CONCEPT

Event Management Business Startup: Pricing, Clients and Agency Growth

9 – 13 August 2027
Amsterdam - Zuidas business district hotel



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Ref: 946_21655 **Date:** 9 – 13 August 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

An event management business startup usually stalls on commercial basics rather than creativity: founders chase every enquiry, quote on instinct, pay vendor deposits from personal savings and cannot show corporate buyers credible past work. This Core Concept course gives aspiring and early-stage founders of events agencies a working method to pick a niche and operating structure, register the firm, recruit vendors and freelancers, set fees and quotations that protect margin, win institutional accounts and keep liquidity healthy. Participants produce an Agency Launch Roadmap and Fee Calculator for a sample firm.

Course Objectives:

- Select a target niche and an operating structure such as full-service agency, destination management company, production house or solo organiser using segment and competitor evidence
- Register an events firm with a suitable legal form, trade permits, insurance cover and standard client and vendor agreements
- Recruit a vetted roster of venues, vendors and freelance crews with preferred rates, rate cards and service levels
- Set fees with management charges, cost-plus markups, commissions and retainers and convert them into clear written quotations
- Win and keep corporate and public-sector accounts through pitches, tender responses, a portfolio and referral marketing
- Control deposits, vendor payments and liquidity gaps while sequencing software, hiring and growth stages for a young agency

Target Audience:

- Aspiring founders preparing to open an events or experiential production agency
- Freelance organisers and coordinators converting their work into a registered company
- Owners and managing partners of events agencies in their first years of trading
- Venue, catering, audiovisual or décor vendors adding full-service offers to their range
- Business development leads responsible for growing a small agency's client base

Course Outline:

Day 1: Industry Segments, Niches and Operating Structures

- MICE, Social, Public and Brand Activation Segments Map
- Operating Structures Compared: Full-Service Agency, Destination Management Company, Production House and Solo Organiser
- Niche Selection Grid: Demand, Margin, Seasonality and Founder Expertise
- Competitor Landscape Scan of Local Agencies and Vendors
- Founder Readiness and Starting Capital Self-Assessment

Day 2: Positioning, Revenue Design and Company Formation

- Business Model Canvas for an Events Agency: Clients, Services, Partners and Revenue Streams
- Positioning Statement and Service Menu for a Young Agency Brand
- Legal Form, Trade Permits and Company Registration Checklist
- Insurance Cover Map: Public Liability, Professional Indemnity, Equipment and Cancellation
- Client Service Agreement and Vendor Terms Template Essentials

Day 3: Vendor Rosters, Fees and Quotations

- Venue, Vendor and Freelance Crew Roster with Vetting Criteria
- Preferred Rate Negotiation and Commission Arrangements with Partners
- Fee Structures: Management Charge, Cost-Plus Markup, Commission and Retainer
- Quotation Anatomy: Line Items, Margins, Validity Terms and Optional Extras
- Proposal Document Structure with Creative Concept and Commercial Summary

Day 4: Winning Accounts, Liquidity and Growth Risks

- Corporate Buyer Pitch Process and Public Tender Response Pack
- Portfolio, Client Testimonials and Social Proof Marketing Calendar
- Deposit Schedule, Vendor Payment Terms and Thirteen-Week Liquidity Forecast
- Agency Software Stack: CRM, Task Tracker, Ticketing Tools and Shared Checklists
- Hiring Roadmap, Freelancer Bench and Reputation Risk Register

Day 5: Capstone: Agency Launch Roadmap and Fee Calculator

- Capstone Brief: New Corporate Events Agency Entering a Competitive City Market
- Capstone Service Menu and Target Account List
- Fee Calculator Spreadsheet: Charges, Markups, Break-Even and Margin per Job
- First-Year Liquidity and Staffing Roadmap
- Agency Launch Roadmap Pitch to an Investor and Client Panel

Skills You Will Gain:

- Market Segmentation for Events
- Agency Operating Structure Design
- Vendor Roster Development
- Fee and Markup Setting
- Quotation and Proposal Writing
- Tender and Pitch Preparation
- Agency Liquidity Forecasting
- Agency Growth Sequencing

Why Attend This Course:

- Leave with an Agency Launch Roadmap and Fee Calculator for a sample firm, challenged by a mock client panel
- Stop underpricing jobs by quoting each one with a tested fee and markup structure
- Avoid paying vendor deposits from personal savings with a deposit schedule and liquidity forecast
- Compare launch choices with founders, freelancers and vendors from different sectors and countries

Conclusion:

An events agency earns its future on the numbers and relationships behind each job, not only on the day itself. The course moves from industry segments, niches and operating structures, through positioning, company formation, insurance and agreements, to vendor rosters, fee structures and quotations, and then to winning corporate and public accounts, managing deposits and liquidity, software, hiring and reputation risk. The final day brings these together in an Agency Launch Roadmap and Fee Calculator ready to guide launch or growth decisions.