SPECIALIST TRACK: MARKETING FOR EVENT PLANNERS

Build your first portfolio

Lesson: A portfolio when you have planned three events · about 15 minutes

Use your existing events to build proof, then plan how to fill the gaps.

Your business (name, service, main city):

1. List every event you have planned or assisted with, including volunteer and pro bono work, and note the brief and main constraint for each.

2. Choose your strongest event and write the decisions section of its story: three choices you made and why.

3. Name the two biggest gaps in your portfolio and the honest source you will use to fill each one.

4. Draft a styled shoot budget with the vendors you would invite and who covers each cost.

5. **List every photo you currently use in your marketing, who took it, and whether you have written permission from the photographer and the client.**

6. **Write the testimonial request message you will send within a week of your next event.**

Check: can you now

- Write a decision-led event story from each event you have planned, using a repeatable four-part structure
- Plan a styled shoot or volunteer event that fills a gap in your portfolio and disclose it honestly
- Secure written photo permissions and genuine testimonials that meet Canadian rules

One change you will make this week