SPECIALIST TRACK: MARKETING FOR DÉCOR, FLORALS AND RENTALS

Partnership plan

Lesson: Planner and venue partnerships · about 15 minutes

Choose the planners and venues you want to work with and prepare what you will offer them.

Your business (name, service, main city):

1. List five planners and five venues whose clients match yours, and why each one fits.

2. Choose your trade pricing model and write the terms of your one-page trade sheet.

3. Design a venue package for one target venue: inclusions, retail price, trade price and terms.

4. Calculate what one planner and one venue partnership would be worth to you in a year.

5. **Write your load-in and strike standards as a short list you could send to any venue.**

Check: can you now

- Design a trade programme for planners with a clear, transparent pricing model
- Create a venue partner kit and a dressed-room look book that earns a place on a venue's list
- Calculate what a partnership is worth and decide what you can afford to offer for it

One change you will make this week