

Hourly Fee

An hourly fee is another common way for event planners to charge for their services. Hourly rates vary widely. An experienced event planner may charge **\$150** per hour, while a beginner may charge **\$25** per hour. **\$50** per hour is typical.

You do not have to start at \$25 per hour. In fact, you may want to charge a higher fee (such as \$40 to \$50 per hour) when you start because it may actually make some clients **more** likely to work with you. Many believe “you get what you pay for” so they may assume an event planner who charges \$50 per hour is more experienced or will do a better job than one who charges \$25 per hour.

Flat Fee

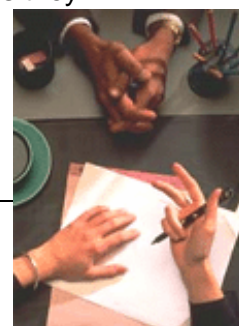
A flat fee (also known as a “project fee”) may be used when the event is large. In some cases you may have a client that has a firm figure that the event is not to exceed, and the fee is built into the budget right from the onset. Many clients prefer this method because there are no surprises to the client (as could happen with an hourly rate) or the planner.

Flat fees can range from **\$75** for a one-time consultation (see below) to **thousands** of dollars for full-service event planning. If you choose this method, **be careful** when estimating the time you feel it will take you to accomplish the tasks necessary for each event. The more experience you acquire, the easier it will be to determine a flat fee for a particular job. Until you have the experience to be able to estimate how long a particular event will take you, it may be better for you to charge an hourly fee. Here are two types of flat fees that may be easier for you to determine:

Consultation Fee

Some event planners give a half-hour to one-hour **free initial consultation**. In such cases, this first meeting is simply an opportunity to explain how your services can benefit the client. However, other planners start charging from the first meeting.

For clients who want to do everything themselves – but want to know how to do it as easily and cost-effectively as possible – you can offer brief consultations to help them get started. For example, you might offer an **hourly consultation** (most planners suggest a two-hour minimum) to help them plan a schedule, recommend specific vendors, prepare a preliminary budget, and answer any questions they may have. Fees for a one-time consultation may be around **\$75 - \$150**.



If you are asked to prepare a **proposal**, consider charging a consultation fee, such as \$150. This fee could be applied towards the event if the client decides to hire you.

On-Site Event Management Fee

One type of flat fee that is easier to determine is a day of event fee (or daily on-site fee).

In this case you would handle on-site supervision and crisis management on the day of the event only. Fees for this service typically start at \$500 as you may be working from early in the morning until late in the evening.

Experienced event planners who need to have other staff from their company at the event may charge a daily event coordination fee as high as \$2,500 per day.

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