Proposals that win

02 · Discovery & Concept · about 15 minutes

A proposal is a decision document. Eight sections, four pages, two venue options, a budget with HST shown, and a fee the client understands. Use the template and critique three real examples.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Write a proposal with the eight-section template

2. Present budget, fee and terms clearly

3. Handle the three most common objections

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A good proposal presents

HST should be

Answers are on the lesson page after you take the quiz.

One line to remember