

# 8 Pro tips for cost savings in event planning

## 1 Lead with trust and be flexible

Balancing a clearly defined set of goals with being open to alternative ideas creates a win-win for planners and their hotel counterparts.

## 2 Plan ahead

Event planners should start discussions as soon as possible to maximize spend, reduce overall costs, and accommodate special requests.

## 3 Flex on your dates

Scheduling events outside of peak seasons provides an opportunity to negotiate better rates and secure premium locations at a better price.

## 4 Make mealtimes a budget-friendly occasion

Leverage existing or complimentary F&B options such as breakfast and encourage attendees to take advantage of the comp to stretch a budget without sacrificing taste.

## 5 Expand venue selection to up-and-coming markets

Consider secondary and tertiary markets to maintain event scale while lowering costs.

## 6 Log your leftovers

Eliminate a common source of waste and unnecessary spending by taking note of post-event leftovers and not ordering items that go uneaten.

## 7 Get accurate on special meal counts

Give attendees the option to eat around their dietary restrictions during registration to reduce potential food waste and overall F&B costs.

## 8 Sharing is caring

Share AV equipment or F&B menus with other groups at the same property to streamline budgets.