Specialising: choosing a niche

12 · The Business of Event Planning · about 10 minutes

Weddings, corporate, cultural, festivals, fundraisers, kids, virtual. How to choose, and how to move between niches.

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. Evaluate niches by demand and fit

2. Position for a niche

3. Transition between niches

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A niche helps because

The GTA's largest planning market by spend is

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

One line to remember