

A Final Note

No matter how your meeting goes – whether you end up with a client or not – a **thank you note** is important. If the meeting did result in a client, you need to thank the person for that. If it didn't, you need to thank the person for his or her time, and be sure to tell them you are available to serve them when they do decide to shift the task of planning an event to you. Plus, even if they are not ready, it gives them a chance to mention to their friends who need an event planner, "Hey, I know someone you could hire ..."

After your meeting, make sure you follow up with the client. Decisions can take time, especially when a committee is involved, but keeping in touch ensures the client keeps you in mind. As mentioned earlier, sending the client a summary of points you addressed in your meeting is a nice touch.

When you get the good news that a client wants to work with you, that's when you'll be putting other parts of this guide to use. You'll need to send out a contract.

Bonus Tips to Market Your Event Planning Business

The nature of people is the same — it is their habits that separate them. As the saying goes, “Successful people are willing to do what unsuccessful people are not.”

When you own your own event planning business, you must believe in the potential success of that business — and you must believe in yourself **100**

percent. But believing in something is not the same as succeeding. You must commit all your time, effort, money, energy, skill and stamina in order for your business to become a success. Spend a little time truthfully reassessing whether your habits reflect a successful or unsuccessful business owner and then commit to making the changes in your habits that will ensure success.

Professionals in the event planning/meeting planning industry **Marcia Bradley, Sherri Brennan** and **Lynn Simpson** share some of their tips on how to market

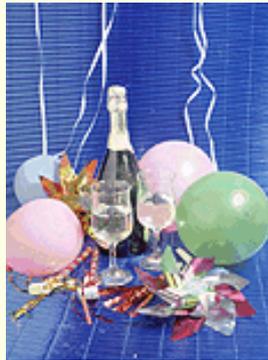
And develop your own event planning business:

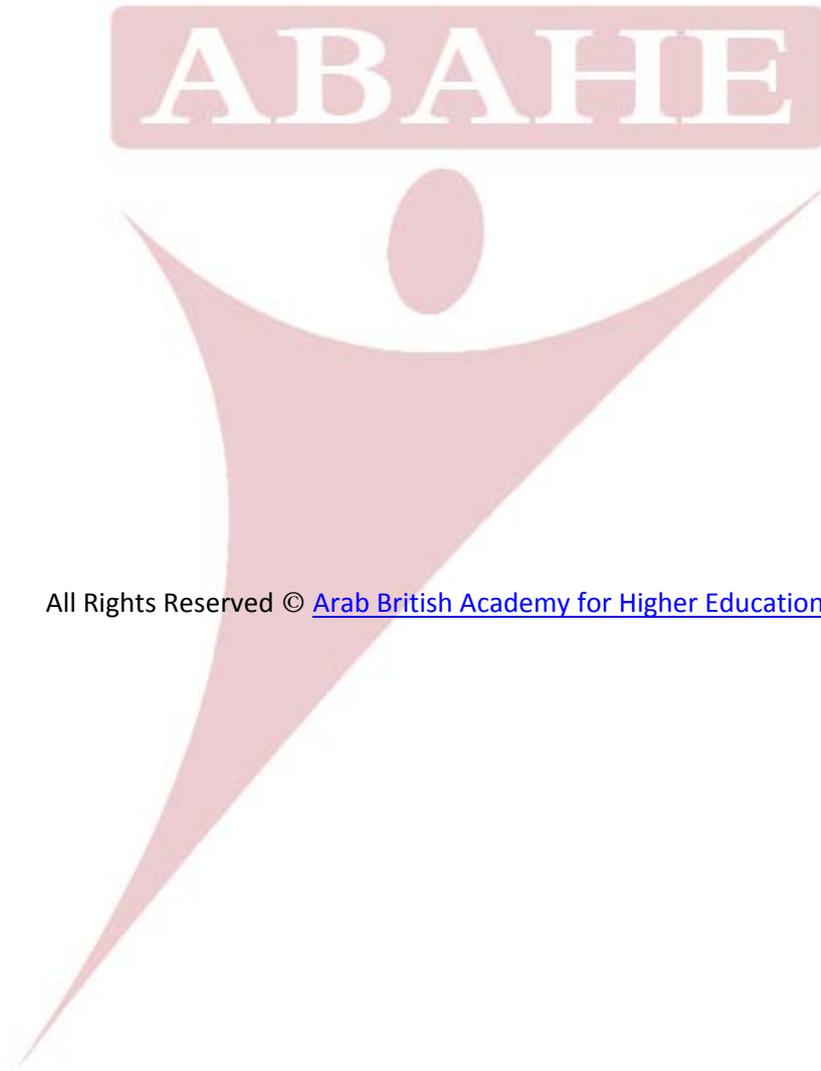
- Be **passionate** about your business and its future
- Cultivate a personal mentor — an experienced person in the industry
- Offer work **pro bono** (volunteer) — at least one project per year
- Know your competition
- Learn to **listen** more than you talk
- Find your niche and be the best
- Give and get at least **one business card** every day
- Develop two new event services each year

- **Recycle information** — pass along event leads you can't use to others in the field
- Make three cold calls every day



- **Remain open** to joint ventures and possible merges
- Offer a free newsletter for event planners through your website
- Form a **local chapter** of event planners
- Be highly visible in your community
- Hold event planning **seminars**, host programs, write manuals and speak
- Take care of your physical health
- Surround yourself with **positive** employees
- Throw an **open house** once each year — it's a great chance to show off your planning expertise





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