# Module 12 workshop: your business plan

12 · The Business of Event Planning · about 24 minutes

Write the one-page business plan: positioning, packages, pricing, 90-day client plan, systems and first-year targets.

## 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. Complete a one-page business plan

### 2. Set first-year targets

### 3. Plan your next 90 days

## Apply it: three decisions for your event

| DECISION | WHAT YOU CHOSE AND WHY | OWNER / BY WHEN |
| --- | --- | --- |

## Check your understanding

A one-page business plan includes

First-year targets should be

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

## One line to remember