

UNIT 5 PROJECT

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CLIENT PROFILE DETAILS AFTER CONSULTATION

You can base this profile on a real client you have or a fake client.

Fill out the clients details below.

The clients overall decor budget is 45,000.00

Type of event: Wedding

Preferred location for the couple:

Number of Guests:

Venue:

Date of event:

BRIDE

Name:

Sex:

Age:

Residing State:

Occupation:

Hobbies:

Favorite colors:

Personality type:

GROOM

Name:

Sex:

Age:

Residing State:

Occupation:

Hobbies:

Favorite colors:

Personality type:

ASSIGNMENT

You are an event designer and the couple has decided to book with your company.

They gave a 40% deposit and would like the design process to begin.

You must have a road map of what design you are going to create for this couple. Think of all the variables needed to execute this event and to close this deal. You will be creating a detailed proposal for ONE of the following design elements or you can choose to do a ALL service design by providing all of the below elements:

Options with budget suggestions

Backdrop - up to \$4500

Ceiling draping/design - up to \$5000

Lighting - up to \$5,000

Table Top Elements - up to \$5,000

Deliverables: Choose one or more of the above design components you will offer to the clients. Create a proposal and invoice.



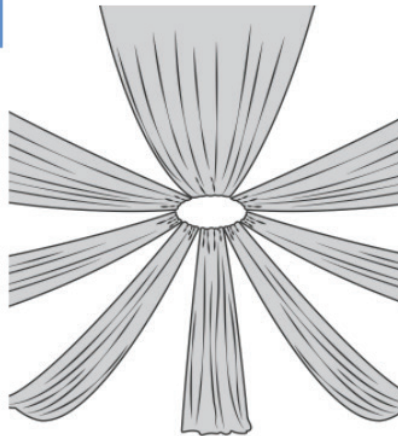
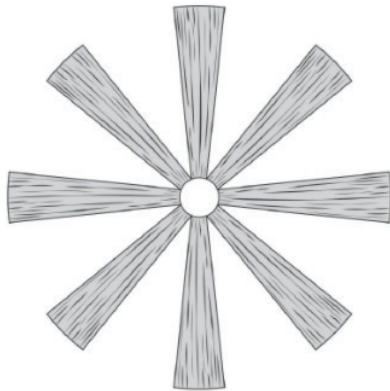
CEILING DRAPING DESIGN

Refer to Event Decor Direct's website for ceiling kit prices, or customize a design of your own.
<https://www.eventdecordirect.com/catalog/>

Example: Starburst with Chandelier



8-Panel | 15ft Starburst



Diameter: 32ft Wide

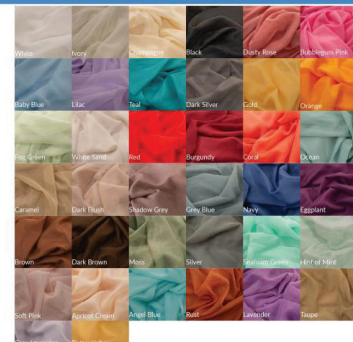
Cost of kit: \$578.24 + magnets \$94.38 + Chandelier \$199

TIP: Consider upcharging by 15 - 25%

$578.24 + 94.38 + 199 = 871.92 \times 1.25 = \1089.90

We suggest having a swatch book handy for color selections:

Sheer



EVENT PROPOSAL CHECKLIST

Use this checklist to help you create the perfect client-focused event proposal every time.

If you have never written a proposal it can seem overwhelming so to ease the process

here is a checklist to assist you in making sure you have everything a proposal entails.

Check off all that apply:

- ◇ Include a company overview
- ◇ State why you are perfect for the contract
- ◇ Include a short company bio
- ◇ Ensure the budget is handled in line with client expectation
- ◇ Include high and low budget options
- ◇ Include a la carte upsells
- ◇ Have a detailed price list of products

Messaging

Ensure that you understand the needs of your client by speaking their language.

Check off all that apply:

- ◇ Ensure language is client focused
- ◇ Specific details within the proposal tie back to client needs/objectives
- ◇ Messaging reflects your personality
- ◇ Images

Use the right kind of imagery to strengthen your proposal and inspire your clients.

Check off all that apply:

- ◇ Use images that inspire your client
- ◇ Use images that make the client feel you are the right company for the job
- ◇ Use images containing people
- ◇ Use original images - avoid stock images
- ◇ Use high-quality images
- ◇ Design

Good design is a key factor in presenting the right image to your clients.

EVENT PROPOSAL CHECKLIST

Check off all that apply:

- ◇ The design emphasizes and reinforces the messaging
- ◇ It reflects your personality, professionalism and level of service

Check off all that apply:

- ◇ Your proposal contains something new and exciting that the client won't have seen/ heard before
- ◇ Include testimonials that highlight innovation
- ◇ Use a stunning format (interactive web page such as Issuuu.com rather than PDF)

Final Checklist

- ◇ Have you met the client's basic requirements?
- ◇ Have you answered all the questions and criteria?
- ◇ Is your messaging client focused?
- ◇ Have you made effective use of images?
- ◇ Is your proposal well designed?
- ◇ Is your proposal innovative?



PROPOSAL SAMPLE

Clove Designs

Full Business Address

Telephone

Email

W www.CloveDesigns.com

Logo Here

Event Designer Proposal

Name of Event	
Clients Full Name	
Clients Address	
Venue (s) Address	
Event Date & Time	
Fee for Services	\$

This agreement is between Clove Designs and the (clients name here) of the above-referenced event, hereafter referred to as "The Client" respectively. This contract covers the following design components (briefly list). This proposal describes the terms and conditions under which The Event Designer will provide services to the client for the event. In consideration of the foregoing promises exchanged in this agreement, both Clove Designs and the client agree as follows:

Services Provided

The Event Designer will assist the client with the selection of all supplies and decorations as needed in order to implement the vision for the chosen design. This may include, but is not limited to, making suggestions for the selection of linens, flowers, and decorations. The process of executing the vision will take place over the course of a series of meetings with the designer.

PROPOSAL SAMPLE

The following is the recommended process for developing and implementing the vision for each event with your client.

1. The client will describe to the Designer the overall vision they would like to see in their event.
 - *For example, Autumn Colors, Rustic Elegance, Romantic Pinks, Shabby Chic, Glamour & Elegance, Sparkle and Shine, Simple Elegance.*
 2. The client will provide to the designer examples of items or styles that is preferred for their event:
 - Pictures torn from magazines
 - Pinterest pages
 - Examples of decorations or colors
- *After discussing the above-mentioned details, you will now come up with an overall design and create a visually impactful mood board.*
In this section you would input an image of the mood board you have created that showcase the client's vision with your design expertise. You can create this on any software program of your choice.



PROPOSAL SAMPLE

3. Meet with the decorator to do a final selection of all décor items.

Implementing the Vision

Prior the Event Designer will be responsible for all set-up and decorating the following:

- List all the components you are responsible for designing

EXAMPLE (BE VERY DETAILED)

- Head table backdrop 30 ft. installation

- Include detailed product selection with quantity and price

EXAMPLE (BE VERY DETAILED)

- Head table backdrop color scheme of sand, rose pink and pink \$1,300.00

Meetings

Initial Meeting

- As soon as is convenient for both parties after reserving your wedding.

Six Months Prior

- If your wedding is reserved 12 months or more in advance

Three Months Prior

- Prep and finalize all pending décor details.

1 Month Prior

- Confirm all orders and logistics for set up and break down.

1 week Prior

- Finalize all pending payments

PROPOSAL SAMPLE

Payment

If payment is not received from the client according to the payment schedule provided, or if the cancellation policy below is not adhered to, all design consulting will stop immediately, the event designer will be released from the obligations outlined in this contract.

PAYMENT METHOD

Preferred method of payments accepted: Cash Check Zelle. Credit Cards

PAYMENT SCHEDULE

DATE	PAYMENT
Immediately	Deposit 15%
3 months before event	25% of final amount
1 month before event	35% of final amount
1 week before event	Remaining 25%

Cancellation policy

If the Event Designer is not able to uphold the obligations provided in this agreement due to illness, tragedy or *force majeure* (an “act of god” such as hurricane, other natural disaster, etc.), Th Event Designer will make every effort to provide a replacement date.

If a replacement cannot be found, The Designer will reimburse the client for any payments made to date.

If the Client no longer desires the services of the Designer and the reason for cancellation is due to no fault of the Designer, a notice of cancellation of services must be provided to Clove Designs in writing.

No refunds will be provided for payments already made, and no further payments will be required.

Client Obligations

the Client will work with the Designer regarding the services to be rendered and will provide all necessary information as needed to appropriately perform the services outlined in this agreement.

The client also agrees to participate fully in the planning and decision-making process and to cooperate with the Event Designer by responding promptly to reasonable requests.

PROPOSAL SAMPLE

Disclaimer

Neither the client nor Clove Designers are liable in any way for the security of the event, or damages or any losses or injuries that may occur during the event. The Designer will make referrals, but the final selection of vendors is the responsibility of the client. Neither the Clove Designs nor its Designers will be held liable in any way for any actions or non-performance on the part of any vendors or their parties.

General Terms

This agreement is the exclusive agreement between the parties with respect to the consulting arrangement between the parties. Any modification to this agreement must be provided in writing and signed by both parties. This agreement shall be governed by and construed and enforced in accordance with the laws of the state of Florida.

Agreement

I agree to the terms set forth in this agreement. I understand all of the obligations listed in this proposal and agree to abide by the requirements set forth in this agreement.

Clove Designer	
Name	
Signature & Date	
The Client	
Printed Name	
Signature & Date	
Phone Number	
E-Mail Address	

An original copy must be returned to Clove Designs either by email, regular U.S. Post, or returned in person. Please keep a copy for your records.

Please save your proposal as a PDF FILE once you are done and submit it through the Online school.

If you have trouble submitting via online portal email

Flami@iwedglobal.com or









Lucy@iwedglobal.com (with the subject line stating Unit 5, Your first name and last name and where you too the AED class)

Heres is how to submit via the online portal
Follow the steps below:

When you log in, you will see your courses listed like the photo below, you then will click on Unit 5 SMALL BUSINESS & MARKETING

My Courses

4

 <p>Three Free</p> <p>0%</p> <p>COURSE STATUS</p>	 <p>Introduction: Expectations & Requirements</p> <p>0%</p> <p>COURSE STATUS</p>	 <p>Unit 1: Hardware & Backdrop Draping</p> <p>100%</p> <p>COMPLETE ✓</p>	 <p>Unit 2: Ceiling Draping & Decor</p> <p>100%</p> <p>COMPLETE ✓</p>
 <p>Unit 3: Table Decor & Draping</p> <p>100%</p> <p>COMPLETE ✓</p>	 <p>Unit 4: Ceremony Structures & Decor</p> <p>100%</p> <p>COMPLETE ✓</p>	 <p>Unit 5: Small Business & Marketing</p> <p>100%</p> <p>COMPLETE ✓</p>	 <p>Closing: Online Resources & Digital Marketing</p> <p>0%</p> <p>COURSE STATUS</p>

Next you will see all the modules listed, be sure you read through each one and mark complete. That way you will have even further clarification on the business of event design. Then when you are ready to upload your Unit 5 proposal you will click on CREATIVE ASSIGNMNET –UNIT 5

Course Introduction



Now that you've mastered the techniques & skills to design a beautiful wedding or event, the next step is to make your services available to those who need it!

Starting a small business is never easy. You will have to wear many hats and be persistent in your work ethic, following up with potential clients, marketing & social media, all the while staying competitive with the local market.

Even though it's not easy, it's not impossible either! And the freedom and satisfaction of running your own business is most definitely worth the effort.

In this Unit we will review client consultations, how to promote your business & services, ensure you have the proper contracts and protections in place, how to price your services and finally how to stay up to date on wedding & event industry trends & patterns!

Key Terms

Social Media: Networks like Facebook, Twitter & Instagram where you can build an online presence, connect with potential

Course Progress

100% COMPLETE Last activity on September 30, 2019 3:05 pm

[Click Here To Resume Course](#)

Great – you are 100% Complete!

Course Syllabus



Lesson 21: Starting Your Business

Complete ✓



Lesson 22: Marketing & Social Media

Complete ✓



Lesson 23: Consultations & Pricing

Complete ✓



Lesson 24: Factors Influencing Your Industry

Complete ✓



Creative Assignment – Unit 5

Complete ✓



Foundations of Business by ODEA

Not Completed

