Best Practices for Event Budgeting

Presented by
Loretta Lowe, CMP
Owner
Loretta Lowe, Meeting Planning & Special Events

Moderated by
Tyler Davidson
Chief Content Director
Meetings Focus

Wednesday, January 28, 2015
Today’s Webinar is worth the following credit toward the CMP: Financial Management, 1 hour. To receive this credit for attending simply visit: www.meetingsfocus.com/WebinarClubBudgets

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Today’s Speaker:

Loretta Lowe, CMP
Meeting Planning & Special Events

lorettalowe@earthlink.net
Learning Objectives

- Explanation of Essential Financial Terminology
- Drafting an event budget, including checklists, tips and tools to help you succeed
- Red flags: Common budgeting mistakes and how to avoid them
- Projecting revenue: How to set registration and exhibit fees
- Monitoring and managing expenses: The challenge of controlling that which you can’t control
- Reporting up: How post-event budget reports can demonstrate your contribution
Best Practices for Event Budgeting

Presented by Loretta Lowe, CMP
Meeting Planning and Special Events
Financial Essentials

- Meeting and Business Events Competency Standards (MBECS)
  
  http://www.mpiweb.org/Portal/MBECS
  
  » Develop budget
  » Establish pricing
  » Establish financial controls and procedures
  » Manage cash flow
  » Monitor budget performance
  » Revise budget
Financial Essentials

- Certified Meeting Professionals (CMP) Exam
  [http://www.conventionindustry.org/CMP/CMPISandDomains.aspx](http://www.conventionindustry.org/CMP/CMPISandDomains.aspx)
  - 10% of CMP exam is financial management
  - Common knowledge: goals and objectives, financial goals, financial statements and management systems

- Skill 8.1: Develop a budget:
  - Basic accounting principles
  - Budget formats
  - Cash flow
  - Fluctuations in currency
Certified Meeting Professionals (CMP) Exam

- Skill 8.02: Establish pricing for sponsors, exhibitors and attendees
  - Profit requirements and desired profit margins
  - Cost of sales
  - Customer profiles
  - Annual consumer price index trends
  - Currency and credit card procedures
  - Tax structures in host locations
  - Perceived market value of products and services
Financial Essentials

- Certified Meeting Professionals (CMP) Exam
  - Skill 8.03: Monitor Budget Performance
    » Budget control guidelines
    » Importance of budget control
    » Reporting mechanisms and audit procedures
    » Performance indicators

- Skill 8.04: Revise Budget
  » Budget development / revision guidelines
  » Communication requirements
Financial Terminology

- **Cash-based Accounting:**
  Income / expense entered into books at time it is received or paid
- **Accrual Accounting:**
  Income / expense entered into the books at the time it is committed
- **Profit and Loss Statement**
  Income/expense over a specific period of time
- **Spreadsheet Control Report**
  Anticipated income by month
- **Chart of Accounts**
  Used for “coding” income and expense items in budget
- **Balance Sheet**
  Lists assets, liabilities and net worth at a particular point
# XYZ EVENT

## PROFIT / LOSS STATEMENT

*June 1, 2014 - June 30, 2014*

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>$100,452</td>
</tr>
<tr>
<td>Exhibits</td>
<td>$52,000</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$25,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

**Total Income** $192,452

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>$10,500</td>
</tr>
<tr>
<td>Marketing</td>
<td>$5,000</td>
</tr>
<tr>
<td>Venue</td>
<td>$25,000</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$98,000</td>
</tr>
<tr>
<td>Exhibits</td>
<td>$6,000</td>
</tr>
<tr>
<td>Registration</td>
<td>$800</td>
</tr>
<tr>
<td>Staffing</td>
<td>$4,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$800</td>
</tr>
</tbody>
</table>

**Total Expense** $150,100

**Income Over Expense** $42,352
Drafting an Event Budget

- Factors that go into potential expenses
  - Past history ("zero based budgeting" is term for events with no previous financial history).
  - Location, location, location
  - Indirect costs (overhead or administration)
  - Fixed costs (expenses that remain the same regardless of the number of attendees)
  - Variable costs (expenses that vary based upon the number of attendees (example: food and beverage).
Drafting an Event Budget

• Common Expense Line Items
  – Staff Accommodations – sleeping rooms (include ++), maid, bellmen, valet, resort fees, per diem)
  – Staff Travel – ground transport, air transport, parking, taxis
  – Venue / Facility Rental – meeting room rentals, set up charges, electrical services and utilities, telephones, dumpster – trash removal,
  – Food and Beverage – meals, breaks, receptions, bar and bartenders, staffing
  – Entertainment – speakers and musicians (fee + rider + expenses), teambuilding, other entertainers
  – Décor – theme décor, rental equipment, production company, staffing
  – Audio Visual – equipment rental (include ++), labor and delivery fees
  – Internet – access and bandwidth, equipment rental, labor and set up fees
  – Marketing – website (design, copy and layout), invitations (design / layout), printing, mailing, emailing, flyers and brochure, mobile app, lead generation and audience development, advertising.
Drafting an Event Budget

- Common Expense Line Items (continued)
  - Registration – set up, design and layout, cash handling fees, credit card fees
  - Printed Materials – programs and handouts, name badges, raffle tickets, signs and banners, sponsor solicitation letters, confirmation letters, participants lists, evaluation forms, registration materials, collateral
  - Administration – telephones, copies, faxes, cell phones, computers and tablets, radios / cell phones, printers, staffing
  - Security – keying fees, guards, and first aid staff
  - Shipping – to venue, receiving and storage at venue, return shipments
  - Gifts – tee shirts, awards, SWAG, amenity gifts
  - Miscellaneous – contingency, gratuities and thank you gifts
Drafting an Event Budget

- Common Income Line Items
  - Ticket sales or registration fees
  - Cash donations
  - Sponsorships
  - In-kind donations
  - Advertising and program sales
  - Concessions
  - Souvenirs and product sales
  - Exhibit booth sales
  - Grants
Sample Budget Layout

Budget for XYZ Corporate Hospitality Event

March 3, 2016

<table>
<thead>
<tr>
<th>EXPENSE</th>
<th>VENDOR</th>
<th># of Items</th>
<th>Per Item</th>
<th>Budget</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue:</td>
<td>Fantasy Yacht Company - rental</td>
<td></td>
<td></td>
<td>$10,000</td>
<td>inclusive of all taxes and surcharges</td>
</tr>
<tr>
<td>Décor:</td>
<td>Production Décor Company</td>
<td></td>
<td></td>
<td>$9,000</td>
<td>Monte Carlo theme party</td>
</tr>
<tr>
<td></td>
<td>Bright Lights</td>
<td></td>
<td></td>
<td>$7,000</td>
<td>lighting for band and speakers</td>
</tr>
<tr>
<td></td>
<td>Jade Florist</td>
<td>13</td>
<td>$75</td>
<td>$975</td>
<td>centerpieces</td>
</tr>
<tr>
<td>Food &amp; Beverage:</td>
<td>Blue Ribbon Catering</td>
<td>130</td>
<td>$125</td>
<td>$16,250</td>
<td>includes of taxes and gratuities</td>
</tr>
<tr>
<td></td>
<td>Best Beverage Inc</td>
<td>130</td>
<td>$52</td>
<td>$6,760</td>
<td>assumes 4 drinks per person @ $10 + 8.25% tax / 20% tip</td>
</tr>
<tr>
<td>Entertainment:</td>
<td>Hottie Pattie Band</td>
<td></td>
<td></td>
<td>$18,000</td>
<td>inclusive of all rider provisions</td>
</tr>
<tr>
<td></td>
<td>Johnny Casino Rentals</td>
<td></td>
<td></td>
<td>$5,000</td>
<td>1 craps, 1 roulette, 3 poker, 6 black jack, includes all taxes, tip and delivery fees</td>
</tr>
<tr>
<td></td>
<td>Casino Prizes</td>
<td></td>
<td></td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Printing:</td>
<td>Fab graphics</td>
<td>150</td>
<td>$5</td>
<td>$750</td>
<td>printed invites</td>
</tr>
<tr>
<td></td>
<td>US Post office</td>
<td>150</td>
<td>$1</td>
<td>$150</td>
<td>stamps</td>
</tr>
<tr>
<td>Signage:</td>
<td>Sign Express</td>
<td></td>
<td></td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Graphic Design</td>
<td></td>
<td></td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Gifts:</td>
<td>TBD - Hospitality gift for each guest</td>
<td>130</td>
<td>$25</td>
<td>$3,250</td>
<td>inclusive of all taxes, delivery and imprint charges</td>
</tr>
<tr>
<td>Security:</td>
<td>ABC security</td>
<td>2</td>
<td>$250</td>
<td>$500</td>
<td>needed for VIP protection</td>
</tr>
<tr>
<td>Labor:</td>
<td>Event Manager project fee</td>
<td></td>
<td></td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Onsite event staff</td>
<td></td>
<td></td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Contingency:</td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td>$90,935</td>
<td></td>
</tr>
</tbody>
</table>
Red Flags! Common Budgeting Mistakes

- Budgeting “too close to the wire”
- Forgetting to include plus, plus ++
- Calculating estimated airfare from discount websites
- Neglecting to add in additional costs such as shipping, imprint fees, delivery fees, labor fees, resort fees, mandatory service fees
- Not negotiating deals before signing an agreement
- Calculating a variable expenses as a fixed expense
- Re-calculating a variable expense after the guarantees have been given or items have been ordered
- Using the contracted venue food and beverage minimum as the anticipated actual expense
- Watch out for hidden costs in catering menus
- Overestimating income on a fee based event
### Projecting Revenue – How to Set Registration or Ticket Fees

**Break Even Formula:**

\[
\text{Total Fixed Costs} \quad \frac{\# \text{ of Attendees}}{\text{Per Person}} + \text{Fixed Cost} = \text{Break Even Registration Fee}
\]

| $62,300 | 130 | $479.23 + $533.00 = $1,012.23 |
Projecting Revenue – Setting Exhibitor and Sponsorship Fees

- Law of supply and demand
- Research your competitors fees
- Most shows charge by the square foot. For example a 10 x 10 booth = 100 square feet x $25 a square foot = $2,500 flat fee
- Another way to calculate is by the hour. For example 10 hours of expo time at $200 an hour = $2,00 exhibit fee
- Poll your potential exhibitors
- Start low, it is better to have a sold out show at a modest profit and create demand than an “under-subscribed” show.
Monitoring and Managing Expenses

• The challenge of controlling that which you cannot control!
  ➢ Loretta’s mantra: frame yourself a hero by having built-in contingencies for surprise expenses!
  ➢ Continually log and update expenditures on your budget spreadsheet
  ➢ Alcohol and airfare – the bane of our budgeting nightmares
  ➢ Know thy group
  ➢ Don’t be afraid to ask for discounts and deals whenever possible
  ➢ Use your supplier partners to help you with your budget management challenges
  ➢ Monitor income and be prepared to adjust expenses if revenue does not meet expectations
Post Event Reporting

- Present reports to management in a way that they can understand
  - Have a detailed budget report for yourself and a more concise budget for your management
  - Record your ACTUAL food and beverage attendance counts for more accurate estimates in the future
  - Proofread your budget reports
  - Use “notes” to indicate reasons for budget overages
  - Highlight your cost savings!
# Budget for XYZ Corporate Hospitality Event

**March 3, 2016**

<table>
<thead>
<tr>
<th>EXPENSE</th>
<th>VENDOR</th>
<th># of Items</th>
<th>Per Item</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venue:</strong></td>
<td>Fantasy Yacht Company - rental</td>
<td></td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Décor:</strong></td>
<td>Production Décor Company</td>
<td></td>
<td></td>
<td>$9,000</td>
<td>$7,500</td>
<td>1,500</td>
<td>Negotiated discount</td>
</tr>
<tr>
<td>Bright Lights</td>
<td></td>
<td></td>
<td></td>
<td>$7,000</td>
<td>$5,000</td>
<td>2,000</td>
<td>Trimmed needs to save money</td>
</tr>
<tr>
<td>Jade Florist</td>
<td></td>
<td>13</td>
<td>$75</td>
<td>$975</td>
<td>$845</td>
<td>130</td>
<td>negotiated discount</td>
</tr>
<tr>
<td><strong>Food &amp; Beverage:</strong></td>
<td>Blue Ribbon Catering</td>
<td>130</td>
<td>$125</td>
<td>$16,250</td>
<td>$16,875</td>
<td>(625)</td>
<td>Attendance increased to 135</td>
</tr>
<tr>
<td>Best Beverage Inc</td>
<td></td>
<td>130</td>
<td>$52</td>
<td>$6,760</td>
<td>$8,000</td>
<td>(1,240)</td>
<td>Consumption higher than expected</td>
</tr>
<tr>
<td><strong>Entertainment:</strong></td>
<td>Hottie Pattie Band</td>
<td></td>
<td></td>
<td>$18,000</td>
<td>$15,000</td>
<td>3,000</td>
<td>Negotiate discount</td>
</tr>
<tr>
<td>Johnny Casino Rentals</td>
<td></td>
<td></td>
<td></td>
<td>$5,000</td>
<td>$5,000</td>
<td>0</td>
<td>1 craps, 1 roulette, 3 poker, 6 black jack, includes all taxes, tip and delivery fees</td>
</tr>
<tr>
<td>Casino Prizes</td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
<td>$800</td>
<td>(300)</td>
<td>CEO requested additional prizes</td>
</tr>
<tr>
<td><strong>Printing:</strong></td>
<td>Fab graphics</td>
<td>150</td>
<td>$5</td>
<td>$750</td>
<td>$700</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>US Post office</td>
<td></td>
<td>150</td>
<td>$1</td>
<td>$150</td>
<td>$150</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Signage:</strong></td>
<td>Sign Express</td>
<td></td>
<td></td>
<td>$800</td>
<td>$500</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Graphic Design</td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
<td>$500</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Gifts:</strong></td>
<td>TBD - Hospitality gift for each guest</td>
<td>130</td>
<td>$25</td>
<td>$3,250</td>
<td>$2,700</td>
<td>550</td>
<td>Was able to source gifts for lower price</td>
</tr>
<tr>
<td>Security:</td>
<td>ABC security</td>
<td>2</td>
<td>$250</td>
<td>$500</td>
<td>$500</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Labor:</strong></td>
<td>Event Manager project fee</td>
<td></td>
<td></td>
<td>$10,000</td>
<td>$10,000</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Onsite event staff</td>
<td>$1,000</td>
<td></td>
<td></td>
<td>$900</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contingency:</td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
<td>$250</td>
<td>250</td>
<td>used for executive transport and taxis</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td>$90,935</td>
<td>$85,220</td>
<td>$5,715</td>
<td></td>
</tr>
</tbody>
</table>
# SFSU Student Project Fundraising Event

<table>
<thead>
<tr>
<th>Category</th>
<th>Type of Expense</th>
<th>Purpose of expense</th>
<th>Estimated Value</th>
<th>ACTUAL</th>
<th>Notes or Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raven Bar &amp; Lounge</td>
<td>Venue rental</td>
<td></td>
<td>$ 3,000.00</td>
<td>$ -</td>
<td>Raven donated the venue</td>
</tr>
<tr>
<td>Décor</td>
<td>Theme enhancement</td>
<td></td>
<td>$ 100.00</td>
<td>$ -</td>
<td>Students donated décor items - balloons, glow sticks, jars, hair decorations,</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tarot Card Reader</td>
<td>Activity</td>
<td></td>
<td>$ 600.00</td>
<td>$ -</td>
<td>Jamie Starzk (performer) donated</td>
</tr>
<tr>
<td>DJ</td>
<td>Music</td>
<td></td>
<td>$ 800.00</td>
<td>$ -</td>
<td>Raven provided DJ</td>
</tr>
<tr>
<td>Face Painter</td>
<td>Activity</td>
<td></td>
<td>$ 400.00</td>
<td>$ -</td>
<td>Facepainter donated services</td>
</tr>
<tr>
<td>Cornhole Toss</td>
<td>Activity</td>
<td></td>
<td>$ 250.00</td>
<td>$ -</td>
<td>was donated</td>
</tr>
<tr>
<td>Photo Booth</td>
<td>Activity</td>
<td></td>
<td>$ 300.00</td>
<td>$ -</td>
<td>students created own photo booth and got donated costumes</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Dog Graphics</td>
<td>Flyers</td>
<td></td>
<td>$ 600.00</td>
<td>$ -</td>
<td>Red Dog donated flyers</td>
</tr>
<tr>
<td>Website</td>
<td>Website</td>
<td></td>
<td>$ 1,000.00</td>
<td>$ -</td>
<td>students used free Wix.com service</td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook, Twitter, Instagram, Craigslist</td>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>no cost services</td>
</tr>
<tr>
<td>Email Blasts</td>
<td></td>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td></td>
</tr>
<tr>
<td>Mailing</td>
<td>press releases</td>
<td></td>
<td>$ 25.00</td>
<td>$ -</td>
<td>Students donated mailing costs</td>
</tr>
</tbody>
</table>
## SFSU Student Project Fundraising Event

### INCOME

<table>
<thead>
<tr>
<th>Type of Income</th>
<th>Per ticket</th>
<th>Estimated Income</th>
<th>ACTUAL</th>
<th>Notes or Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ticket Sales</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre show Sales</td>
<td>$ 10.00</td>
<td>$ 1,500.00</td>
<td>$ 290.00</td>
<td>Only 29 tickets presold</td>
</tr>
<tr>
<td>Door Sales</td>
<td>$ 13.00</td>
<td></td>
<td>$ 1,261.00</td>
<td></td>
</tr>
<tr>
<td><strong>Cash Donations</strong></td>
<td></td>
<td></td>
<td>Subtotal: $1,551.00</td>
<td></td>
</tr>
<tr>
<td>Online donations</td>
<td></td>
<td>$ 102.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At Door</td>
<td></td>
<td>$ 202.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Event</td>
<td></td>
<td>$ 30.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Specialty Bar Drink</strong></td>
<td></td>
<td></td>
<td>Subtotal: $334.45</td>
<td></td>
</tr>
<tr>
<td>Raven collected</td>
<td></td>
<td>$ 141.00</td>
<td>Raven donated this</td>
<td></td>
</tr>
<tr>
<td><strong>Raffle Tickets and Auction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silent Auction</td>
<td></td>
<td>$ 1,200.00</td>
<td>$ 1,238.00</td>
<td></td>
</tr>
<tr>
<td>Raffle Tickets</td>
<td></td>
<td>300.00</td>
<td>$ 272.00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL INCOME:</strong></td>
<td></td>
<td>$ 3,000.00</td>
<td><strong>$3,536.45</strong></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL INCOME: **$3,536**  
Minus EXPENSE: **$23.15**  
TOTAL PROFIT: **$3,513**
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Questions?

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Our TAKE 10 feature, offered either on our website or via our Webinar Wrap e-newsletters, provides answers to some of the key questions we just did not have time to get to during today’s webinar. Look for an email coming soon!

Upcoming Events

• **The Ultimate Meeting Professionals Guide to Internet Connectivity** - presented by Jim Spellos - Tuesday, February 17th at 1pm Eastern
• **Better Event Email Invites in 7 Easy Steps** – presented by Kevin Yanushefski - Wednesday, February 25th at 1pm Eastern.

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