizing events, turnover, market value, PR (media and corporate contacts) and market share.
- Find out how they promote and execute there events. What they do in there events? Why people come to there events? For this you will have to attend each and every event organized by your competitors and then create an event report. The event report will contain things like
  - – seating and light arrangements
  - – promotional materials used
  - – blueprint of the whole venue
  - – program and food menu
  - – contact details of sponsors, partners, clients (for whom the event is organized)
  - – service providers like DJs, Anchors, Make up artist, Performers, photographers, videographers, decorator, florist etc.
- Find out as much information as possible about events organized by your competitors.



# Establishing Viability and Feasibility

- **Key terms:**

- **An event is VIABLE if it is capable of working successfully.**

- **An event is FEASIBLE if it can be organised relatively easily**

- *viability* means the quality of being able to happen or having a reasonable chance of success.  
The *viability* of holding your party at a restaurant might depend on how many guests they can seat.

- Feasibility offer you the chance to “get it right” before committing time, money and business resources to an idea that may not work in the way you originally planned, causing you to invest even more to correct flaws, remove limitations, and then simply try again.

- Feasibility may also open your eyes to new possibilities, opportunities and solutions you might never have otherwise considered. There are no right or wrong answers to the questions you ask, but an answer you don't necessarily want or expect can create new profit potential

# Establishing Viability and Feasibility

- ❑ **All organisations should do some research into the viability and feasibility of an event, before they commit to a potentially expensive event.**
- ❑ **This enables them to identify ways in which to minimise the cost of the event and to maximise the benefits to stakeholders.**
- ❑ **Furthermore it is important to identify very early on whether there is any interest for the proposed event**

# Establishing Viability and Feasibility

□ **Primary research** that could be undertaken could include:

Surveys – ask potential participants to identify what they would expect and what they would pay possibly?

Interviews – ask students (participants) what should be covered

Supplier Prices – get quotes on costings e.g. caterers

□ **Secondary Research**

Invaluable -Obtain information on similar events held and highlight any possible problems may give you access to costings and customer feedback

TASK -Make a list of research that might be useful to do to assess the viability and feasibility of our event.

Prioritise- the research and state what time you have available Get into your groups and discuss everyone's ideas and then allocate responsibility to individuals and set yourself clear deadlines to collect the data.

# Feasibility: What to assess?

<http://www.leoisaac.com/evt/top072.htm>

## Feasibilities

- If you are considering the feasibility of hosting an event, you will need to assess a number of factors including <http://www.leoisaac.com/evt/top072.htm> (more details)
- The risks to the event organisers, participants and spectators
- Ability to find an appropriate date(s) and make bookings
- Sufficient funding to conduct the event to meet people's expectations
- The extent of need/support for the event
- Ability to obtain enough paid or unpaid helpers to stage the event
- The proposed venue has sufficient capacity and facilities
- Whether there are any environmental concerns

Risks

Venue

Dates

Funding

Staffing

Environment

Equipment

Support



# Capacities

<https://www.banquettablespro.com/cafe-restaurant-tables>



24 Inch Round Commercial Table with Laminate Top

Item#: FLS-24-CAFE-29H

**\$119.99**

Usually Ships In: 24 Hours

FREE Shipping

Options: Color



30 Inch Round Commercial Table with Laminate Top

Item#: FLS-30-CAFE-29H

**\$149.00**

Usually Ships In: 24 Hours

FREE Shipping

Options: Color



36 Inch Round Commercial Table with Laminate Top

Item#: FLS-36-CAFE-29H

**\$199.00**

Usually Ships In: 24 Hours

FREE Shipping

Options: Color



42 Inch Round Commercial Table with Laminate Top

Item#: FLS-42-CAFE-29H

**\$249.00**

Usually Ships In: 24 Hours

FREE Shipping

Options: Color



24 Inch Round 41 Inch Bar Height Outdoor Retro Industrial Metal Table

Item#: OD-Bar-Table-Retro-24R

**\$137.40**



Round Restaurant Table w/ Round Black Base

Item#: BTP-CAFE-LAM-DISC

**\$129.00 - \$152.00**



30 Inch Round 41 Inch Bar Height Outdoor Retro Industrial Metal Table

Item#: OD-Bar-Table-Retro-30R

**\$137.40**



32 Inch Square 41 Inch Bar Height Outdoor Retro Industrial Metal Table

Item#: OD-Bar-Table-Retro-32S

**\$137.40**

# Capacities

<https://www.banquettablespro.com/folding-tables>

## Folding Banquet Tables

Folding tables are available in many shapes, sizes, styles, and materials.

Seminar Tables



Rectangular Tables



Round



Table & Chair Carts



Plastic Tables



Specialty Tables



Laminate Tables



Wood Tables



Sort



18 Inch Wide Laminate Top Folding Training Table  
w/ H Style Legs



4 Foot Rectangular Kids White Plastic Folding Table

Item#:FLS-RB-2448-KID



4 Foot Round Kids Plastic Folding Table

Item#:FLS-RB-48R-KID

~~\$90.00~~



5 Foot Rectangular Kids Plastic Folding Table

Item#:FLS-RB-3060-KID

**\$75.60 - \$78.80**

# Capacities

<https://www.banquettablespro.com/folding-tables>

Stacking Chairs



Folding Chairs



Chiavari Chairs



Cross Back Chairs



Restaurant Chairs



Wood Restaurant Chairs



Outdoor Restaurant Chairs



Metal Restaurant Chairs



Wicker Seating



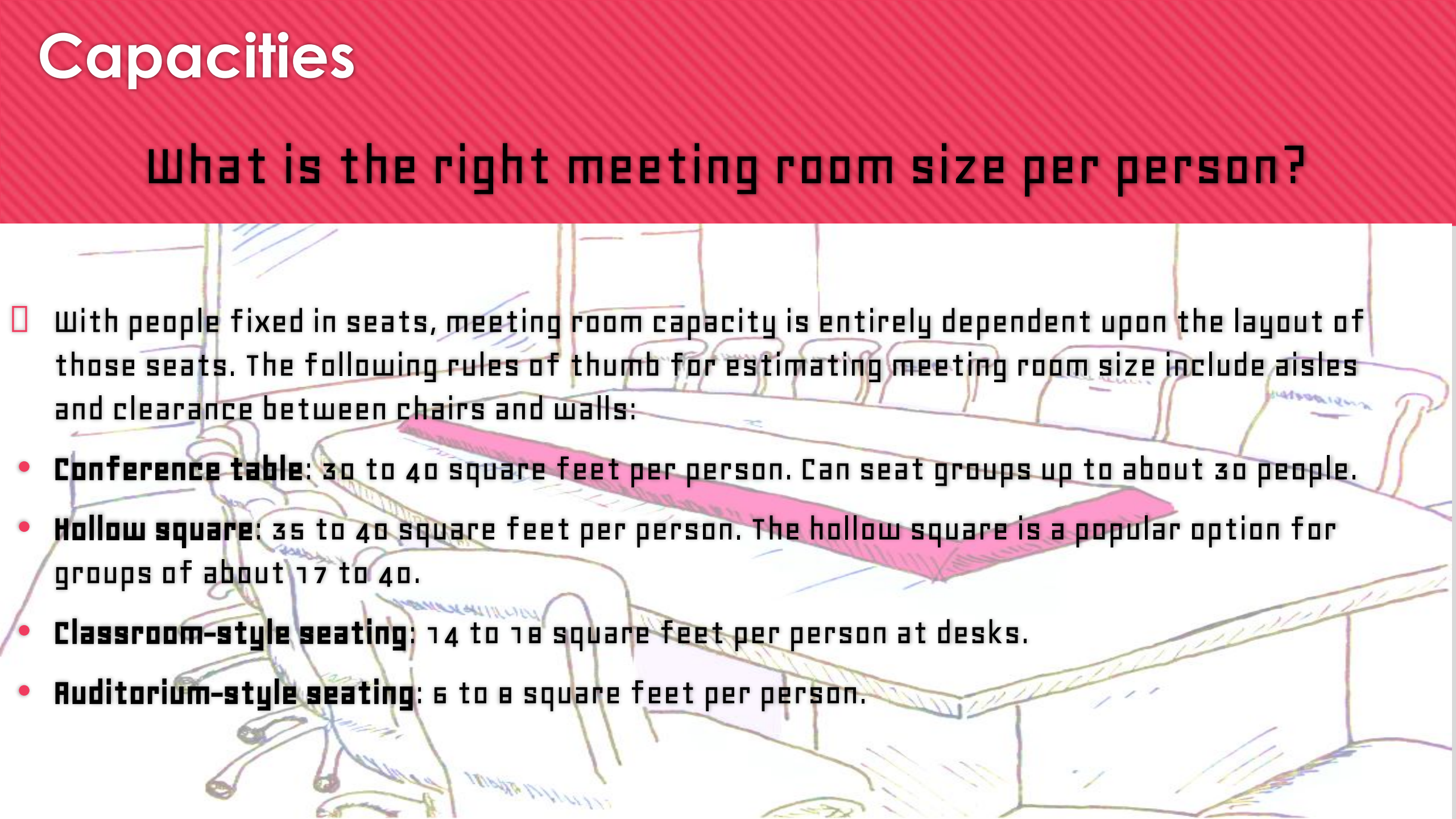
## How many square feet per person standing?

- Six square feet per person is a good rule of thumb for a **standing crowd**. If you are planning a cocktail hour for 100 people who will all be standing, you will multiply 100 by 6 to determine you need a venue with 600 square feet of available and workable space for the event. [55 square meter]
- For a mixed seated and standing crowd—such as **reception-style seating**—increase the per-person rule of thumb to eight square feet: Your 100-person event will now need 800 square feet of usable space. [74 square meter]
- And for **reception-style seating with a dance floor**, estimate nine square feet per person. [84 square meter]



# Capacities

## What is the right meeting room size per person?

- 
- With people fixed in seats, meeting room capacity is entirely dependent upon the layout of those seats. The following rules of thumb for estimating meeting room size include aisles and clearance between chairs and walls:
- **Conference table:** 30 to 40 square feet per person. Can seat groups up to about 30 people.
  - **Hollow square:** 35 to 40 square feet per person. The hollow square is a popular option for groups of about 17 to 40.
  - **Classroom-style seating:** 14 to 18 square feet per person at desks.
  - **Auditorium-style seating:** 6 to 8 square feet per person.

# Capacities

What is a venue's overall seating capacity per square foot?

- It will vary depending upon how you arrange the seats:
  - **Dinner seating at rectangular tables:** 9 to 10 square feet per person
  - **Dinner seating at round tables:** 11 to 12 square feet per person
  - **Theater or auditorium style seating:** 6 to 8 square feet per person
- Remember to look at the usable space: If you are using banquet rounds, for example, don't include any space in the room that won't comfortably fit a round table with chairs.
- read a part Calculating the event capacity for a wedding reception from the following link  
<https://www.socialtables.com/blog/event-planning/capacity-party-space-calculator/>

# Capacities

What is a venue's overall seating capacity per square foot?

- Here too, it will vary depending upon how you arrange the seats:
  - **Dinner seating at rectangular tables:** 9 to 10 square feet per person
  - **Dinner seating at round tables:** 11 to 12 square feet per person
  - **Theater or auditorium style seating:** 6 to 8 square feet per person
- Remember to look at the usable space: If you are using banquet rounds, for example, don't include any space in the room that won't comfortably fit a round table with chairs.



# Costs And Facilities

## ▣ Venue Costs

These are the premises costs:

- Room Rental
- Security Deposit
- Insurance Coverage
- Parking

## ▣ Food and Catering

Here's everything tied into eating and drinking:

- Meals
- Beverages
- Bartender/Server Labor Fees
- Tax and Service/Gratuity Fees

## ▣ Audio/Visual

These are your presentation costs:

- Microphones
- Screens and Projectors
- Internet Access
- Other Specialized Equipment



# Costs And Facilities

## ▣ Event Rentals

These expense relate to anything you need to supply:

- Linens, Table Skirting, and Chair Covers
- Tents, Staging, and Amusement Attractions
- Physical Items Not Provided by Venue
- Labor and Delivery for Setup/Teardown

## ▣ Décor Vendors

Making things look good will incur costs for:

- Accent Lighting
- Flowers and Centerpieces
- Balloons

## ▣ Entertainment

Don't forget the fees associated with:

- Musicians or DJ
- Speaker Fees
- Contract Riders (food, lodging, transportation)

# Costs And Facilities

## □ Marketing and Registration

This category can add up with costs for:

- Print and Web Design Work
- Advertisements
- Invitations
- Registration Management

## □ Planning and Organization

Events require people and the expenses include:

- Event Planner Fees
- Part-time and Temporary Employees
- Office Supplies
- Communication Costs
- Travel Expenses

## □ Administrative Expenses

Don't overlook the paperwork and costs for:

- Salaried Employee Assignments
- Accounting Costs
- Legal Fees
- Consultant Fees

# Costs And Facilities

## ▣ Third-Party Vendors

This category represents all the items and services supplied by vendors outside of the host venue. Each one will bill you independently, so it is important to keep close tabs on every vendor. Using a spreadsheet will help organize your vendor contacts along with the costs associated with their services.

## ▣ Production Expenses

Production includes all of the staff and resources required to plan and execute the event. These expenses begin the moment the event is dreamed up and continue through the post-event paperwork. In short, this category represents the cost of organizing the event, attracting attendees, and managing the administrative elements.

## ▣ Cost Overages and Emergency Funds

There is no magic number for what you should set aside for unplanned expenses, but you need to expect the unexpected. Some event planners suggest budgeting 5 - 10% over the anticipated expenses, while others choose a round number to work with.

... **Thank you**





# Resources:

1. <https://www.thebalancesmb.com/event-planning-business-proposal-elements-4090152>
2. <https://www.thebalancesmb.com/how-to-write-an-event-planning-service-proposal-4019809#a-final-word>
3. <https://www.eventbrite.co.uk/blog/how-to-write-an-event-proposal-ds00/>
4. <https://eventplanning.com/how-to-write-an-event-planning-proposal/>
5. <https://www.youtube.com/watch?v=d3uQEaKT88E>
6. <https://www.banquetttablespro.com/>
7. <https://wow.shapingsociety.nl/expertise-areas/capacity-management.html>
8. <https://www.socialtables.com/blog/event-planning/planning-timeline/>
9. <https://www.socialtables.com/blog/event-planning/equipment-needed-cost/>
10. <http://www.leoisaac.com/evt/top072.htm>
11. <https://www.driveresearch.com/market-research-company-blog/7-com-research-proposal/>
12. <https://www.writeawriting.com/business/marketing-research-proposal/#a%20Marketing%20or,offers%20ideas%20for%20conducting%20research%20%80%9CA%20marketing%20research%20proposal%20details,and%20co:with%20it%E2%80%9D>
13. <http://www.eventeducation.com/event-analysis.php>



Home task. Individual work 4 point

- 1, Write a proposal for event.6 (3)
- 2,
- 3
- 4,
- 5

<https://eventplanning.com/how-to-write-an-event-planning-proposal/>

8, create your business card (1) you will allowed to midterm exam only with your business cards

<https://www.slideteam.net/event-proposal-powerpoint-presentation-slides.html> event proposal template ppt

The essential equipment for an event planning business startup

--<https://www.socialtables.com/blog/event-planning/equipment-needed-cost/>

<https://app.slidebean.com/dashboard/templates?q=eventproposal>

Event proposal written form pdf  
<https://www.jotform.com/pdf-templates/event-management-proposal-template>

plans

# timescales

<https://www.socialtables.com/blog/event-planning/planning-timeline/>



**contracts**

# clarity

□ -

# swot analysis

□ -

# estimating attendance



# media coverage

# advertising

□ -

# budget

□ - - - -

# special considerations



# Evaluating success



# Thank you

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