



**Correlations Event**  
PROGRAM

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EVENT PLANNING WORKSHOP

HOW TO START AN EVENT PLANNING BUSINESS



## **EVENT PLANNING WORKSHOP HOW TO START AN EVENT PLANNING BUSINESS**

**CREATE A BUSINESS NAME**

**RUN A FEDERAL TRADEMARK SEARCH ON THE  
BUSINESS NAME YOU CREATED**

**IF THERE IS NOT A FEDERAL TRADEMARK ON  
THE NAME, REGISTER YOUR BUSINESS NAME  
WITH YOUR STATE. EITHER ONLINE OR VIA  
LEGALZOOM.COM**

**VISIT IRS.GOV TO GET AN EIN NUMBER**

**USE YOUR EIN NUMBER TO START A BANK  
ACCOUNT AND GET A SECURED CREDIT CARD**

**AS YOU CONSISTENTLY USE YOUR CREDIT CARD  
FOR 6 MONTHS- 1 YEAR, APPLY FOR AN  
UNSECURED CREDIT CARD**

**GET QUICKBOOKS OR A SIMILAR SOFTWARE TO  
TRACK INCOMING PAYMENTS AND OUTGOING  
EXPENSES**

**GET BUSINESS LEADS FROM THUMBSTACK,  
DECIDIO, AND BARK.COM.**



# Starting Your Own Business in the Meeting & Event Planning Industry

## KNOW YOUR VALUE

If you are thinking about starting an event planning business, you should have a solid grasp as to what an event planner is, formal training or a certification, and make sure you have solid skills:

- Verbal and written communications
- Organization and time management
- Negotiation and budget management
- Creativity, marketing, and public relations

## DETERMINE YOUR MARKET

What events have you planned? Corporate or Social? Start with your strengths. A common error many planners make is to say that they are willing to coordinate all kinds of events- STOP. Focus on one area. In time you may handle a full range of events, but recognize that there are distinctive differences between corporate, association, nonprofit and social events. Determine your market accordingly.



# Starting Your Own Business in the Meeting & Event Planning Industry

## **CREATE A BUSINESS PLAN**

If you do not have a business plan, your venture will only become a hobby with no feasible goals and objectives.

## **DETERMINE YOUR ENTITY**

Sole proprietor, C-Corporation, S-Corporation, Partnership, Trust and Non-profit organization.

## **OBTAIN BUSINESS INSURANCE**

Whether you plan on starting as a home-based business, you will need insurance:

- General liability
- Product liability
- Home-based insurance
- Worker's compensation
- Criminal insurance
- Health and other benefits



# Starting Your Own Business in the Meeting & Event Planning Industry

## DEVELOP A NETWORK

Event planners work with a variety of vendors including caterers, florists, photographers and more. Although you can start an Event Business alone, ultimately you are going to need staffing resources for administrative, graphic designer, website developer, sales, marketing, communications, legal, accounting and other functions.

## DEFINE YOUR SERVICE

Who is your target market? Where can you find them? Will you offer full service planning and execution on behalf of your client for venues, catering, production, speakers, gifts, transportation, lodging and more? Will you specialize in one particular aspect of the planning?

## ESTABLISH A FEE STRUCTURE

Percentage/Commission, Hourly, Flat Rate, Commissionable Rates (Vendors).



# Vendors/ Suppliers

Your business will require plenty of supplies and services to produce a successful event. You can always find vendors/ suppliers listed by category in the Yellow Pages. Additionally, you can browse special events trade magazines to locate suppliers and vendors. Here is a list of services you may need:

- ☐ Food and beverage
- ☐ Transportation
- ☐ Travel agents
- ☐ Speaker services
- ☐ Security firms
- ☐ Décor and design
- ☐ Printers
- ☐ Party supplies
- ☐ Tent rentals
- ☐ Photographers
- ☐ Registration
- ☐ Translation and interpretation
- ☐ Signage
- ☐ Entertainment
- ☐ Audiovisual
- ☐ Florists
- ☐ Equipment rentals
- ☐ Linen rentals
- ☐ Moving vans
- ☐ Videographers
- ☐ Staging



To learn more about the  
Correlations Event  
Program and to become a  
Certified Event Planner,  
visit  
[www.correlationsllc.com](http://www.correlationsllc.com).