Business Plan for Olson Events

# Executive Summary

Olson Events is a global event management company specializing in Production, Consulting, Vendor Coordination, Rental Sourcing, and Event Coordination services. We cater to a wide range of events, including weddings, corporate events, trade shows, and social gatherings. Our mission is to deliver exceptional experiences through meticulous planning, innovative solutions, and unparalleled customer service.  
  
Our vision is to become the leading event planning company worldwide, recognized for our creativity, reliability, and global reach. We are committed to upholding our core values of integrity, excellence, and client satisfaction in every project we undertake.

# Company Description

Olson Events operates as a Limited Liability Company (LLC) with its headquarters in Austin, Texas. We plan to expand globally by hiring local planners and coordinators across various regions to serve different markets effectively.

Our target market includes high-end weddings, corporate events, international trade shows, and exclusive social gatherings. Olson Events stands out in the industry due to our personalized approach, strong vendor relationships, and ability to deliver seamless events across different cultures and regions.

# Market Research

The event planning industry is rapidly growing, with a shift towards experiential events and personalized experiences. Our SWOT analysis highlights our strengths in creativity and global reach, opportunities in emerging markets, and the ability to navigate challenges such as market competition and economic fluctuations.

Our target audience includes high-net-worth individuals, corporate clients, and organizations seeking comprehensive event management services. Customer personas have been developed for each market segment to tailor our services effectively.

# Services Description

Olson Events offers a comprehensive range of services:  
- \*\*Production\*\*: From stage design to audiovisual setups, we handle all production aspects to create memorable events.  
- \*\*Consulting\*\*: Our experts provide strategic advice to clients, helping them achieve their event goals.  
- \*\*Vendor Coordination\*\*: We manage relationships with vendors to ensure quality and reliability.  
- \*\*Rental Sourcing\*\*: We source and manage all necessary rentals, from furniture to technical equipment.  
- \*\*Event Coordination\*\*: Our team ensures that every detail is executed flawlessly, from initial planning to the final event.

# Full-Service Event Coordination

Olson Events offers full-service event coordination, ensuring that every detail is meticulously planned and executed. This service includes everything from the initial concept to the final moments of your event. We take care of venue selection, vendor management, design implementation, timeline creation, and day-of coordination. Our goal is to provide a seamless and stress-free experience, allowing you to enjoy your event without any worries. Our fee for this comprehensive service is 10% of the total event costs.

# Partial Planning

For clients who have begun their planning but need expert guidance to bring everything together, our Partial Planning service is the perfect solution. Starting at $4,500, this service is ideal for those who have a vision for their event but require professional assistance to ensure every detail is aligned. We provide vendor recommendations, budget management, timeline creation, and day-of coordination. Our team works closely with you to fill in the gaps, ensuring a smooth and successful event.

# Event Design

Our Event Design service focuses on the aesthetic and thematic elements of your event. Starting at $650, we collaborate with you to create a cohesive and visually stunning experience. From color schemes and floral arrangements to table settings and lighting, we handle every detail to ensure your event reflects your unique style. Our team of designers works diligently to bring your vision to life, creating an atmosphere that leaves a lasting impression on your guests.

# Day-of Event Coordination + Pre-Planning Meeting

This package is perfect for clients who have planned their event but need professional support on the day itself. Starting at $1,700, it includes a pre-planning meeting to finalize details and ensure all elements are aligned. On the day of the event, our team will be on-site to manage everything, from vendor coordination to timeline execution. We handle any last-minute issues, allowing you to focus on enjoying your special day. Our goal is to ensure that your event runs smoothly and that every detail is executed flawlessly.

# Rental and Vendor Sourcing

Olson Events takes the stress out of sourcing rentals and vendors with our dedicated service. Starting at $350, we manage all logistics, from furniture to technical equipment, ensuring that all necessary elements are in place for your event. We work with a network of trusted vendors to provide high-quality and timely delivery of all rentals. Our team handles all communications and contracts, ensuring that everything is aligned with your vision and expectations.

# A La Carte Services

Olson Events offers a range of a la carte services to meet the specific needs of our clients. These services can be added to any of our packages or selected individually to provide targeted support where you need it most.

## Venue Sourcing

Our Venue Sourcing service is designed to help you find the perfect location for your event. We work closely with you to understand your vision and needs, then identify and secure a venue that matches your criteria. Our team conducts site visits, negotiates contracts, and ensures that the venue meets all logistical requirements.

## Lodging Coordination

We manage lodging arrangements for your guests, ensuring convenient and comfortable accommodations. Whether it's securing hotel blocks or coordinating with local hosts, our team handles all aspects of lodging coordination. We ensure that your guests have a pleasant stay and that their needs are met throughout their visit.

## Travel Coordination

From flights to local transportation, Olson Events handles all travel logistics to make your event hassle-free. We coordinate with travel providers to arrange transportation for you and your guests, ensuring timely and efficient service. Our team manages everything from airport transfers to shuttles, so you can focus on enjoying your event.

## Honeymoon Planning

Let Olson Events plan the perfect honeymoon getaway for you. Our Honeymoon Planning service includes everything from destination selection to itinerary creation. We handle all bookings, reservations, and special arrangements, ensuring a romantic and unforgettable experience. Our fee for this service is $850 plus 3% of overall costs.

## RSVP Management

Managing guest RSVPs can be a complex task, but Olson Events makes it simple. Our RSVP Management service includes tracking responses, managing dietary preferences, and coordinating special requests. We ensure accurate guest counts and handle any last-minute changes, so your event runs smoothly.

# Consulting Services

For clients seeking specific advice, Olson Events offers consulting services at $100 per hour, billed in 15-minute increments. Our consulting services cover various aspects of event planning and management, providing expert guidance to help you achieve your event goals.

## Timeline Creation

We develop detailed timelines to keep your event on track. Our team works with you to create a comprehensive schedule that covers every aspect of your event, ensuring that everything runs smoothly and on time.

## Venue Assessment

Our experts evaluate potential venues to ensure they meet your needs. We assess everything from location and accessibility to amenities and capacity, helping you make an informed decision.

## Contract Review

We review vendor contracts to safeguard your interests. Our team examines all agreements to ensure they align with your expectations and that there are no hidden terms or conditions that could impact your event.

## Budget Review

We help optimize your budget, ensuring maximum value for your investment. Our team provides detailed budget analysis and recommendations, helping you allocate resources effectively.

# Marketing and Sales Strategy

Our marketing strategy includes a mix of digital marketing (SEO, social media, email marketing) and traditional methods (print media, networking, and local advertising). We focus on building a strong brand presence and establishing a sales funnel that converts leads into long-term clients.

Client retention is a priority, and we implement strategies to maintain long-term relationships, such as personalized follow-ups and loyalty programs.

### Bespoke Marketing and Sales Strategy for Olson Events

\*\*1. Leverage The Knot and WeddingWire:\*\*

- \*\*Profile Optimization:\*\* Ensure that Olson Events has a highly polished and detailed profile on The Knot and WeddingWire, two of the most popular platforms for wedding planning. This includes high-quality images, comprehensive service descriptions, and a portfolio of past events.

- \*\*Client Reviews:\*\* Encourage satisfied clients to leave reviews on these platforms. Positive reviews will help build credibility and attract potential clients. Consider offering a small incentive for clients who leave detailed reviews.

- \*\*Sponsored Listings:\*\* Invest in sponsored listings on these platforms to increase visibility. This can be particularly effective in competitive markets where standing out is crucial.

\*\*2. Hire a Marketing Specialist:\*\*

- \*\*Targeted Marketing Campaigns:\*\* A dedicated marketing specialist can develop and execute targeted marketing campaigns across various channels, including social media, email marketing, and paid advertising. They can create tailored strategies that align with Olson Events' brand identity and goals.

- \*\*SEO and Content Strategy:\*\* The specialist should focus on optimizing Olson Events’ website for search engines, including keyword optimization, content creation, and regular blog updates. This will improve the website's visibility in search engine results, driving organic traffic.

- \*\*Analytics and Reporting:\*\* The marketing specialist can track the performance of marketing campaigns, analyze the data, and provide regular reports. This will allow Olson Events to adjust strategies based on what is working best.

\*\*3. Social Media Marketing:\*\*

- \*\*Instagram and Pinterest:\*\* These platforms are highly visual and perfect for showcasing event design and coordination work. Regularly post high-quality photos and videos of past events, behind-the-scenes content, and client testimonials.

- \*\*Influencer Collaborations:\*\* Partner with local influencers or micro-influencers in the wedding and event industry. They can help promote Olson Events to their followers, expanding your reach to potential clients.

- \*\*Paid Social Advertising:\*\* Run targeted ads on Facebook, Instagram, and Pinterest to reach potential clients based on demographics, location, and interests. Ensure that the ads are visually appealing and include a clear call-to-action.

\*\*4. Networking and Partnerships:\*\*

- \*\*Vendor Partnerships:\*\* Build strong relationships with local vendors, including florists, photographers, caterers, and venues. Offer referral incentives and collaborate on joint marketing efforts, such as hosting styled shoots or co-branded events.

- \*\*Attend Industry Events:\*\* Participate in wedding expos, bridal shows, and industry networking events. This will help you connect with potential clients and other industry professionals, expanding your network.

- \*\*Local Collaborations:\*\* Partner with local businesses, such as bridal boutiques, beauty salons, and hotels, to offer exclusive discounts or packages. Cross-promotion can be mutually beneficial and help reach a broader audience.

\*\*5. Content Marketing and Blogging:\*\*

- \*\*Event Planning Guides:\*\* Create comprehensive guides on various aspects of event planning, such as venue selection, budgeting tips, and timeline creation. These can be shared on your website and social media, establishing Olson Events as an authority in the industry.

- \*\*Case Studies:\*\* Develop detailed case studies of past events, showcasing your expertise and how you overcame challenges to deliver successful outcomes. These can be shared with potential clients during consultations or on your website.

- \*\*Video Content:\*\* Invest in creating video content, such as behind-the-scenes footage, client testimonials, and event highlights. Videos are highly engaging and can be shared across multiple platforms.

\*\*6. Email Marketing Campaigns:\*\*

- \*\*Monthly Newsletters:\*\* Send out regular newsletters to your email list, including updates on your services, upcoming events, and recent blog posts. This keeps your audience engaged and informed.

- \*\*Lead Nurturing Campaigns:\*\* Develop automated email sequences for potential clients who inquire about your services. These emails should provide valuable information, such as planning tips, and gently encourage them to book a consultation.

- \*\*Client Follow-ups:\*\* Implement a follow-up system for past clients to encourage repeat business or referrals. Consider sending anniversary or milestone emails with special offers or personalized messages.

\*\*7. Google Ads and PPC Campaigns:\*\*

- \*\*Targeted Advertising:\*\* Run Google Ads targeting specific keywords related to event planning and coordination in your service areas. This will help you capture leads actively searching for your services.

- \*\*Retargeting Campaigns:\*\* Implement retargeting ads to reach potential clients who have visited your website but have not yet booked. These ads can remind them of your services and encourage them to take the next step.

- \*\*Budget Management:\*\* Monitor and adjust your ad spend regularly to ensure you're getting the best return on investment. Focus on high-performing keywords and demographics.

\*\*8. Client Referral Program:\*\*

- \*\*Incentivize Referrals:\*\* Create a referral program that rewards past clients who refer new clients to Olson Events. Offer discounts, gift cards, or other incentives for successful referrals.

- \*\*Client Appreciation:\*\* Regularly show appreciation to your clients with personalized thank-you notes, gifts, or exclusive offers. Happy clients are more likely to refer your services to others.

\*\*9. Targeted Direct Mail Campaigns:\*\*

- \*\*Local Targeting:\*\* Design and send direct mail pieces, such as postcards or brochures, to targeted neighborhoods or demographic groups. Highlight your services, past successes, and current promotions.

- \*\*Bridal Registries:\*\* Partner with local bridal registries or event registries to obtain lists of engaged couples. Send personalized direct mail to these couples, offering a free consultation or a discount on services.

\*\*10. Continuous Professional Development and Industry Leadership:\*\*

- \*\*Certifications and Training:\*\* Encourage the team to pursue relevant certifications and ongoing training to stay ahead in the industry. This not only enhances your team's skills but also boosts your credibility.

- \*\*Thought Leadership:\*\* Position Olson Events as a thought leader in the industry by contributing articles to industry publications, speaking at conferences, or hosting webinars. Sharing your expertise will build your reputation and attract clients.

### Implementation Timeline

- \*\*Months 1-2:\*\*

- Hire a marketing specialist.

- Optimize profiles on The Knot and WeddingWire.

- Begin social media content planning and execution.

- \*\*Months 3-4:\*\*

- Launch paid advertising campaigns (Google Ads, social media).

- Start networking with local vendors and attending industry events.

- Develop and distribute the first email marketing campaigns.

- \*\*Months 5-6:\*\*

- Introduce the client referral program.

- Execute direct mail campaigns targeting specific demographics.

- Host or participate in a local event or bridal show.

- \*\*Ongoing:\*\*

- Regularly review and adjust marketing strategies based on performance data.

- Continuously produce content, including blogs, videos, and guides.

- Maintain and strengthen relationships with vendors and partners.

This marketing and sales strategy is designed to build brand awareness, attract and convert leads, and establish Olson Events as a leader in the event planning industry. Implementing these strategies will create a strong foundation for long-term success.

# Operational Plan

Our operational plan includes a well-defined organizational structure, with local planners and coordinators managed by regional directors. Daily operations are streamlined through efficient workflows and quality control measures. We also focus on strong supplier management to maintain the highest standards.

# Financial Plan

The financial plan covers the initial costs, projected revenue streams, and cash flow projections. We anticipate reaching our break-even point within the first 18 months of operation, with consistent growth in profitability thereafter.

# Appendices

- \*\*Sample Contracts\*\*: Templates for client agreements and vendor contracts.  
- \*\*Event Planning Checklist\*\*: A comprehensive checklist used in planning different types of events.  
- \*\*Case Studies\*\*: Examples of successful events planned by Olson Events.  
- \*\*Legal Documents\*\*: Necessary licenses, permits, and insurance policies.