



# Event Management Proposal

Prepared for **Client's Company Name**  
By **First & Last Name**  
**Company Name**



# Introduction

## The Importance of Hiring a Professional Event Management Partner

In-person events are a great opportunity to establish the right impression and reputation for your company. Events offer a look into the company's culture, a window into the corporation's nuts and bolts. A well-executed event can boost your credibility with clients, prospects, media, and other stakeholders. But a flawed event can cause irreparable damage to your company's brand.

For that reason, hiring the right event management company to orchestrate your events is critical. You need experts who can: (1) map out an end-to-end event plan; (2) execute the many logistical tasks required to deliver a quality event; (3) manage your vendors and be your reliable point of contact; (4) measure event outcomes and ROI.

As your event management partner, **Company Name** will help oversee every step of the event planning and execution process. Let us manage your labor-intensive event logistics so you can stay focused on more strategic activities.

## Who We Are

We are a professional, creative team of event management specialists with **-# OF YEARS** - years of experience producing high-quality events of every type and scale. Our passion is managing the behind-the-scenes details so our clients don't have to worry about them. Our goal is to represent our clients to the highest caliber by delivering superior event experiences. Our objective is to delight you, our valued customer, by helping you host events that exceed your business requirements and expectations.

# Event Summary

## Our Understanding of Your Needs

We have reviewed your initial requirements and understand the following key facts about your event:

1. Event Name:
2. Date(s):
3. Location:
4. Projected Number of Attendees:

Every event is unique and special. Each has its own distinct audience, tone, personality, and set of business objectives. In the beginning, **Company Name** will conduct a preliminary consultation to understand your event's objectives and goals. We will then set up a strategy and

execution plan accordingly. **Company Name** focuses on streamlining logistics so that your event's best qualities shine through.

We will work with you to clarify your targeted business outcomes for your event. In our experience, typical strategic goals for similar corporate events include:

- 1. Reinforcing brand identity and key messages
- 2. Positioning the host organization as an industry thought leader
- 3. Educating attendees on products and/or services
- 4. Interacting with customers, prospects and other company constituents
- 5. Identifying and advancing sales leads
- 6. Generating media coverage for the sponsoring company
- 7. Providing inspiring and engaging content for the audience

We align our proven practices to address your needs in every step of the process. That way, we ensure your desired outcomes stay at the forefront of every decision.

# Our Services

## What We Do for You

We will manage the end-to-end logistics for your event so you can focus on larger business strategies. For a full list of services, see the Pricing section below.

To make sure your event receives the focus it deserves, we will assign a dedicated project manager to your event. We will hold weekly planning and budget reviews to track tasks, costs, and progress against milestones and due dates.

# Pricing

## Total Cost

Our proposed pricing for end-to-end management of your event is~~\$\$\$~~. Payments will be split into a non-refundable retainer -- due at project initiation -- along with interim payments and a final payment as described in the enclosed Event Management Agreement.

The pricing table below contains a detailed cost breakdown for each of our key areas of responsibility.

## Cost Breakdown

Service	Price
<b>Event Task Management</b> Maintaining an exhaustive plan that thoroughly details all tasks, milestones, and due dates.	\$0.00
<b>Event Budget Management</b> Managing a central event budget and recording all relevant event expenses.	\$0.00
<b>Site Selection</b> Conducting venue research, coordinating site visits, and negotiating venue contracts.	\$0.00
<b>Speaker Management</b> Managing speaker contracts, ensuring timely delivery of speaker topics and presentations, and coordinating any travel/lodging required for presenters.	\$0.00
<b>Vendor Management</b> Interfacing and negotiating with third party event vendors to stay within the pre-established budget as needed (ie: audio-visual companies, premium vendors, caterers, transportation providers, staging companies, photographers, and others). NOTE: All vendor-related costs will be paid to the respective vendor(s) separately.	\$0.00
<b>Premium Management</b> Researching and procuring giveaways for your event (ie: event swag, VIP gifts, raffle prizes)	\$0.00
<b>Pre-Event Registration</b> Managing attendee registrations (via online, email, or phone) and sending confirmations and reminders to all registrants.	\$0.00
<b>Onsite Event Execution</b> Ensuring venue setup meets expectations, greeting attendees, and overseeing all vendor activities to achieve a seamless event.	\$0.00
<b>Post-Event Attendee Evaluation</b> Conducting post-event attendee surveys and analyzing results to provide feedback to the organizers.	\$0.00
<b>Post-Event Analysis</b> Delivering a post-event report comparing event performance against goals to measure successes and identify areas for improvement that will help prepare for your next event.	\$0.00

**Total    \$0.00**

# Event Management Agreement

## Letter of Agreement

This agreement is between **Client's Company Name**, hereafter referred to as CLIENT, and **Company Name**, hereafter referred to as CONTRACTOR.

## Description of Services

CONTRACTOR will provide event logistic management services, as detailed in the letter proposal dated **Proposal date** for CLIENT's **Event name** on **Date of event**.

## Pricing and Payment Terms

The total cost of event management services provided by the CONTRACTOR is~~\$\$\$~~. CLIENT will make payments as follows:

A non-refundable retainer in the amount of~~\$\$\$~~ upon acceptance of this agreement.

~~\$\$\$~~ due on **Date** (deadline date that this agreement is valid for)

~~\$\$\$~~ due on **Date** (ten days prior to your event)

~~\$\$\$~~ due on **Date** (thirty days after your event)

## Term and Termination

This agreement will terminate automatically upon completion of the services required by this letter of agreement.

## Changes and Cancellations

Any and all changes made to this letter of agreement must be made in writing and signed by all parties. If the event is cancelled, refunds are limited to unearned fees, funds in excess of unused or non-refundable fees, and out-of-pocket expenses. If CLIENT cancels less than **# of days** before the event, there will be no refund issued.

## Acts of God

If an act of God, such as a fire, flood, earthquake, or other natural calamity shall cause CLIENT to cancel the event, CONTRACTOR will require payment only for the time actually spent planning CLIENT's event.

## Signed by

\_\_\_\_\_  
**Client's First & Last Name / Company Name**

\_\_\_\_\_  
**Your First & Last Name / Company Name**