Module 2 workshop: discovery to proposal in a week

02 · Discovery & Concept · about 21 minutes

Take a mock client (a tech company, 180 guests, holiday party, $35,000) from discovery call to signed proposal.

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. Run discovery, write the brief, produce the proposal

2. Set measures you can report on afterward

3. Present and defend the fee

Apply it: three decisions for your event

Worksheet · Module 2 workshop: discovery to proposal in a week · EventPlans.ca · free for personal and internal business use · Not legal or financial advice

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The brief for this client should state

Which measure fits a holiday party?

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

One line to remember