Your new motto: let there be no surprises! (There will probably be a few, but it’s not a bad goal.)

You will be more successful if you plan your entire budget in advance, work in several stages, and stay very close to the process.

Begin by listing everything you will need, ideally, for your event. Comb your project plan to trigger any forgotten items. You can start with our example here, designed for a hotel-based conference, and add or subtract costs based on your event’s needs.

Check out the budget worksheet in the next two pages!

**Budget planning tools:**

- **Planning Pod** mobile/desktop app for in-your-pocket general event organization, including budget planning.

- **Marriott Budget Calculator** web app for quick ballparks on total budget and cost per attendee.
**Workbook: Plan your event budget**

**All Staff**
- Compensation and gratuities
- Travel
- Accommodations
- Food

**Facility**
- Venue rental
- Furniture, serving items, decor
- Food/drinks
- A/V equipment and labor
- Security
- Technology (wifi, IT support)
- Badge scanning

**Logistics**
- Event insurance
- Contracts
- Permits

**Marketing**
- Marketing tools
  - Email marketing
  - Survey tool
- Printing
- Shipping
- Video production
- Photography
- Web development
- Media relations
- Swag/merchandise/giveaways
# Workbook: Plan your event budget

## Communications
- Mobile app
- Printing
  - Signs
  - Maps
  - Flyers
  - Schedule

## Registration
- Software
- Badge printing
- Signage

## Speakers
- Compensation
- Travel
- Accommodations
- Food
- Thank-you gifts
- Workshop materials

## Sponsors
- Thank-you gifts

## Activities-Entertainment
- Music/DJ
- Gaming rentals
- Auctioneer
- Offsite venue

## Attendee Services
- Airport shuttle
- Charging stations
- Storage