Event proposal

Eight sections · four pages · a decision document, not a brochure

1. Understanding

restate the goal and audience in the client's words

2. Concept

the theme or format in one paragraph

3. Guest journey

arrival to departure in five beats

4. Venue options

two or three, with capacity, cost and the trade-off

5. Entertainment and vendors

who, why, and the alternative

6. Budget

by category, contingency and HST shown separately

7. Timeline

milestones to the day

8. Fee and terms

how you charge, deposits, cancellation