

**Setting the Stage for a Profitable Event
Planning Business**



With hard work, foresight, and concise strategies, Dee Gaubert has found success as a wedding and event planner, and has shared her knowledge with peers and aspiring planners alike. Her experience and research has informed this essential interactive workshop intensive, *Systems and Strategies*, held on Mondays in her Tarzana offices.

This is a four-hour workshop intensive that covers critical elements of launching and developing a profitable event planning business. Common mistakes and lessons learned, as well as in-depth research into the industry, inform this interactive workshop. Participants will experience a customized presentation and valuable insight from their peers.

WORKSHOP OVERVIEW:

- *Before tackling the systems and strategies in detail, we discuss the following:*
- *Labor statistics and economic climate: The state of the wedding planning industry and economy in 2015*
- *Pros and Cons of being an event planner: Advantages that build your business, and challenges that make it hard to book the business*

SYSTEMS

- *Event Project Management, Bookkeeping/Office Management, Contracts, Boundaries with Clients, Smart Pricing, and Administrative Support – all discussed in detail*

STRATEGIES

- *Goal setting: Setting financial/sales goals. Controlling costs, setting realistic goals, strategies to reach these goals.*
- *Sales: Perhaps the most difficult part of this business is selling to the bride and groom and/or corporate client. How to sincerely offer the client the best package for them and avoid haggling or fee cutting for a successful, profitable experience.*
- *WRAP UP: A give and take / Q&A with participants for the last half hour, to continue to think through and discuss the material that we have workshopped.*

A list of business-to-business vendors, essential reading, and other crucial resources will be given to each participant at the end of the workshop.

Investment: \$115