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COURSE BROCHURE

Event Planning Business Startup and Entrepreneurship Training Course

4 – 8 January 2027
Milan

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Ref: 3205_121889 **Date:** 4 – 8 January 2027 **Location:** Milan **Fees:** 7200 GBP

Event Planning Business Startup and Entrepreneurship is a 1-week training course for aspiring event planners, freelancers and hospitality staff preparing to open their own event company, and it ends with a launch plan and first-year budget. Clients now book through referrals and social channels, compare packages quickly and expect clear contracts, so a new firm must look organised from its first enquiry. Jupiter Prime Training runs this course for founders entering the events trade.

Why Event Planning Business Startup Matters Now

Three pressures shape a new event firm today. Corporate and private clients expect itemised packages, written terms and quick quotes. Venues, caterers, decorators and audiovisual suppliers favour planners who pay on time and bring repeat bookings. Cash flow is uneven, because deposits arrive months before suppliers are paid and seasonal peaks crowd the calendar. A founder who prices carefully and secures deposits builds reserves and reputation; one who underprices or works on handshakes absorbs cancellations, disputes and losses. The course rests on niche selection, package costing, supplier agreements and client acquisition, described in plain commercial terms.

Who Gains Most from Event Planning Business Startup

- Employed planners preparing to leave an agency and trade under their own name
- Freelancers who already run weddings or parties and want a registered, priced service
- Hospitality and banqueting staff moving from venue operations into client-facing planning
- Corporate administrators who organise meetings and see a market for outsourced events
- Co-founders splitting sales, operations and finance in a small event firm

Two or three co-founders attending together gain most, since they leave with one agreed niche, one price list and one budget.

Event Planning Business Startup Capabilities

Participants turn an idea and past jobs into a priced, contracted event company.

- Assess demand for wedding, corporate, social and community niches — the founder choosing a market
- Calculate package prices from supplier costs, labour hours and margin — clients comparing quotes
- Build a vetted supplier list with terms and back-up options — venues and caterers relying on the planner
- Specify contract clauses on deposits, cancellations and changes — both parties settling disputes
- Design a referral and social channel plan to win early bookings — prospective clients finding the firm
- Test a first-year cash flow forecast against seasonal demand — the founder protecting reserves

Key Event Planning Business Startup Terms

- Event niche — the occasion and client type a firm chooses to serve.
- Service package — a bundled offer at a set price listing included planning and supplier items.
- Deposit schedule — the agreed sequence of client payments before the event.
- Supplier agreement — written terms with a venue, caterer or vendor covering rates, payment timing and cancellation.
- Gross margin — the share of a package price left after paying suppliers and direct labour for that event.
- Break-even point — the number of booked events at which income covers all costs.

Event Planning Business Startup Day by Day

Day 1: Reading the Events Market and Choosing a Niche

- Market Segment Scan — Weddings, Corporate, Social and Community Occasions Compared
- Competitor Offer Mapping — Where Local Planners Leave Gaps Unserved
- Ideal Client Profile — Budget, Guest Count and Decision Makers
- Founder Skills Inventory — Which Strengths Shape the Service Offer
- Business Structure Choice — Sole Trader, Partnership or Limited Company Trade-Offs

Day 2: Building Packages and Setting Prices

- Package Tier Design — Day Coordination, Partial and Full Planning Options
- Cost Build-Up Sheet — Supplier Quotes, Labour Hours and Contingency
- Margin and Fee Models — Flat Fee, Percentage or Hybrid Pricing
- Add-On Menu — Décor, Entertainment and Guest Logistics Upsells
- Proposal Template — Presenting Scope, Inclusions and Price Clearly

Day 3: Assembling the Supplier Network

- Supplier Vetting Checklist — Quality, Reliability, Insurance and Capacity
- Venue Relationship Building — Preferred Status, Hold Dates and Commissions
- Caterer and Décor Agreements — Rates, Payment Timing and Substitutions
- Back-Up Vendor List — Covering No-Shows and Last-Minute Cancellations
- Run Sheet and Supplier Briefing — Coordinating Arrival Times and Responsibilities

Day 4: Contracts, Deposits and Winning Clients

- Client Contract Clauses — Scope, Changes, Liability and Force Majeure
- Deposit and Cancellation Policy — Protecting Cash When Plans Change
- Brand Identity and Portfolio — Showing Past Events Credibly
- Referral and Social Channel Plan — Converting Contacts into Booked Enquiries
- Consultation Meeting Script — Qualifying Leads and Closing the First Booking

Day 5: Practising the Launch Plan and First-Year Budget

- Niche and Package Confirmation — Applying Day One and Two Choices
- Supplier Shortlist Finalisation — Locking Terms with Core Vendors
- Cash Flow Forecast — Matching Deposits to Supplier Payments by Season
- Break-Even and Sales Target Calculation — Events Needed per Quarter
- Launch Plan and First-Year Budget — Completing the Firm's Opening Roadmap

Applying Event Planning Business Startup After the Course

- Request quotes from three venues and three caterers in the chosen niche and update the cost build-up sheet with real figures.
- Hold five consultation meetings with warm contacts using the script and proposal template, recording which package each prospect prefers.

Event Planning Business Startup Questions FAQ

What is an event planning business startup, and why does it matter now?

It is the process of turning event skills into a priced, contracted company with suppliers and clients. Clients now compare packages fast and expect written terms, so a new firm must be organised from the start.

Which roles gain most from event planning business startup and entrepreneurship training?

Agency planners going independent, freelancers, hospitality staff and co-founders gain most. You benefit further if your co-founder attends with you.

How does event planning business startup training differ from an event operations course?

It focuses on building the company rather than running a single event. You work on niche choice, pricing, supplier terms, contracts and cash flow instead of stage, crowd and on-site logistics.

What do you bring back from event planning business startup and entrepreneurship training?

You bring back a chosen niche, a tiered price list, a supplier shortlist, contract and deposit terms, a client outreach plan and a cash flow forecast for your opening year.

Event Planning Business Startup: The Way Forward

The launch plan and first-year budget first informs how many events the firm must book each quarter to stay solvent. Founders use it to set sales targets and co-founders split duties around it. After the first season, pricing tiers and deposit terms are worth revisiting against real cancellations and margins.