

# Event Planning - Client Proposal

## Executive Summary

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## Event Goals

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## Event Description

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## Services Included

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Event concept development

Location and/or venue selection

Logistics planning

Management of vendor contracts

Event marketing

Registration processing



Courtesy of [Event Espresso](#) and [Event Smart](#)

Day-of-event coordination

Follow-up surveys

## **Proposed Budget**

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Food and Beverages

Location/Venue

Tables and Chairs

On-site Staff

Lighting and Audiovisual Equipment

Speakers

Promotions

Event Ticketing and Registration

Printing Costs

Office Supplies



Courtesy of [Event Espresso](#) and [Event Smart](#)



Decorations

Gifts

Prizes

Gratuities

Taxes

## **Experience**

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Biography + team biography

Certifications

History in business

Planner portfolio of successful events



Courtesy of [Event Espresso](#) and [Event Smart](#)