EVENT PLANNING BUSINESS PLAN TEMPLATE

Use this template to create the business plan for your new event management business.

1. The Basic Business Information

- Business Name
- Business Owner
- Business Address
- Email
- Phone Number
- Mobile Number
- Website Address
- Social Media Details

2. The Executive Summary

This is a concise summary (generally a page) and quick reference guide illustrating the key points from the business and financial plan.

3. Business Vision

- Business Mission Statement/Vision
- Business Strapline
- Elevator Pitch

4. Business Overview

- Type of company
- Directors and other key stakeholders
- Business activity
- Location/markets

5. Director(s) Background Information

- Relevant career history
- Reasons for wanting to start the business
- Qualifications
- Other relevant information



6. Operations and Logistics Plan

- Offer an explanation describing how the business will function.
- Key staff and responsibilities for specific tasks.
- Premises.
- Transport.
- Business equipment.

7. Your Target Market

- Are you serving individuals, businesses or both?
- What is your target market?
- How will you cater to this target market?
- Do you have a specialism or niche?
- Outline your ideal client personas.
- Where are you clients based?
- How will clients find and contact you?
- Why will clients want to purchase your products/services?
- What influences the buying decisions of your customers?
- Do you have clients waiting to use your services/buy your products?
- Have you already made sales?

8. Market Analysis

Include an overview of the market as a whole, with specific valuations and data. Define the scope of your specific target market.

9. Market Research

Include details of any market research you have undertaken. This may include surveys, focus groups and conversations.

10. Competitor Analysis

- List the names, locations, websites and turnover information of your main direct and indirect competitors.
- What type of events do they plan?
- What is their target market?
- Do they have a niche or specialism?
- Do you have any information about their pricing strategy?
- Who are their clients?
- What are their strengths and weaknesses?
- How will you gain a competitive edge over your competitors?



11. Marketing Strategy

Describe what you are going to do to market your business, the target audience, why you think it will be effective, what you want the outcomes to be and how much it will cost.

12.SWOT Analysis

Identify your Strengths, Weaknesses, Opportunities and Threats.

13.Unique Selling Points.

Identify the ways you are unique and offer something different to your competitors.

14. Sales and Marketing

- Describe the main product/service(s) you are offering.
- Give pricing and sales information or details for how you will calculate your fees.
- What is your profit margin?

15.Legalities

- Insurance requirements
- Legal requirements
- Business bank accounts
- Tax registration
- Shares
- Date of Incorporation
- Key business deadlines

16.Personal Budget

Calculate your outgoings and what you need to live on, detailing any income you have coming in.

17. Business Financial and Cash Flow Forecast

- On a monthly basis estimate the sales and expenditure of the business.
- List any assumptions and predictions e.g. the Christmas period is a bad time for conferences so we expect sales to be lower.
- Include all financial information, from startup costs to balance sheets.
- The income necessary to start or maintain the business.
- The sales/income needed over the next two, three, and five years.
- Any additional funding and investment anticipated.



• Ongoing business expenses, including salaries, insurance costs, promotional expenses, etc.

18. Financial Projections.

Provide projected income statements and balance sheets for at least two or three years.

19. Additional Supporting Information

Attach any supporting documents

- market research
- customer feedback
- articles on the company
- résumés of key personnel

