



iSPARK EVENT PLANNING SURVIVAL GUIDE

VOLUME 3

Measuring Event Success | Planning Your Event Budget



ABOUT THE AUTHOR

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Krista is known for her efficient and organized work style, and her attention to detail along with her ability to effectively deliver on commitments, realize objectives and complete projects on time and within budget. She is dedicated to her clients and provides creative solutions tailored to each client's specific needs. Krista brings a tremendous amount of energy and out of the box thinking to every project. Her personal manifesto is *"There is never a crowd on the extra mile"*.

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Introduction

Welcome to the wonderful world of event planning! In Volumes I and II, we tackled wayfinding, name badges, event crises, the post-event debrief and how to find the ideal venue for your event. In Volume III, here's what we're talking about:

- Measuring Event Success
- Planning Your Event Budget

Measuring Event Success by iSPARK Consulting

Why are we doing this event ?

When you're looking for ways to make the next event more successful than the last, how do you know if you've succeeded?

After the event has wrapped up, we (the event organizers) may feel like we have raised the bar, but, do we really know if our attendees feel the same way?

Measuring the success of an event is one of the most challenging, yet important tasks that event planners need to do in order to determine if there is an actual return on event investment.

Before the event even starts (i.e. in the planning phase), we must have goals (i.e. attendee satisfaction, registration numbers or ticket sales) and we must define the value of the various elements of the event in order to be able to measure success.

INTANGIBLE VS. TANGIBLE

We can break the value of the event down into two types: tangible & intangible.

Intangible value may include things like operational efficiency (i.e. keeping the event on time, staying within budget), participant satisfaction (i.e. based on anecdotal feedback or survey responses), or brand awareness (i.e. social shares & engagement).

Tangible value may include the strengthening of business relationships (i.e. with your event attendees, event sponsors, etc.) and revenue earned (through attendee fees, sponsorship or sales of product & merchandise). Social shares can also be measured by tracking impressions.

OPERATIONAL EFFICIENCY

Running your event on time and like clockwork has a value! It means that you avoid paying costly overtime for set-up or tear-down or change fees for missed flights. You won't have courier charges for forgotten event supplies left back at the office or charges for expensive photocopies made last minute in the Business Centre at the hotel.

All of these small mistakes in operational execution could translate into hundreds or thousands of dollars in unforeseen event expenses.

Plus, how much is it worth to you to know your attendees are very happy because they can trust you to stick with your posted event schedule? Set-backs like this have a big impact on the event experience for event attendees.

Tip: One way to keep operational execution on track is to assign a team member (or event volunteer) specifically to this role. He or she is responsible for floating around the event site keeping track of time and troubleshooting operational glitches.

Another pre-event trick is to host an in-depth pre-event meeting with your team where it is emphasized that everyone is expected to show up onsite at the event with their 'to do list' checked off! The event is not the place to be hunkered down in a corner with a laptop finishing up tasks that could've been done in advance of the event.



BUDGET & THE BOTTOM LINE

Blowing your event budget is usually NOT a good indicator of event success! Track your percentage of expenses versus revenues and your profit margins (revenues less expenses) from one year to the next to determine if you are making strides. Don't punish yourself for atypical years where you may invest heavily in one area in order to grow the event down the line. Sometimes it takes money to make money! Make note of any event expenses that are allocated in one year, but carry forward for future events (i.e. if you get a great deal on a supply of volunteer t-shirts that can last you for two years).

BRAND AWARENESS

Social shares, PR mentions, and general word of mouth create amazing intangible benefits, but they are often the hardest to determine value (in actual dollars). Having your event publicized in the media could boost your event profile and help you secure sponsorship or attract new attendees (which has a dollar value as well). Check out some of the latest event technology to help you measure the dollar value of your social shares and track impressions of your brand.

OVERALL PARTICIPANT SATISFACTION

If your goal is to host a fun event and create a positive experience for attendees, success lies in how much they enjoy the event, whether or not they are made to feel special, and if they consider it to be a memorable experience.

Sending participants a post-event survey is one of the easiest ways to evaluate participant satisfaction. For the best results, be sure to send your post-event survey immediately after the end of the event (same day or one day post-event).



Some specific questions that you can ask that help to judge participant satisfaction are:

- "How likely are you to recommend this event to a colleague?"

Responses like "Highly Likely" or "Very Likely" demonstrate high attendee satisfaction.

- "If you've attended this event in the past, how does it compare to previous ones?"

Responses like "Best one yet" or "My favourite one in recent years" indicate you have taken the event to a new level.

- "Did you have any memorable experiences at this event?"

Asking this question as an open-ended question allows you to gather stories that you can share post-event or use in promo at the next one. A high number of attendees responding to this question is a great indicator that people are happy.

Surveying participants in real time onsite during the live event is also a great way to gather data as you go. It also allows you to make adjustments on the fly if the satisfaction levels are not where you want them to be. There is technology out there to permit volunteers to gather research using handheld devices (such as ipads or smart phones)*.

EXISTING BUSINESS RELATIONSHIPS

The needs of partners, sponsors, and influencers, must be taken care of because they've helped you build the event. If you can solidify revenue relationships over the long-

term or get commitments from people who influence others to attend or participate year after year, you are building equity. If there is a way for you to calculate just how much these committed relationships are worth, you have a tangible measure of their value.

For example, with sponsorship, if you know how much time is being spent on event sponsorship sales, you also know how much time is being saved when you sign a long-term contract with a sponsor. There is a savings in your investment of time because you don't have to go back to this sponsor year after year to sell them in. Plus, there is also stability with respect to knowing you have a certain amount of event revenue in the bank from one year to the next. This is great tangible value to you as the event organizer!



**Ask us more! We have a trusted supplier for this service that we can recommend.*

NEW LEADS

How much do you spend in marketing dollars to generate new leads and entice new people to attend? If your loyal attendees are coming anyway (and theoretically need very little 'push' to get them to buy a ticket or register for the event), most of your marketing money is being spent on attracting new people to attend. Here's a simple calculation:

If you're spending \$10,000 on marketing your event and 80% of these promotional activities are targeted to new prospective attendees, and 1/3 of your 300 attendees are newbies, you're spending \$8000 on marketing to get 100 new attendees in the room. You're spending \$80 per person in marketing dollars on the new attendees and only \$10 per person to get your loyal returnees to re-register (\$2000 of your marketing budget is dedicated towards 200 of your attendees).

If you were to keep track of these numbers from one year to the next you'd have a pretty good idea if your marketing initiatives are really getting the job done or costing you less (or more).

MONETARY OUTCOMES

If you are selling something at your event, you can measure success based on sales. If it's a fundraising event, you can measure monetary outcome based on the amount of money raised. To know if you are raising the bar, compare sales (or funds raised) from one year to the next (but be sure to factor in your event expenses at the same time... if it is costing you more to generate more money in fundraising dollars your event may not be as successful as you think!).

REGISTRATION NUMBERS/TICKET SALES

If you are selling more tickets or registering more attendees from one year to the next, this is a tangible and measurable outcome. However, be sure to factor in the percentage of comps versus paid tickets or registrations. Are your numbers going up because you are

giving away more tickets or registrations than in previous years?

Also, be sure to factor in the quality of the people in the room. If your attendee #s are going up, but you don't have the right people in the room, you may not be as successful in this area as you think you are. Sometimes fewer people (the right type of people) is a much better indicator of success.

CONCLUSION

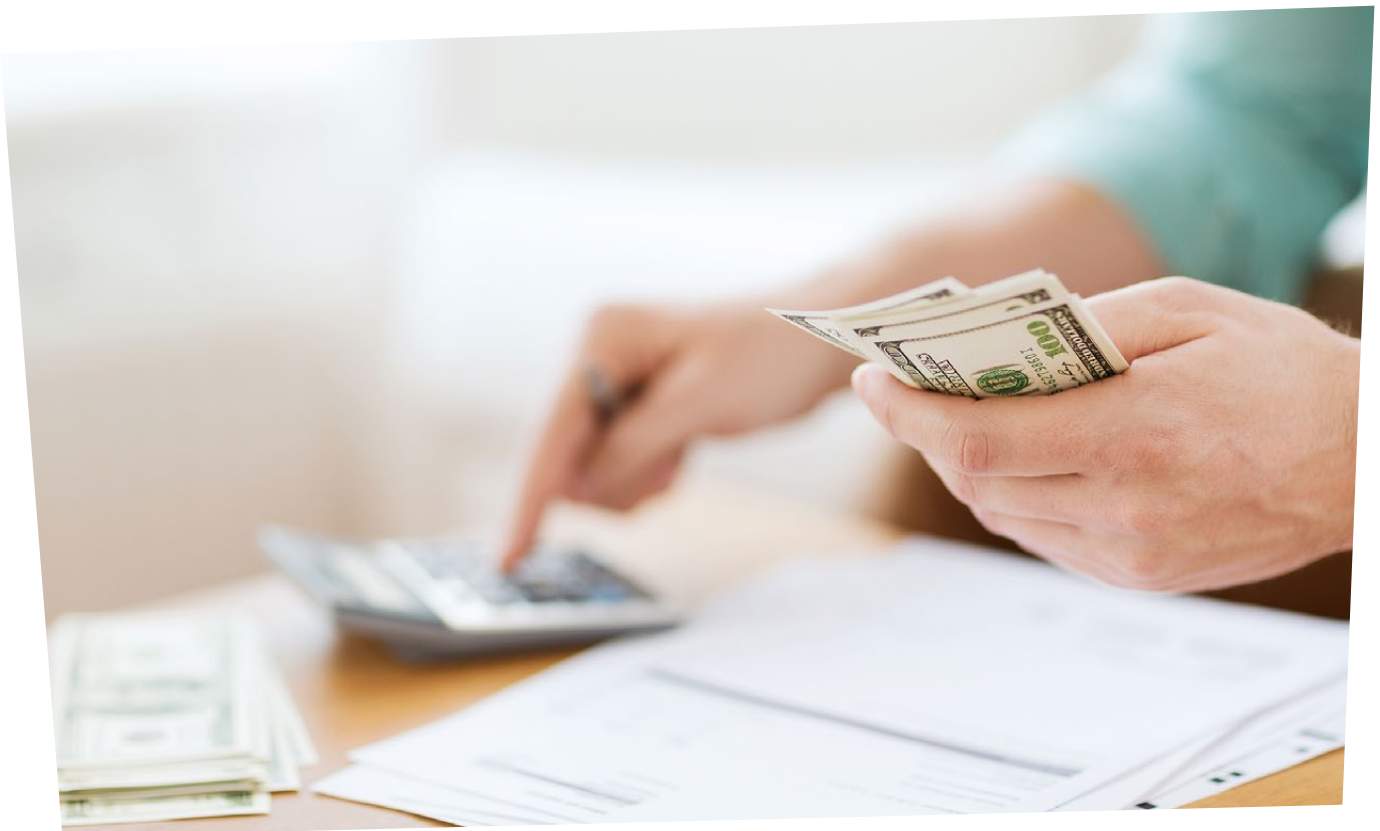
These are just a few ways to determine whether or not your event is a success! Customize your own measurements for each event you are involved with to help accurately gauge success levels. The next time someone asks you if you are 'taking your event to the next level' you will have an informed and data-driven answer!

Planning Your Event Budget | Know Your Numbers!

A successful and experienced event planner does a thorough job of estimating expenses and revenues and projecting the bottom line. Depending on the goal of the event – you may need to prepare for any one of three scenarios:

- 1) A break-even budget (where revenues and expenses are almost even)
- 2) A positive bottom line (where revenues exceed expenses and the event generates a profit)
- 3) A negative bottom line (where expenses exceed revenues and the event is a cost-centre for the host)

Regardless of the financial objective, an event professional needs to be able to understand and prepare a realistic budget. Event planners also need to be able to justify all of the expenses and revenues with a rationale for what type of value that each expense offers and why certain line items are a higher priority than others. It is all about trade-offs!



Typical Event Expenses

When estimating event expenses, we suggest to plan on the worst case scenario and estimate your needs conservatively, especially if there is no event history to guide you in determining expenses. In other words, if you estimate that AV is going to cost you between \$25,000 and \$30,000, plug the higher number into your budget just to be safe.

Or, if you have a lot of variable expenses (expenses that are directly linked to the # of attendees), prepare different versions of your budget based on these potential variances. For example, you could have three versions of the budget – one based on 100 attendees (the absolute lowest possible attendance), another based on 200 (the most likely attendance number) and a third based on the highest probable attendance for your event.

Sample Event Budget Demonstrating Scenarios Based on # of Attendees

EXPENSES	Scenario #1	Scenario #2	Scenario #3
	100 Attendees	200 Attendees	300 Attendees
FIXED EXPENSES			
Venue Rental	10,000	10,000	10,000
Signage & Event Decor	5,000	5,000	5,000
AV	12,000	12,000	12,000
Photography	1,200	1,200	1,200
Event Insurance	1,000	1,000	1,000
Marketing/Advertising	5,000	5,000	5,000
Entertainment	6,000	6,000	6,000
Sub-Total of Fixed Expenses	\$40,200	\$40,200	\$40,200
VARIABLE EXPENSES			
Food & Beverage	4,000	8,000	12,000
Gifting	1,500	3,000	4,500
Sub-Total of Variable Expenses	\$5,500	\$11,000	\$16,500
Total Expenses for each scenario	\$45,700	\$51,200	\$56,700

est. @ \$40 per person

est. @ \$15 per person

EVENT AUDIO VISUAL

AV is often one of the biggest (and most important) event expenses. This is not the area where you want to cut corners! AV services could involve any one of the following scenarios:

- Using an in-house system/equipment (built into the venue where the event is taking place)
- Using an in-house service provider for equipment and labour (preferred supplier within the venue).
- Contracting a 3rd party external provider to provide all or some of the services and equipment needed.
- Purchase your own equipment (or borrow it).

Tip: *This option makes sense if it is something that you need often and is easily portable from one event to another (like an LCD projector, power bars, small screens, tablets, portable speakers, etc.)*

When making a decision on AV, ensure that you take into consideration the expectations of your audience and your presenters (speakers) or Emcee. Using lesser quality equipment or cutting back on labour can save you money, but you put your event at risk if you don't have the right equipment in place or have inexperienced technicians and talent on hand to troubleshoot problems. This is not an area to leave to the amateurs. AV can make or break your event.



TIPS

- Seek out several quotes on AV services and make sure you are comparing apples to apples. The cheaper quote is not always the best one – Is one supplier suggesting inferior equipment? Are they suggesting too few staff for load in (causing you extra set-up time at the venue)? These are just a few considerations. Pay VERY close attention when comparing quotes on AV services.
- Plan for little extras that may be required onsite. If a speaker makes a last minute request for a different type of microphone, your AV company may charge a premium to track this down on short notice.
- Ask about freebie items like 2-way radios or equipment upgrades.
- Piggy-back on another group's AV set-up (sharing set-up and tear down costs).

- Avoid set-up and tear-down in the early morning, late at night, or on the weekends which may result in extra labour charges.
- Consider a venue that has some or all of the AV built-in (like a classroom on a university campus).

FOOD & BEVERAGE

F & B is typically another large expense in the event budget and a very important event element. Catering isn't just about food - there may be other catering costs that need to be considered (i.e. the cost of staff to serve and prepare your food, chef's attendants at food stations, the cost of setting up the food and cleaning up the food, rental of linens or specialty glassware).

You may be using an in-house caterer or bringing someone in from outside. Or, maybe you plan to purchase pre-made platters of food on your own and bring them in or purchase beverages on your own and hire people to serve. Regardless, you need to do a very precise job of estimating food and beverage consumption in order to accurately guesstimate F&B costs in your budget.

TIPS

- Estimating beverage consumption levels is particularly challenging and can vary depending on weather (i.e. if you are staging an outdoor event on a hot day you can expect people to drink more), the type of guests you have invited (i.e. a younger crowd may consume more alcoholic beverages than a group of seniors) and the time of day (morning events result in larger consumptions of coffee and juices and little to no consumption of soft drinks or alcoholic beverages).
- Ask the caterer to work within your budget for customization of pre-existing menus.
- Serve in-season or locally sourced foods.
- Factor in the no-show rate when setting food guarantees.
- Request pre-packaged food or drinks charged on consumption so that you are only billed for what is consumed, not what is put out.
- Order breakfast for less attendees as some may skip breakfast or eat very light in the morning.
- Ask for minis (mini-muffins, bagels sliced in half, mini-cupcakes, mini glasses of champagne) as many people will choose the smaller portion size which is cheaper and creates less waste. Bonus: It's healthier too!
- Ask the venue if they will allow leftover items from breakfast or lunch to be put out for the refreshment break.
- Incorporate dessert with an afternoon break instead of serving dessert with lunch.
- Host a networking reception at breakfast (this eliminates bar charges).
- Pass food instead of serving it on a buffet - less will be consumed and it adds class to the event.

- Serve glasses of sparkling water with lemon in lieu of alcohol (or a pre-mixed punch!).
- Ask guests to RSVP for meals to ensure you are ordering an accurate amount of food.
- Serve a 3-course meal instead of a 4-course meal.
- Reduce portion sizes (i.e. 6 oz of meat instead of 8 oz) or ask for the lunch-sized version of the meal for dinner.
- Order a specified number of bottles of wine for a sit-down dinner and have the servers walk around and pour (as opposed to leaving opened bottles on the table). This allows you to ensure every last drop is served and to control the total # of bottles in circulation. You won't be charged for bottles left unopened on the tables, but not fully consumed.



PRINTING, GRAPHIC DESIGN & SIGNAGE/WAYFINDING

Are you planning a sustainable event? If so, you will want to reduce the amount of printed materials and opt for electronic pieces instead. If you do have to print things (such as 'save the date' notices, official invitations, agendas, schedules, backgrounders on speakers, registration materials, posters, etc.), basic graphic design may be something you as the event planner or a talented student intern can handle on your own. Checkout free online templates! Otherwise, you may need to outsource these services.

When it comes to signage, not every venue has sufficient directional signage and even if they do, you may want to supplement it with some creative wayfinding signage that adds a wow factor to your event! Develop a signage plan so that you know exactly where you need signage and get quotes only on what you really need. Check out our creative wayfinding ideas in [Volume I](#).

TIPS

- Create generic materials that can be used from one year to the next (no date or location).
- Provide your designer with final text for layout to avoid author's alterations charges and lots of back and forth.
- Produce materials at a supplier close to where the event is taking place to avoid shipping costs.
- Develop a long-term agreement with the suppliers to obtain better pricing on repeat business. Plus, suppliers who know and understand your event will be more efficient and effective at giving you what you need from one event to the next (which saves time and money).

TECHY ELEMENTS

Are you planning on an event app? A photo booth or selfie station? A charging station for devices? Do you need an event website? Online registration system or RSVP tool? What about social media? All of these pre-event and onsite engagement elements have a cost associated with them and this will need to be factored into your event budget by soliciting quotes from suppliers of these services.

Tip: If your event is annual, you may benefit from purchasing tools or systems that can be re-used from one year to the next with only updates required. Bonus – typically people do not delete event apps from their mobile devices, so if you are using the same supplier for your app from one year to the next, attendees will not have to re-download it and the updates will be automatic.

TRANSPORTATION

In some cases your attendees will be finding their own way to and from the event. Or, perhaps you need to plan for transportation to an off-site venue, between a hotel and venue, or to and from the airport. Transportation may also be required for speakers coming from out of town, for volunteers, or your event team. Transportation costs (including parking, gas, vehicle rentals, airfare, train fare, car service, bus rental, etc.), will all need to be part of the event budget.

TIPS

- Encourage ride-sharing.
- Encourage guests/attendees to travel on foot if feasible – it keeps people active and moving during your event.
- Offer a flat rate per diem towards transportation expenses to help control costs.

FURNITURE, DECOR, LIGHTING & RENTALS

Sometimes you are lucky enough to have an event venue that requires little to no décor and all the tables and chairs, table linens, stages, ramps, stancions, podiums, easels, coat racks, registration counters and everything else is provided. However, in most cases, it is unlikely that your venue will have everything you need in inventory and you may need to outsource. Even if they do have some of the items you need, they may charge for them and these expenses need to be factored into your budget.



Consider the floor plan and layout of the spaces before soliciting quotes on décor and furniture rentals. Precise diagrams help you decide which pieces need to be added from an external supplier and how many items you actually need.

The look and feel of your event is important so plan to bring in items from suppliers who are well versed in how to create a special or themed ambiance and who know the venue.

TIPS

- You may be able to buy some items for less money than it costs to rent them leaving you with the option of keeping them for another event or re-selling them after the fact to recoup some or all of the initial outlay.
- Reuse centrepieces at another event or at another function within your multi-day event. Hotels often will store florals in their refrigerators to keep them fresh.
- If DIY is more your speed, check out Pinterest, Etsy and other crafty websites for ideas and how-to's which could save you money.
- If you have a strict budget for these items, give your suppliers your maximum spend so that they will work within it.
- If there is another event at your venue during the same timeframe, maybe you can partner up to share rental of items or negotiate a better deal with the supplier.

VENUE/LOCATION COSTS & ACCOMMODATIONS

Make sure you verify 100% of the venue costs before you sign a contract! It doesn't matter if you are hosting your event in a local pub, a convention centre or an airport hangar, there are always venue costs that need to be factored into your event budget. There may be room rental, internet (WiFi), set-up fees, tear-down fees, security, power charges, storage fees, cleaning fees and more.

If you need guest rooms for your event, check the posted rack rates online for nearby hotels to get a sense of what the typical pricing may be for that time of year.

TIPS

- Consider staging your event over a shorter time period which may reduce costs or selecting a day or time of year when the venue is desperate for bookings and will reduce price accordingly.
- Look for venues that have built-in décor or built-in AV to save on costs in other areas of the budget.
- Negotiate a multi-year deal if you are staging your event again the following year.
- Negotiate some of the extra charges as freebies as part of the venue contract.

Hint: Check out **Volume II** of our eBook for a handy checklist on questions to ask during a venue site inspection and how to find the venue that is the right fit for your event.



NAMETAGS, GIFTING, ATTENDEE MATERIALS

Depending on the type of event you are staging you are going to need a variety of items to identify your guests or for gifting purposes. Here are a few:

- Name tags / name badges
- Lanyards
- Delegate bags or gift bags
- Gifts
- Placecards
- Table Numbers
- Drink tickets
- Session materials/handouts

TIPS

- Offer sponsors the opportunity to sponsor conference items like name tags, lanyards and bags or gifts for guests, etc.
- Provide electronic copies of meeting materials (posted online or on a USB key which serves dual purpose as the gift to attendees)

INSURANCE

Event venues don't always provide adequate insurance and they may require you, as the event planner or event host, to carry your own. You need to guarantee the safety and expectations of your events attendees, while at the same time protecting your company/organization from any liability, so your event absolutely needs event insurance.

EVENT PHOTOGRAPHY/VIDEOGRAPHY/MULTI-MEDIA

Are you planning to hire external or outsourced event photographers, videographers, and media providers? This is often times a missed budget expense, or one that is vastly underestimated (as there is a wide range of costs for these services depending on what you are looking for and experience level).

TIP

- Students studying photography, videography or graphic design may be keen to obtain experience. They may offer lower rates than seasoned professionals, however, be sure to check references and see examples of their work to ensure they can deliver.

UNFORESEEN | ADMIN | TAXES | MISCELLANEOUS

Many event budgets go off the rails when the final invoices start rolling in because the taxes haven't been factored in! Don't make this mistake as it has a BIG implication on your bottom line.

If you are a non-profit organization who is eligible to pay reduced taxes or if you are tax exempt, plan accordingly. Also, there may be tax incentives for hosting events in certain provinces with lower tax rates. Taxes and gratuities on food and beverage can be particularly high (in excess of 30%) and many hotels in Canada charge a Destination Marketing Fee (DMF) on guest rooms that can be a sneaky one that affects the bottom line.

Other items like shipping, postage, office supplies, phone, translation, etc. will also need to be planned for. Include a line item in the budget called 'unforeseen' in the amount of at least \$1000 to cover unexpected costs (Note: Some planners suggest 'unforeseen' should be as high as 15% of the overall event expenses).



SPEAKER FEES | MC & TALENT HONORARIA | ENTERTAINMENT

This line of the budget can vary widely from one event to the next. Some event organizers are very fortunate to be able to access free talent for everything from hosting duties (MC role) to meeting facilitation to keynote speeches. However, most people offering these services charge a fee and expect to be paid.

Same goes for entertainment – you may be lucky and find a local dance school to provide a complimentary dance performance or a pro bono performance by a local musician, but most entertainers charge for their services. Depending on the type of performance and experience level, prices can vary widely.

Also, don't forget to include travel expenses for anyone coming from out of town and special requests that may be in the 'rider' of entertainers (i.e. specific food and beverages to be provided, green rooms for preparing for the performance or presentation, etc.)

TIPS

- Consider sharing the cost of bringing in an out-of-town speaker with another group hosting an event in the city around the same time.
- Plan the timing of your event around existing entertainment activities or local events that you can piggyback on.
- Negotiate a multi-year deal if you are staging your event again the following year.
- Trade off fees for sponsorship or visibility at the event. It may be a business development opportunity that the speaker or entertainer values. Do they have a book for sale?

CONTRACTORS & SPECIALITY SERVICES & STAFFING

If you need to hire contract staff to help plan the event in the lead-up or to help execute or manage things on the day of, make sure to have a spot in the budget for contractor fees. Keep in mind that if the scope of the event increases as the event approaches and your team is already running at maximum capacity, outsourcing to fill the gaps may be necessary.

TIPS

- Consider hiring students or using qualified volunteers to assist.
- If your gap is mainly during the event and not in the planning phase, consider limiting your extra resources to 'day-of' support.

Typical Event Revenues

Now, here comes the fun part... making money on your event! If you have the opportunity to generate revenue from your event, budgeting conservatively on the revenue side can save you lots of headaches later on. Here are some possible event-related revenue streams:

ATTENDEE FEES

For a conference or workshop you may be charging registration fees. For a special event, perhaps there are tickets for sale or maybe you are selling a table of 10 at a fundraising dinner. For a music festival, multi-day trade show or sporting event, you are likely selling passes.

Regardless, you will need to have a line in the revenue side of your budget based on expected # of attendees and expected revenue. If there are different prices for different categories of attendees (for example, maybe there is an adult ticket price, a student ticket price or a child ticket price) you will need to guesstimate the percentage of each type of attendee and crunch the numbers accordingly. For a first time event when there is no past history of participation to use as a gauge, you may want to research attendance numbers at similar events to try to determine a realistic estimate.

TIPS

- Offer an Early Bird rate or other incentive for registering early (or purchasing a ticket or pass early) which will help you better plan and anticipate other expenses.

Note: Refer back to the chart on page 9 where we suggest budgeting based on difference scenarios linked to attendance numbers.

TRADE SHOW FEES

Exhibitor fees are a fantastic revenue stream if your event is conducive to having trade show space and there is demand for suppliers to showcase their products and services to event attendees.

TIPS

- Make sure to maximize your trade show floor plan to accommodate as many exhibitors as possible.

SPONSORSHIP

Event sponsorship has always been an extremely beneficial way for companies to engage with their potential clients and customers. Through the creation of inventive sponsorship packages, selling sponsorship of different elements of the event can inject a new revenue stream into your event and create partnerships that can be leveraged at future events.

FUNDRAISING

Whether it be a 50-50 draw, silent auction, live auction or raffle, fundraising activities can generate additional revenue at an event. There are lots of creative ideas out there! However, it is also very hard to budget for potential fundraising revenues. If fundraising is a secondary objective at your event,

best to be conservative and consider any fundraising income as a bonus! If your event is designed to be a fundraiser for a charity or non-profit organization, you will need to do your homework to figure out exactly how much revenue is realistic. Perhaps you have a previous year's event to compare to or can compare notes with a similar event.

PRODUCT SALES

Selling your company's product (such as branded merchandise or educational materials) is another possible revenue stream at events. These items can be pre-sold during the RSVP or registration stage or sold onsite.

***Note:** Pop-up shops (with a revenue sharing agreement) are a trendy way to incorporate product sales into events!*



GRANTS & FUNDS

Are you eligible for any grants or special funds that could help you off-set specific budgeted line items? Take some time to check out municipal government (or provincial or federal) programs, private funding agencies (like foundations or trusts) or community programs that encourage planners to host events in specific cities or to make use of specific resources in the community. There may be funding available for things like translation (to encourage you to conduct your event in both official languages) or for hiring student manpower.

CONCLUSION

There are so many things to consider when making your event budget. Event budgets can be a dog's breakfast. Regardless of the size of the event or the type of event you are staging having key pieces of info at the planning stage of the event will help you prepare the most realistic event budget. Careful planning (and scrutiny) is required.

This includes knowing the expectations of your event attendees, understanding the overall goals of your event, and planning for different scenarios on both the revenue and expense sides of the budget to ensure that the numbers make sense. Good luck and happy budgeting!

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