



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

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Week 8: The Business of the Business

Week 8: The Business of the Business Client Connection

Identifying Your Client

- Their needs vs. your services
 - Don't try to be everything to everyone
 - Align touch points and strengths
- Style
 - Aesthetics
 - Working style
 - Communication
- Budget
 - Do you ask? Ugh.
 - Minimums. Ugh.
 - Making it work. Ugh.
 - Ugh.



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Helping a Client to Identify You

- Building a brand
 - Your best self
 - Your perfect client
 - Your ideal event
 - Your best design
- Living your brand
 - Website
 - Office décor
 - Social media
- Brand consistency
 - Photography
 - Messaging
 - Vocabulary
- Brand specificity
 - Know when to say "no"
 - Using your lens



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Conveying Your Style


- Identify your style
 - Know it
 - Own it
 - Love it
- Show versatility
 - Use many tools
 - Find many connection points
 - Environmental flexibility
- Communication or Voice
 - Visual
 - Verbal
 - Brand
- Understand the Spectrum
 - Events
 - Design as a whole
 - Art as a medium



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Understanding Their Vision

- Look
 - Style choices
 - Mannerisms
 - Reactions
- Listen
 - Narrative
 - Context
 - Concerns/Anxieties
- Ask questions
 - Thoughtful
 - Relevant
 - Leading
- Broaden the scope
 - You do the work
 - Take the reins
 - Zoom out


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Week 8: The Business of the Business

Proposals and Contracts

Client Proposals

Two Schools of Thought:


- What I Have Done
 - Portfolio
 - Referrals and references
 - Press
- What I Will Do
 - Pitch new ideas
 - Offer pricing
 - Customize
 - Respond to "RFP"


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Client Proposals

What I Have Done:


- Pros
 - Expend less effort at outset
 - "Saving" creativity for contracted clients
 - Faster turn around on proposals
- Cons
 - Difficult to build trust from cold lead
 - Difficult to secure corporate business which may require an "RFP"
 - Challenging to convey specifics of monetary value


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Client Proposals

What I Will Do:

- Pros
 - Exhibit output for client from outset builds confidence
 - Ideas have concrete composure
 - Less work after client contracts
- Cons
 - Spend time and money on proposals that may not turn into business
 - Provide creative concepts that may be replicated by a competitor
 - Incorrect guesswork may alienate prospective client


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Contracts

- Just enough legal, but not too much
- Customize per event and per client
 - Timeline
 - Fee structure
- Make rules that make sense and that you are willing to uphold
- Understand your marketplace
 - Industry standards
- Know your sticking points


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Week 8: The Business of the Business

Design and Communication Process

Develop Your Process

Create a step-by-step process to:

- Translate visuals
- Build confidence
- Create organic organization
- Aid communication with clients and vendors

Convey Your Process

Creativity and artistry is mysterious to many, so it requires a linear roadmap. This is the LLE process...

Step 1: offer color palettes and mood boards

Step 2: solidify palette and mood; offer floral and materials palettes

Step 3: solidify floral and materials; offer branded solutions and floor plans

Step 4: solidify floorplans; offer renderings or sketches to show complete vision

Step 5: present live sample of major elements

Step 6: prepare production documentation based on live sample and verification of all details

Market and Sell Your Process

Substance beyond style!

- Process breeds confidence
 - With clients and with your team
- Process exhibits organization and business acumen
- Process identifies your style as much as your outcomes
- Express your brand through your process

Week 8: The Business of the Business


Budgeting and Pricing

Budgets

- Be realistic
- Do research
- Include your fees/costs
- Account for overages and mishaps
- Account for taxes, deliveries and surcharges
- Keep it up to date
- Be confident

Fee Structures


- Flat fees
- Percentages
- Hourly
- Retainers
- Commissions


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My Fee Structures

<p>Social and Non-Profit Events</p> <ol style="list-style-type: none"> 1. Flat fee for planning and design based on type and scope of event 2. Product invoiced additionally 3. Minimum fee imposed on all events 	<p>Corporate Events</p> <ol style="list-style-type: none"> 1. Percentage of total event expenditure 2. Minimum fee imposed on all events
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Transparency is KEY!


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Setting Your Fee

Do the Math!

1. Hard costs
 - a. Rent
 - b. Utilities
 - c. Staff
 - d. Samples and materials
 - e. Travel and transportation
2. Time with the client
3. Time away from home


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Week 8: The Business of the Business

More on Pricing

Pricing Product

- Wholesale
 - Goods from your suppliers
- Retail
 - Transfer of goods to your customers
- Cost
 - Wholesale goods plus time, assembly, transport, etc.
- End price
 - Tax, delivery, shipping



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Pricing Product



Retail pricing can be anywhere from 2.5 x to 4 x the COST of a product.

14" square wood base	\$8.50
36"x36" white birch trunk	\$32.00
4 L-brackets with screws	\$5.00
2 Oasis rings	\$11.00
3 Oasis cages	\$12.00
Sure-stik and floral tape	\$5.00
1 bale carnella leaves	\$65.00
7 large white hydrangea	\$30.00
15 roses	\$15.00
6 green viburnum	\$18.00
7 medium white dendrobium	\$12.50
8 white snapdragon	\$8.00
1 white phalaenopsis (in tubes)	\$18.50
2 hours design time	\$60.00
TOTAL COST	\$318.50



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Pricing Time

- Design time
- Production time
- Travel/transport time

Your time is your most valuable asset!
Don't give it away!

Pricing Extras


- Trucking
- Delivery
- Storage
- Cleaning
- Mistakes

Week 8: The Business of the Business

Your Value

Your Value


- Creativity
 - Innovative ideas
 - Novel execution
- Focus
 - Full time focus
- Resources
 - Library of talent
 - Network
- Experience
 - 2 is more than 1... 200 is more than 100
- Precision
 - Bye-bye DIY
 - Polished and perfect
- Professionalism
 - A job, not a hobby



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The End...

...but just the beginning!



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