1.7 Event proposal

Once you have gathered all the necessary information from your client regarding the event to be hosted, it is time to prepare the event proposal.

This is another crucial step in the process of event management. Take your time to consider various options and to make sure that no details that are important for your client are forgotten. This is the moment to return to your notes from the first meeting and the follow-up memo, which will be helpful at this point. This is also the right time to send your quote. The price quotation is only an estimate of the actual costs, but it should be as detailed as possible.

Along with standard services and billing rates, include optional services and their prices. If you are new to writing proposals, one thing to note is that a price list is not a substitute for a proposal. A proposal is a sales document meant to help persuade your potential clients to give you their business. To do this, you must instil trust in clients that you can deliver the services they need.

Do not jump to conclusions too quickly; take some time to make sure all the pieces fit together nicely. Do create a proposal that is actually tailored to that client's needs. At the same time, ensure that this process doesn't take to long: you don't want your client to feel neglected.

Experience shows that it is wise to prepare two separate event proposals. This will show your client that you are a very experienced, creative, and productive event manager; on the other hand, it will increase your chance of winning the project over the competition.

After you have puzzled out the event, it is time to put everything on paper and to get back to your client.

To make sure your offer is outstanding, use an attractive personal layout for your file (most of the time these days, you will be asked to send your offer via email as a PDF file). Ensure that your logo and your own name or that of your company is clearly visible.

The perfect event proposal should include a table of contents, as well as the following:

1. Introduction. Introduce yourself and, if applicable, your company. Bring a few examples of similar events you have worked with.

2. Presentation. Create a project overview. This should briefly cover all the services needed by the client at the event, such as catering and the venue. It is a good idea to break this section down into categories such as food, equipment, transportation, and so on.

3. Timeframes. Make a timeline for when the services will be delivered. Each part of the event should have a beginning time and an end time. If you are planning a one-day event, you will have a general timeline that accounts for the time guests arrive to the time they depart. You will also have daily timelines for longer events.

4. Scope of your work. This is extremely important, as it specifically explains what you will provide. You should not mention things that you will not provide. It is better to keep the proposal positive. It is a good idea to break this section down into categories such as food, equipment, transportation, and so on.

5. Costs and fees. In this section, mention the prices of all goods, services, and labour that will be needed for the event. Event managers charge fees for their services, so add this on top of other costs. It is advisable to use a spreadsheet program such as Microsoft Excel to lay out the budget. However, if you are not specifically asked to present detailed prices, it is better to show the total cost of the event. It is only if the client wants everything broken down that you will need to be specific.

6. Credentials. This can be in the form of testimonials, certificates (it's good to mention the EventTrix certificate) and previous work experience. Keep this section short. Its aim is to give you credibility.

The event proposal should be neat, professional and to the point. Graphics, such as charts and photos should only be added if they supplement the content and do not distract from it.