Pricing models and packages

12 · The Business of Event Planning · about 11 minutes

Day-of, partial, full-service and consulting packages that sell in the GTA, with price ranges and what each includes.

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. Design three packages

2. Price each for profit

3. Write package pages

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The most common entry package is

Packages sell best when

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

One line to remember