



SYSTEMS AND STRATEGIES

BUILDING A PROFITABLE EVENT PLANNING BUSINESS WITH DEE GAUBERT

With hard work, foresight, and concise strategies, I developed a successful, referral-only event planning business, No Worries Event Planning.

I learned of the many obstacles keeping event planners and vendors from achieving success: Scope creep, cost of living and goods, undercharging, the cost of finding new clients, and much more.

Having learned the hard way, I can now teach you the *easy* way - to building a solid, profitable, enjoyable event business.

This one-on-one workshop is a minimum of two hours, allowing for an open and un-rushed dialogue to ensure your specific needs are met. All workshops are held virtually.

WORKSHOP OVERVIEW

- Review event industry growth over the next few years, as well as the various types of wedding couples and what they're willing to spend
- best practices for legal, insurance, and bookkeeping
- Setting revenue, gross profit, and net profit goals, and discussing the difference between all three.
- Develop a starting strategy for how to market and brand your company to become a referral-only business

MAKE MORE MONEY + SAVE STRESS

- Scope creep and lack of client boundaries can deflate profit margins. We'll discuss how to prevent gray areas from costing you money.
- COVID has changed the game in regards to networking and staffing. We'll create a strategy for recruiting great staff and networking effectively despite the pandemic related obstacles.
- Planning is hard work, and burnout is rampant! Learn how to care for yourself and hold firm on boundaries with clients for a business built on joy and prosperity.

Say hello to
more money
and less stress!

BOOK ONLINE NOW!
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ASPIRING WEDDING PLANNERS