

SÉNIK
GROUPE | GROUP

e=mc²
EVENTS

CHAMPAGNE
EXPERIMENTAL - EVENTS

e=mc²
PRODUCTIONS

SÉNIK
THE EVENT
AGENCY

fuze

TRANSPARENT PRICING

MAXIMUM

PROFIT\$



Catersource
+The Special Event
by informa...

POOA

[Because we're event people]

WHO

[ARE WE?]

WHY

[TRANSPARENCY?]

WHAT

[IS YOUR COST?]

HOW

[TO CHARGE YOUR VALUE]

WHO ?

SÉNIK

GROUPE | GROUP

EVENINGS

e=mc²
EVENTS

C
CHAMPAGNE
ÉVÉNEMENTS • EVENTS

e=mc²
PRODUCTIONS

SÉNIK
THE EVENT
AGENCY

fuze



**THE
NO-BULLSH*T
POLICY**

WHO

[ARE WE?]

WHY

[TRANSPARENCY?]

WHAT

[IS YOUR COST?]

HOW

[TO CHARGE YOUR VALUE]



WHY TRANSPARENCY?

TRANSPARENCY IS THE PRACTICE OF OPEN, HONEST, AND CLEAR COMMUNICATION IN BUSINESS AND ORGANIZATIONS, ALLOWING STAKEHOLDERS TO EASILY ACCESS, UNDERSTAND, AND USE INFORMATION

WHY TRANSPARENCY?

HONESTY + TRANSPARENCY

=

TRUST

WHY TRANSPARENCY?



YOU ARE WORTH IT.

[SO DON'T HIDE YOUR VALUE...]

WHAT IS TRANSPARENCY?

TRANSPARENCY = NO HIDDEN FEES

**HIDDEN FEES = DEVALUATING YOUR SERVICE
VALUE VS EXPECTATION
LOSING TRUST FOR CLIENTS/
PARTNERS**

WHAT IS TRANSPARENCY?

COMMISSIONS VS KICKBACKS

MARK-UP VS DISCOUNT



TRANSPARENCY IS NOT ONLY FOR CLIENTS

WHAT IS TRANSPARENCY?

REALITY CHECK :

- 100% TRANSPARENT IS NOT ALWAYS REACHABLE**
- HARD TO SELL IN THE CURRENT MARKET**
- ARTIFICIALLY OVER MARKET VS COMPETITION**
- PROCUREMENT WANTS IT [BUT SOMETIMES NOT REALLY]**

WHAT IS TRANSPARENCY?

REALITY CHECK : ARTIFICIALLY OVER MARKET VS COMPETITION

EVENT BUDGET :

- VENUE : 20k
 - F&B : 100k
 - AV : 100k
 - DESING & DECOR : 50k
 - ENTERTAINMENT : 25k
 - ON-SITE STAFF : 20k
 - MANAGEMENT : 75K
- TOTAL : 390k

EVENT BUDGET :

- VENUE : 20k
 - F&B : ~~110k~~ 100k
 - AV : ~~110k~~ 100k
 - DESING & DECOR : ~~55k~~ 50k
 - ENTERTAINMENT : ~~35k~~ 25k
 - ON-SITE STAFF : ~~10k~~ 20k
 - MANAGEMENT : ~~50K~~ 75k
- TOTAL : 390k

WHO

[ARE WE?]

WHY

[TRANSPARENCY?]

WHAT

[IS YOUR COST?]

HOW

[TO CHARGE YOUR VALUE]

**MAXIMUM
PROFITS**

WHY ?



HOW MUCH?

[Is there a maximum ?]

Notoriety VS Pricing

ENOUGH

[And maybe a little bit more]

It's Fine



I'm fine
Everything is fine

© Design House™

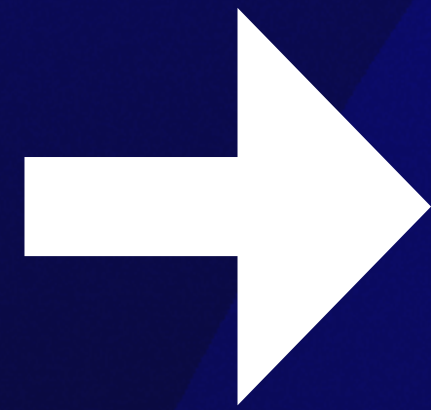
DO YOU COUNT YOUR HOURS?



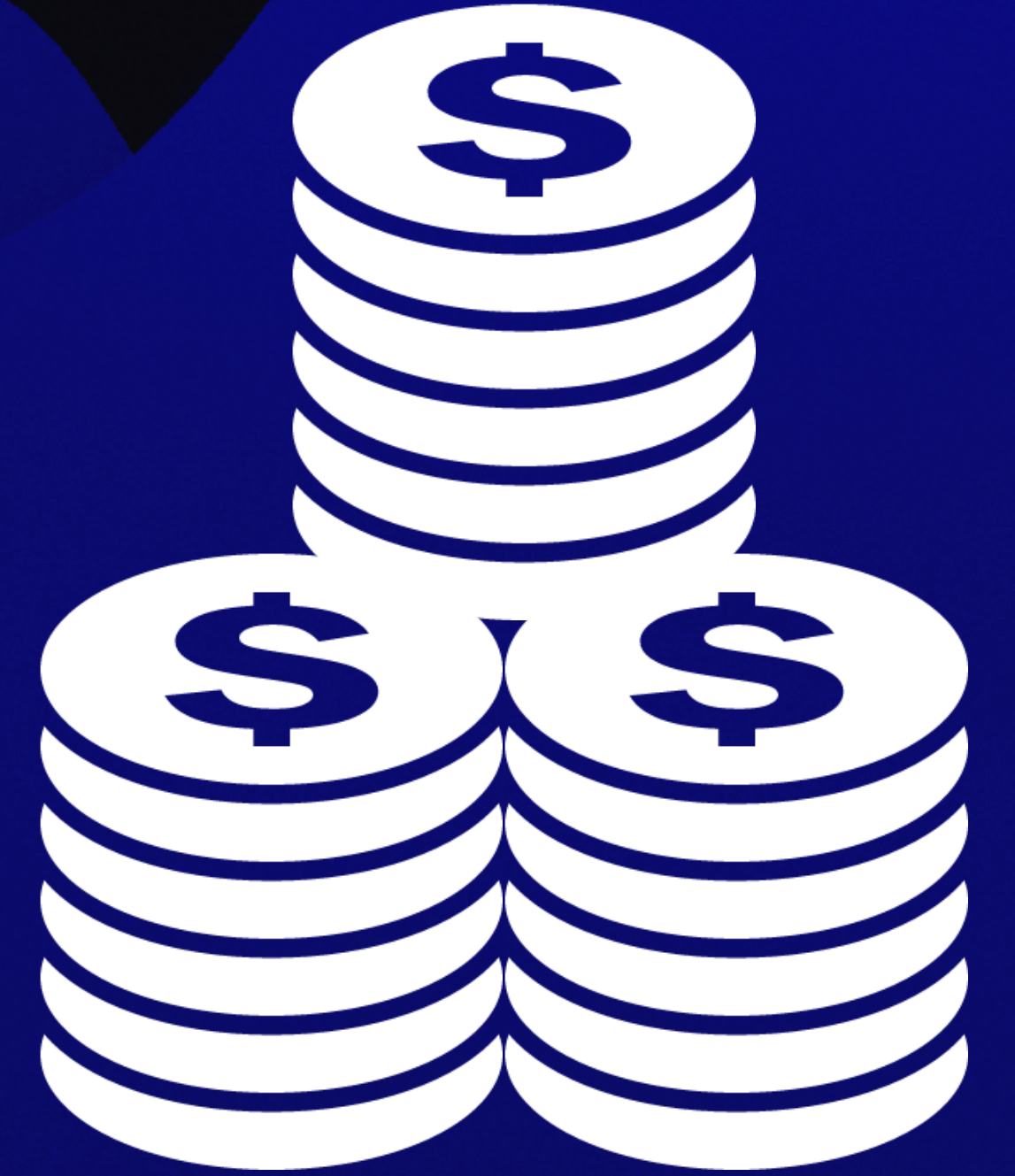
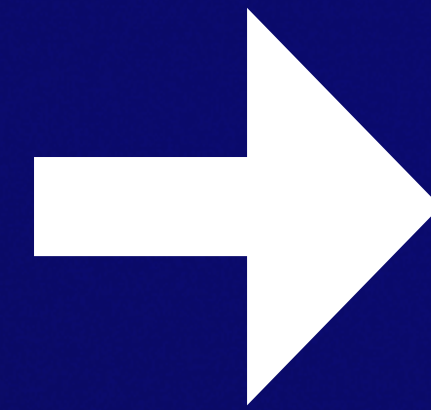
[You should...you really should]

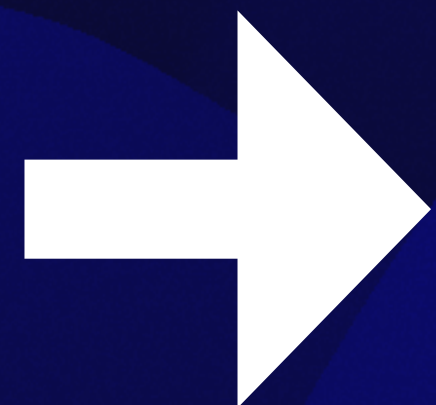
[And not just you...]

BACK TO BASICS



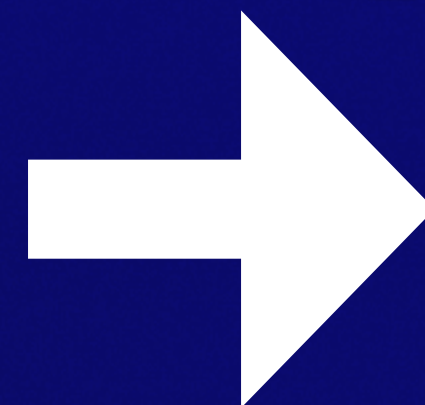
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Ev

+

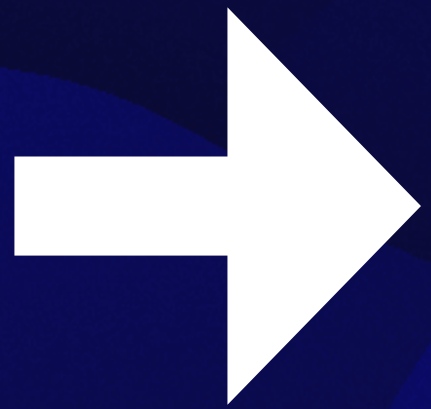


ln

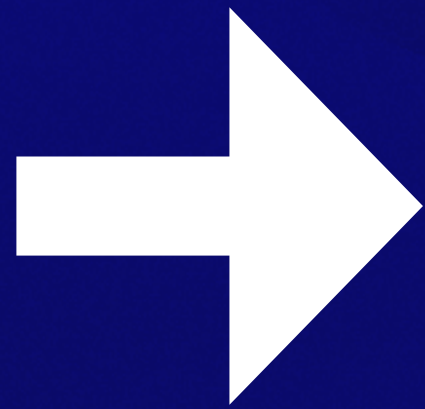




Ev



+



ln

+

Ov



Ev

ENT EXPENSES

In

TERNAL COST

Ov

ERHEAD

EvENT EXPENSES

EVERYTHING THAT YOU WILL PAY FOR THE EVENT

ALL VENDORS

INCLUDING STAFF (AND YOU) ON SITE

EvENT EXPENSES

SEPARATE THE PROJECT MONEY
[EVENT EXPENSES]

VS

THE COMPANY MONEY
[YOUR FEES AND EXPENSES]





INTERNAL COST OF EVENT

[usually before and after the event]

~~PER DIEMS~~

~~PAR~~



~~GAS~~

~~TRAVEL~~

HAR

OVERHEAD

OFFICES\$

COMMS & IT

INSURANCE

MARKETING

ADMIN/FINANCE

TAXES\$

ALCOHOL

CARS\$

LIFE

PROPOSALS\$



Ev

+



=

COST



ln

+

ov

Ev

+



=

COST



ln

+

ov



PROFIT

WHAT

[IS YOUR COST?]

In

+

ov

GROSS SALARY + ALL BENEFITS

ALL OVERHEAD EXPENSES [EXCL. SALARY]

NUMBER OF TOTAL HOURS WORKED

ANNUAL GROSS REVENUE

= \$\$ COST PER HOUR

= % OF OVERHEAD

WHAT

[IS YOUR COST?]

HOW

MANY

HOURS?



WHAT

[IS YOUR COST?]

HOW

MANY

HOURS?

HISTORY

SCOPE OF WORK

TYPE OF EVENT | CLIENT

LEVEL OF PERSONALIZATION

TIMELINES

EXPERIENCE

GUT FEELING

DO YOU COUNT YOUR HOURS?



[You should...you really should]

[And not just you...]

WHAT

[IS YOUR COST?]

ln

X

**ESTIMATED
HOURS**

**+ % OVERHEAD ON
SALE**

DON'T FORGET ABOUT PROFIT!



[You should...you really should]

Pourcentage of Net profit VS Gross Revenue



100K - 1M 1M TO 9M

WHO

[ARE WE?]

WHY

[TRANSPARENCY?]

WHAT

[IS YOUR COST?]

HOW

[TO CHARGE YOUR VALUE]



H_r

OPEN OR CLOSED

M_k

FIXED OR DISCOUNT

[Commissions...we like & kick-backs...we don't]

F_e

PERCENTAGE



OPEN



- Clients takes the risks
- You get paid for the hours you worked
- Hourly rate easy to compare
- Full transparency



- Clients disputes the hours
- You get paid for the hours you worked
- Physical limit
- Underestimation is dangerous



CLOSED



- Easy to understand
- You get paid for more hours than you worked
- Easy to compare
- Full transparency



- You take the risk
- You get paid for less hours than you worked
- Scope need to be SUPER clear
- HARD TO ESTIMATE

The logo consists of the letters 'Mk' in a bold, purple, sans-serif font. The 'M' is significantly larger than the 'k'. The letters are set against a white rectangular background.

FIXED

+

- Easy to understand
- Artificially lower production fees
- Easier sell

-

- Sponsor issues
- Bigger budget doesn't make sense
- Client negotiations
- Trust issues (hidden fees)

The logo consists of the letters 'Mk' in a bold, purple, sans-serif font. The 'M' is significantly larger than the 'k'. The letters are set against a white square background.

DISCOUNT BASED



- Market competitive
- Service included at same cost for client
- Discount increase = more money
- Artificially lower production fees
- Easier sell



- Split discount issues
- No discounts with new vendors
- Limited margins on vendors types
- Vendor negotiations
- Less flexibility and transparency
- Fake discounts



WHY WE DON'T LIKE KICK BACKS

- VALUE vs Budget
- Hidden fees
- Fake discounts
- Trust issue with client

- Vendors hate it
- Devaluates our service (and the vendors)
- Illegal in some states



POURCENTAGE



- Easy to understand
- Easy to compare
- Budget increase = more money
- Bring ideas = more money
- Full transparency



- Psychological limit (+20%)
- Bigger budget doesn't make sense
- Smaller events become irrelevant
- Margin for error limited

Hr

Fe

Hr

Mk

Hr

Hr

Fe

Hr

H

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B

R

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D

Fe

Mk

Hr

Mk

Fe



SÉNIK WAY

H_r

+

M_k

+

F_e

**CLOSED AT
110\$/hr**

**FIXED &
DISCOUNT**

**PERCENTAGE
7-10% Agency Fee**

AVERAGE: 22%

26% with internal event staff



TIPS

&

TRICKS

TIPS

&

TRICKS



AVOID

- Not knowing [Relying on emotion]
- Not counting yourself
- Combining everything (planning hours, on-site hours, everyone)
- Underestimate hours (and not counting them)
 - New client = more hours
- Repeat mistake YOY
- Bidding on the wrong business (hard to identify)
 - Unclear criteria to score opportunities



TIPS

&

TRICKS



PLEASE DO

- ✓ RFP: Ask publicly the question: Can we keep mark-ups or discounts or undisclosed fees (levelling the playground)
- ✓ Ask for discovery meeting and ask all the question
- ✓ Define client expectations the most you can
- ✓ Answer to client challenging fees (Ex.: at same cost)
- ✓ Talk about open budgets and access to invoices
- ✓ Trial and error. Small steps on new business
- ✓ Feedback to client when necessary (address pain points and efficiency issues)





THANK YOU !

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