

# Event

# Planning

## Starting and Running a Home Based Event Planning Business

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**Bizymoms**  
Career kit

# 1.Introduction

## 1. Introduction

Every woman, particularly every mom, becomes an event planner in some way during her lifetime. It's an inherent skill that some extend to a full scale business. In essence, event planning involves all the processes that go into organizing an activity, which may be a party, a competition or more complicated affairs like conferences, ceremonies and festivals. Based on the type of event handled, an event planner is also known as a conference coordinator, convention planner, meeting manager and special event coordinator, based on expertise or specialty.

### 1.1 What is event planning?

Gone are the days when planning an event only involved the hosts themselves. While companies have been outsourcing the organizational aspects of important events for some time now, within the past few years, more and more people have begun to rely on 'planners' for the simplest occasions, from birthday parties to baby showers. This relatively new, lucrative market has seen a surge in the 1990's and despite the lull in the early 2000's when budgets were slashed and attendance dropped, it is still growing. In 2003, the convention and trade show organizer business reaped \$10.134 billion, as reported by the Bureau of Census Service Annual Survey. However, experts predict that family-based events planning businesses such as birthdays and anniversaries will be just as promising in the future, due to the global population increase.

Some of the general processes in event planning include:

- Setting deadlines
- Managing financial aspects
- Selecting and reserving a suitable venue/s
- Preparing and sending invitations

- Liaising with suppliers
- Creating the atmosphere (Music & Décor)
- Coordinating transportation, advertising, catering
- Ensuring smooth progress of the event on the day
- Communicating regularly with the clients to ensure satisfaction and conformity
- Follow up work i.e. get feedback, send word of appreciation for participants etc.

## **1.2 Why do people outsource event planning?**

This is relatively a new career field but it's growing at a tremendous pace. So why is that people prefer to let total strangers handle their corporate ceremonies, to the say the least of their weddings, the most personal of social occasions? Let's consider the advantages:

### **1.2.1 Convenience**

This is the most common reason to hire event planners. Today, many of us just don't have the time, resources or the energy to pay attention to the details that go into organizing events. Even if we did have such small luxuries, planning an event down to a tee can be an exhaustive experience and can sometimes take the fun out of the whole occasion. Companies especially, prefer to keep their employees occupied with their routine work and to have the event management aspect outsourced.

Event planners are there to take care of the background details so that the people who are hosting the event can actually sit back and look forward to the big day, rather than worry through it. Especially in events like weddings and parties, the hostess would prefer to be involved in the activity along with the other guests and not have to control the scene from behind.

### **1.2.2 Expertise**

Event planners are equipped with what many of us lack the right contacts and information. Plus, they have handled similar projects and know just 'what to do' and 'how to do' during difficult times. With their help, it's easy to select between A and B without it becoming a nail-biting affair. This will take the pressure off any host and he/she in turn can concentrate on other issues. And nowadays you rarely find events which are planned from several months back, so experienced people are needed to plan and execute events in very short notice.

### **1.2.3 An 'outside view'**

Let's face it. More often than not, being the 'inside party' means you are mentally conditioned and perhaps biased in certain ways. It's like how an author should always engage another 'neutral' person, so that his script is error-free and flowing. The same theory applies to event planning. Event planners help to keep things objective. Because events are not only there to celebrate with your friends, but they are also used to indirectly visualize one's image, status and financial power. In order to make it appealing to all the guests, professional help is a must rather than depending on your own taste.

### **1.2.4 Creativity**

Some people are very good at organizing parties, launches and similar events. But as time goes along the demands tend to change and tastes become diverse. In such situations creativity or novelty in such events play a vital role. An events planner brings this creativity to an event. They make sure the event is different to what the guests have experienced earlier, and most concentrate on the latest themes. These themed events allow interactive activities for guests and also provide an opportunity for guests to show-off their costumes and dresses.

### **1.3 Am I capable enough?**

So the next question in your mind will be if this business is for you. If you are an active person, who can run around, have creative ideas, have excellent people skills, and believe you are a good organizer then you have passed the test. If you are one of those, who love to organize parties and are always the pick of your friends to organize activities, then you have passed with flying colors. Moreover, if you have previous working experience, have organized events at office and worked with suppliers then this business is definitely for you.

Needless to say, event planning is not an orthodox, 9-5 career. You have to constantly be on your toes and alert to the task at hand. You will need to communicate back and forth with the clients and the vendors, and be accessible, even 24 hours a day and seven days a week! On a positive note, if you are an organized person, a natural at coordination and thinking on your feet, you could rise to the challenge.

## 1.4 Why should I do it?

In simple terms you don't need any large financial backing to start this and the actual amount of cash you need in monetary terms is very small. And the returns (profits) can be quite large, when compared to how much you need to start the business. Since there is minimum capital and part-time commitment, you can involve yourself in the business whenever you want or feel like it. There are no risks, except to finish whatever you have undertaken and if you are determined there are no limits for your growth. Now how many businesses can offer you this sort of break!

The modern working woman is driven by pride and contentment in her work as well as the will to succeed. If you are methodical, energetic individual who enjoys bringing people together and keeping them entertained, this industry is for you. What better way than to apply your inborn creativity, charisma and love of planning? It is one of the most rewarding and challenging careers because you are dealing with many different people and trying (however improbable this seems) to please all of them. And what's more, you get to be smack in the middle of organizing so many events, as if they were your own. Who says you can't enjoy and make money at the same time!

## 2. Getting the basics in order

### 2.1 My personal contacts

Networking is perhaps the most important aspect of starting and maintaining your own business in event planning. The more contacts you have, the more the chances of striking gold, and keeping it. You need to really put yourself out there and not wait for people to come to you with questions. Personal contact will help you in several ways.

- a. Finding clients
- b. Getting the message across
- c. Free market research and sample to test your ideas

You don't have to be a social butterfly to be one step ahead of the rest but you do need to make a lasting impression with the opportunities at hand. If you want to start want to start your business off in style, there is only one way to do it-have your own party! It would be ideal if you can base the occasion on your business aspirations. In other words, if you want to get into children's' parties organizer business, your own party could be planned to celebrate the birthday of your child or your friend's child. Whatever the event, it does not need to be a grand affair with a lot of spending.

This is your chance to show off your skill in creating a memorable experience on a sensible budget. Let your individual taste speak for itself and create a trademark that will not go unnoticed by potential clients. The immediate objective would be to have the kids on their best behavior and squealing in glee (enough for the parents to take note)! Feedback is free so it's wise to pay attention and learn. In this business, family and friends becomes a great asset, especially if they are willing to go out of their way to put in a good word for your capabilities. You could hand some brochures to anyone who would care to spread the message. It may be a good idea to first plan few events for friends and relatives free of charge, so that the only way they will be paying you back is by writing glittering recommendations and supplying you memorable photographs of the whole event! These will come in useful, when you want to market your services.

## 2.2 What are my strengths and weaknesses?

Before you test the waters, it helps to do a small personal evaluation and determine where you stand. As in any business, firstly you need to know what your strengths and weaknesses are. Once it is done see if your strengths are sufficient enough be an event planner and if there are any crucial weaknesses that might hamper your opportunity. Here are some of the strengths which you should possess to be a good event planner.

- Ability to multi-task
- Leadership skills
- Attention to detail
- Marketing & negotiating skills
- Capacity to work under stress/ to
- Positive attitude meet deadlines Self-motivation and drive
- Creativity and imagination Supervision and delegation
- Efficiency and organizational skills Team player
- Energy, enthusiasm and stamina Thinking on your feet
- Excellent communication skills Time-management and problem
- Flexibility & adaptability solving skills
- Inter-personal skills Tolerance

The good news is most of those above can be acquired or sharpened by training, the bad news is certain weaknesses (you earlier business crashed out, you have a bad business reputation, you are known to be an inefficient person, not many people like you etc.) can override these strengths.

### 2.3 What type of events should I do?

Depending on personal interest, time availability and location, you can specialize in a niche area. For instance, you may prefer to handle simple projects like birthdays and anniversaries, as opposed to corporate events, conventions and exhibitions. Or, if your city is blessed with amazing sceneries and attracts plenty of young romantics, you may consider becoming a wedding planner. A busy metropolitan, on the other hand, offers more scope for a corporate event planner. The most important thing here is to do something that you believe in and enjoy because in order to turn out a perfect event, you have to treat it like your very own.

Your past 'hands-on' experience can also come into play. If you've worked as an executive for a firm and been actively involved in organizing events that is as good a qualification as any formal training. Or maybe you've always been the neighborhood's favorite mom when it comes to organizing get-togethers, anniversaries, birthday parties, etc. Never underestimate the power of the grapevine! Even experience in supporting services, such as catering, would come in useful.

Judy Allen categorizes the various types of events in this industry, in her book titled '*Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge*'. The three most popular types are outlined here:

#### **a) Social Market**

This includes birthday celebrations, children's parties, bar and bat mitzvahs, reunions, graduations, weddings, other hospitality events and memorials and civic events. The field has much potential as it is more simple / informal and stands to gain much from word of mouth. You would be able to use more of your imagination and not be limited to a certain frame. On the other hand, these are mostly one-time events; you cannot expect to be hired to plan your neighbor's wedding anniversary each year. Emotions and expectations run high due to the personal nature of the event.

#### **b) Corporate Market**

Events that are owned by private organizations, corporations, businesses and political parties come under this category. They tend to be large-scale and a source of high revenue. If you succeed with one event, it's very likely that you will get continuous offers from the same party over the years. Some examples of these types of events: award dinners, board member or stockholder meetings, company outings, conferences and seminars, competitions, fashion shows, trade show events and exhibitions, product launches, team building events. The range of tasks involved in carrying out the event is also complicated. Apart from arranging the food, décor and entertainment, you may have to make hotel selections and reservations, create an event design and conduct research and evaluations of the event. Your clients may not be subjective, as in the case of the social market, but for the money you are being paid, they will demand very high standards and perfect execution.

#### **c) Non-Profits**

Events hosted by charities and non-profit organizations are described here, i.e. conferences, fundraisers, receptions, seminars. Basically, your task would be to organize events which will create awareness of issues being supported by these organizations and to expand their public base which in turn would generate funds. The revenue is comparatively low but the assignments are usually very interesting and rewarding. Generally, training in these events turn out to be good for your resume as an event planner.

## 2.4 What resources do I need and do I have

It's very important to do a checklist of the resources you need for the home business and then compare it with what you already have. The gaps can be filled either by training, or acquiring the some expert assistance.

### a) Knowledge resources

The idea here is to expand your knowledge and gather as much information as possible, on your own. Learning should be a continuous process but of course, it is best to start out with as much information as possible because once the business takes off, there will not be much time for reading. Writings on various aspects of event planning can give you confidence to handle your work. For further training, you can try to volunteer in your local societies or non profit organizations. Not only does this help you to cultivate relationships (sometimes even partnerships) but you can get a good idea of the facilities and opportunities available to you. Professional bodies also organize conferences and workshops that may of be interest and much use to you. Here are some helpful resources that are sure to fill in the information gaps:

### Books

- Special Events: 21<sup>st</sup> century Global Event Management by Joel Jeff Goldblatt
- Dollars & Events: How to Succeed in the Special Events Business by Joel Jeff Goldblatt & Frank Supovitz
- Gala!: The Special Events Planner for Professionals & Volunteers by Patti Coons
- Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising
- Galas, Conference Conventions, Incentives and Other Special Events by Judy Allen
- Planning Successful Meetings & events, by Ann J. Boehme

### Magazines

Event Solutions-features expert advice, industry news and benchmarks, latest trends and case Studies

Visit [www.eventsolutions.com](http://www.eventsolutions.com) for subscriptions

Special Events-publishes annual Fact books and Source books.

Visit [www.event\\_solutions.com](http://www.event_solutions.com) for subscriptions.

### Online Resources

- 1) Online Small Business Workshop [www.cbasc.org/osbw](http://www.cbasc.org/osbw)
- 2) Service Corps of Retired Executives [www.score.org](http://www.score.org)
- 3) Chamberbiz [www.chamberbiz.com/bizcenter/startup.cfm](http://www.chamberbiz.com/bizcenter/startup.cfm)
- 4) Small Business Administration [www.sbaonline.sba.gov](http://www.sbaonline.sba.gov)
- 5) Small Business Legal Encyclopedia [www.nolo.com/encyclopedia/sb\\_ency.html](http://www.nolo.com/encyclopedia/sb_ency.html)

## **Formal qualifications**

This is not a must but if you are ambitious and want to move on to relatively large-scale projects, then it's highly recommended. These options are available to beginners:

A) University & College Programs-These are comprehensive programs usually offered through hospitality departments in universities. According to Petersons.com, there are about 204 universities and colleges providing such courses. It is worthwhile to check out whether they cater to your specific needs.

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B) Certificate Courses and Continuing Education Programs-These are mostly part-time courses, which are conveniently held during weekends or in the evenings, to accommodate those who are working. The courses are also more flexible.

Major event planning associations also offer professional certification programs. The advantage here is that, on successful completion, you will be part of a wide network of professionals in this field.

## **b) Physical Resources**

Even a home-based business cannot be run alone. You can approach those who you know well-family and friends-in order to try to find people who will be interested to join you in this line of work. Familiarity will definitely help to streamline event planning processes. And it is a convenient way to go about until you have acquired the funds to hire qualified people, if need be.

To start, the necessary finances have to be in place. Initially, there will be several expenses, so a bank loan may sound like a good idea. You need to invest in a high speed computer with internet, a fax, a color printer and the paraphernalia that goes with maintaining a steady stream of correspondence. Needless to say, a mobile phone is a must have. For transportation purposes, a van or a SUV is best, as you will need ample space.

### **3. Evaluating competition**

For any business, it is worthwhile to check out the competition, so that your business aspirations are not neatly overlapping with theirs. Since it is quite difficult for small business owners to spend too much time and money on advertising and competing, for attention, the most sensible way is to grab a niche market that others have not encroached, although this may not be practical in some cases.

#### **3.1 What do they offer?**

First, find out about the event planners already operating in your locality (check if there are similar home-based businesses) and try to see how you can make a difference. If the others are not willing to be too helpful or to share information with you, maybe you can check with your friends and family for feedback on events organized by them. This way, you can also get an idea of how much they charge for events and be sure that your charges are within the accepted range.

Competition is very important in business. It gives you a pulse of the business, the way the industry is behaving and also how consumer preferences are changing. You can also visit many online professional event planning sites and get some idea about how they work. Initially it is vital that you understand the business and the processes thoroughly. So spend a lot of time studying how different people handle different businesses. Fire some calls to event planners and see what they ask, how they respond and how best to impress customers first-hand.

#### **3.2 What is unique in them?**

Once you gather information from different types of event planners, you will see that some offer unique things which others don't offer. And also each planner has some different approach and offering which makes customers prefer them. For example it can be where the concept and the creative idea is given free as a package, or where they provide helpers to look after the kids at the party for free, or even provide a complete recorded video footage of the event free.

#### **3.3 How expensive are they?**

The fees event planners charge is critical. But people don't always go for the cheapest, because they might feel the work maybe cheap too. And they would think twice before going to a premium priced planner, when all they want is a small party. Ideally your pricing should depend from event to event and depend on time you need to spend, additional people you need to hire, amount of calls and traveling involved and the size of the event itself.

Therefore the best option is to provide packages/options. Give the consumer the option to choose different packages at different prices, with certain options which can be add-ons. Once they decide on a package, throw in some other goodies (kids fun bouncer, flower décor for wedding car, free article on local newspaper) for free. This would make them happy and also stick to you.

### 3.4 Can I do something better?

You should always ask yourself why a customer should do business with you than another event planner. So what makes me different? How can I woo customers?

\This mainly falls down to creativity and the whole package. Your creativity itself can distinguish you from others. And your level of professionalism too can make you stand out from the rest. What you need to remember is that the success of an event depends solely on one factor at the end of the day. It needs to be memorable. Guests should talk about it for days; they should refer to it even after weeks. And this makes the hosts very happy and satisfied. Therefore, even if it means going slightly over budget and doing something extra on your own decision at the final minute can have a lasting effect.

To communicate all these you will need a good brochure. Remember that all your material will reflect what sought of a service you provide. So have a good business card, high quality printed brochure and if possible a website (use a free-site, where you can update your successful events weekly with photos and endorsements). You can continue all the good work even when the party is over, by distributing your brochure to gift shops, bakeries, dressmakers, transport services, advertisers etc., and by getting their details to be filed as your resources. You never know what little piece of information come in useful so all the data needs to be organized electronically.

What sets you apart from the rest? At the get-togethers you have organized in the past, for friends, how did you leave your mark? Is it the very unusual but charming decor? Is it the perfect menu selection that satisfied all who were present? Are you known to make the best off a limited budget? These are little details that should be part of your business profile because they can be what your clients are actually after.

After assessing the competition, you have basically two choices. :

- To offer the same services because there is much scope in that particular area and you are sure you can do better than the existing service providers
- To do something new so you can forge your own path

Whichever way you decide, you need to establish yourself in the eyes of the consumer as to who you are, a general event planner or a specialized event planner. If you intend to be a specialized event planner, make sure the niche that you choose is big enough for you to make money continuously and is a growing niche.

One way to deal with competition is to attend all the seminars, workshops and such similar training programs that are be held in your area or even in neighboring towns. You must always keep a tab on competition. As mentioned previously consumer's preferences matter a lot, therefore competitors will give you the best indication how and when things are changing. Then only will you truly stay ahead of your game.

## 4. Business Plan

A business plan is a kind of roadmap to outline all the aspects of your business. It will help to arrange your ideas and to avoid costly decisions. But the business plan is not only for you. It will be useful to obtain a loan from the bank or from any other source, because the lender needs to know whether your business idea is promising.

The following should be included in the business plan:

- Services you will provide
- Your location
- Your (prospective) clients
- Possible competitors
- Vendors who will provide products and services
- Charges for your services
- How you will advertise and market
- How much money you need to get started

### 4.1 How to get the pricing right?

Charges depend on several factors such as your business aspirations, locality, market segment, demand for services and your qualifications and experience. If you live in an upbeat, urban neighborhood where event planning is in high demand, the prices can be towards the higher end of the spectrum. Each year of experience adds value to your service too. In the book *"How to Start a Home-Based Event Planning Business"* by Jill Moran, four methods of pricing are given:

**Pricing by the Hour** -This is considered a very practical method by many. An hourly rate is set for your service and this can range from \$25 per hour to \$125 per hour. The type of service that you offer is not taken into account.

**Pricing by Percentage** -Here, the charges come in the form of a percentage of the total budget, say about 20-30%. The percentage is based on what you have negotiated with your client. This means that this approach differs from one client to the next.

**Pricing by Fee for Services** -If there is a lot of work involved and/or your client wants to experiment, you may prefer to use this method of charging. Each specific task that will need to be carried out to organize the event will have a set rate and any other additional task will be charged on an hourly rate.

**Pricing by Commissionable Rates or 'Add-On's** -In this approach a compensation/handling fee will be added to all the services provided. A discount will have to be negotiated with your service providers.

### 4.2 How personalized can I get?

Remember, you are planning an event for another person, so try to just runaway with what you want and suddenly surprise the host on the day. Keep continuous contact with the host, ask her for opinions, though you may know the best option. She has given the job to you to save on time, so you are expected to get all the information for her. Always consult your client when picking colors and styles. Each one has their favorite.

It is very important to build a good rapport with the client. Get to know him/her very well before starting on the job. Ask how she planned events by her own, what she thought went wrong and right. These are little insights which can help you immensely in profiling your client's expectations.

### **4.3 Registering the business**

Though you may start your business as a home-business, you need to register it, since there will be inflows and outflows and profits. Registering your business allows you to advertise your business in public and also have your own letterheads and issue invoices. Clients' also feel comfortable when it is a registered business, since they develop a sense of trust.

## **5. Marketing**

Marketing plays a crucial role. No matter how good you are at being an event planner or how competitive you are, if people don't know you, you won't get business. So visibility and awareness is important.

### **5.1 What will I name the business**

What's in a name? More than you may realize! Your business name has to be snappy, provoking interest and sticking in memory. Truth is the right name can make a big difference to the success of your marketing campaign. The name is inextricably connected to the brand image you want to create too. So you need to get more creative than, let's say, 'Quality Event Planners'.

### **5.2 How will I create visibility for myself?**

Visibility for your company or name can be done by leaflets, brochures etc. and also remember to make your presence in each event you have. Out your brand name and contact number somewhere, so people can refer to you if they want your services.

## **Portfolio**

A portfolio is another very handy and user-friendly tool, to show what you can do. The best letters of recommendation (preferably having surnames that are different to yours!) and photographs of events you have organized can be selected and inserted here. They alone will be testimony to the good work that you have done in the past. Clients and even vendors may prefer to have a look at your achievements, rather than hear it from you. A portfolio will also indicate that you are keen and serious about your work.

## **Web**

Nowadays, the internet is a marketer's dream. You are not 'in' if you are not on the web. So have a website or a webpage dedicated to your business and be sure to update information regularly. A website with outdated information is worse than not having a website. Your portfolio can be posted online or a few choice photographs and letters of recommendation can do the trick equally well.

## **Blog**

Perhaps one of the trendiest ways to market your services is by maintaining a blog. A blog is effective because it's informal and provides a steady flow of fresh content. Apart from providing useful information, it gives that all important personal touch to your business. You can use your blog as a two-way tool too. It allows the customer to know what you can offer but also gives you insight on the customer too. This is a convenient alternative to time-consuming market/customer research. You can very well spend the time saved on improving your credentials.

## Personal interaction

In order to attract customer, you have to think like the customers. Find out as much about them as possible, in your spare time. What are their favorite foods, what are the preferred activities, where do they like to go on holiday? This information may seem trivial at first but they can make all the difference when you are planning social events, in order to create the right atmosphere. Plus, when you have already profiled your potential customers, it will save you from having to fire away questions when you are entrusted with managing an event. Perception will surely give you an edge over your competitors and create an image of competency.

If you are in the Social Events Market, then your marketing campaign should be more personal and more emotional. Cheerful photos will boost your reputation in this field. On the other hand, if you are in the Corporate Events sector, play it more sedate and professional. Zoom in on your efficiency and reliability. You can also attend industry meetings, professional societies and chamber of commerce activities. It's about being in the right place at the right time.

Advertising for an event planning business may be a more effective branding strategy, than as a way to directly get customers. Ads in local papers, telephone directories, among others can help build name recognition. Direct mail can also be used to attract new clients, albeit less effective. The Washington DC-based event planning business The TCI Companies even include a "Strategy for Success" section that outlines how they work to make sure that every single event they handle is successful, complete with case studies about their most prominent.

## 6. Finances

Event planning does not require a high investment, but you should have an idea of inflows and outflows. When doing events, you may have to pay several advances to supplies and sometimes based on the scale of the event these can be high costs. And the client pays you back only after the event, so you have to manage the cash in that period. As you get experienced and make a name for your business, you can start asking for credit terms from suppliers where you don't tie up cash.

### 6.1 Start-up costs

At the outset, depending on your business aspirations and the target market, there will be several expenses. Home-based businesses don't need to start out with much capital, as there are no overhead costs. But in general expenses are likely to be incurred for the following:

- Advertising -brochures, leaflets, business cards
- Equipment -PC, printer, fax, photocopy machine
- Fees for professional affiliations
- Insurance -business insurance
- Legal Fees & Accounting
- Licenses and Taxes
- Office Supplies -Stationery, furniture
- Payroll
- Phone/Utility Bills
- Miscellaneous

## 6.2 Forecasting business growth

Then you need to anticipate how your business needs to grow. A small calculation can help you.

You know that there are 140 kids between the ages of 3-12 year old in your area. 70% of them will have big birthday celebrations. Among those 98 birthdays, 25% will be outsourced to event planners. If you have 2 more event planners in your area, you can have an approximate idea that your target should be at least 8 birthdays for the year.

Next is the profit you expect to have. So if a birthday costs approximately US\$ 2000, you can't expect a margin of US\$ 1000, because it is ridiculous for the host to spend 50% more just for planning. If you want to make US\$ 300 per birthday, then you will be making US \$ 2400 for a year. But remember this is without the expenses for equipment, furniture, utility bills, salaries etc.

## 6.3 Am I happy with the profits?

Therefore, you will be left with approx. US\$ 500-1000. Is this sufficient? Maybe and maybe not, depending on your expectations. But the only way to increase the profits is to do more events per year and get involved in larger scale events, which can give higher margins. But then again larger the event, more commitment and time you need to sacrifice.

## 7. Growing the business

You may start this business as a part time activity; something to keep your mind buzzing... but it's always good to have a direction and goals in the long term.

### 7.1 Vision for my business

You should develop a vision for your business. This should be short and specific and be the achievable, yet difficult to reach. This should be the driving force behind every single event you undertake. You need to have a dream for your business, only then would you know what you need to achieve with each activity.

## 8. Summary

The most important things to remember in event planning is to make it a memorable event. The function should run smoothly with each activity. And at the end of the day the best evaluators of an event are the guests or participants. So make them happy, give what they need, feel what the crowds will ask for and give it to them, and that will be your success.