Building the budget from the goal

03 · Budgeting · about 11 minutes

Start from the envelope, split by category using GTA ratios, then price line by line. Use the budget calculator and learn when its ratios are wrong.

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. Split a budget by category with GTA ratios

2. Build a line-item budget from the split

3. Know when ratios break (cultural weddings, trade shows)

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Venue and catering usually take

The budget calculator's ratios are least reliable for

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

One line to remember