SPECIALIST TRACK: MARKETING FOR EVENT PLANNERS

Your procurement-ready package

Lesson: Corporate clients and procurement · about 15 minutes

Prepare the assets and terms that let a corporate buyer say yes quickly.

Your business (name, service, main city):

1. **Choose the one or two corporate event types you will lead with, and write the one-line description you will use on LinkedIn and your website.**

2. **For your last or most likely corporate client, name the sponsor, the coordinator and the gatekeeper, and write what each one worries about.**

3. **Go through the vendor package checklist and mark what you have, what you need and the date you will have it.**

4. **Draft your one-page capability statement: services, event sizes, three past events, team, insurance and contact details.**

5. **Using a recent or sample corporate budget, calculate how much vendor cost you would carry and for how long on net 30 and net 60 terms, and choose which of the three options you will use.**

Check: can you now

- Identify the sponsor, the coordinator and the gatekeeper in a corporate event purchase
- Assemble a procurement-ready vendor package with the documents buyers ask for
- Calculate the cash-flow effect of corporate payment terms and build it into your pricing

One change you will make this week