PLAN THE BUDGET

Your new motto: let there be no surprises! (There will probably be a few, but it's not a bad goal.)

You will be more successful if you plan your entire budget in advance, work in several stages, and stay very close to the process.

Begin by listing everything you will need, ideally, for your event. Comb your project plan to trigger any forgotten items. You can start with our example here, designed for a hotel-based conference, and add or subtract costs based on your event's needs.

Check out the budget worksheet in the next two pages!

Budget planning tools:

Planning Pod mobile/desktop app for in-your-pocket general event organization, including budget planning.

Marriott Budget Calculator web app for quick ballparks on total budget and cost per attendee.

Workbook: Plan your event budget

All Staff
Compensation and gratuities _____
Travel _____
Accommodations _____
Food _____

Facility
Venue rental _____
Furniture, serving items, decor _____
Food/drinks _____
A/V equipment and labor _____
Security _____
Technology (wifi, IT support) _____
Badge scanning _____

Logistics
Event insurance _____
Contracts _____
Permits _____

Marketing
Marketing tools _____
    - Email marketing _____
    - Survey tool _____
Printing _____
Shipping _____
Video production _____
Photography _____
Web development _____
Media relations _____
Swag/merchandise/giveaways _____

Workbook: Plan your event budget

Communications

Mobile app _____

Printing _____

    Signs _____

    Maps _____

    Flyers _____

    Schedule _____

Registration

Software _____

Badge printing _____

Signage _____

Speakers

Compensation _____

Travel _____

Acommodations _____

Food _____

Thank-you gifts _____

Workshop materials _____

Sponsors

Thank-you gifts _____

Activities-Entertainment

Music/DJ _____

Gaming rentals _____

Auctioneer _____

Offsite venue _____

Attendee Services

Airport shuttle _____

Charging stations _____

Storage _____