



# PROPOSAL KIT SAMPLE

## Corporate Event Planner Services Proposal

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Denny Collins  
General Manager  
GeoTech Environmental Engineering  
5972 Park Street West  
Park City, UT 84098

Dear Mr. Collins,

Thank you for your initial phone call to Abby Event Resources. We are pleased you chose to call us. I understand that your company will be hosting a weekend of training in the art of communication for all your employees in January of next year, though the actual date is pending.

Abby Event Resources is a full-service event planning company. We will take care of the booking of all your accommodations, from guest rooms to conference rooms to the grand convention hall. We will coordinate all your catering and beverage needs. We will book and contract your keynote speakers and any entertainment you desire. We will also supply and set-up state-of-the-art audio-visual equipment for both your presentation and entertainment needs.

As per your preliminary call, I have taken the liberty to suggest several location options for your training conference, based on your need for a grand convention hall, break-away conference rooms, and accommodations for up to 250 attendees.

In addition to providing options for facilities, I have proposed several keynote speakers and several business communication training teams. We have worked extensively with these teams in the past, and their skills in teaching business communication are highly regarded.

I'm positive we can meet all of your needs, and we can make your weekend conference perfectly seamless and stress-free. We are available for planning purposes 6 days a week, from 8am to 7pm. I and several members from my team would be happy to meet with you to discuss your needs further. Given the preliminary date of the conference and the number of attendees, I suggest we meet early this next week so that we can book facilities by the end of the week. I look forward to hearing from you.

Sincerely,

Monica Dietrich  
Co-Owner  
Abby Event Resources  
17899 Airport Way  
Salt Lake City, UT 84101  
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# Proposal

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July 1, 20XX

## Planning the GeoTech Training Conference

Prepared for: Denny Collins  
General Manager

Prepared by: Monica Dietrich



## Description

GeoTech is in need of finding a facility for its training conference. Abby Event Resources is a full-service event planning company.

We will take care of the booking of all your accommodations, from guest rooms to conference rooms to the grand convention hall.

We will coordinate all your catering and beverage needs. We will book and contract your keynote speakers and any entertainment you desire.

We will also supply and set-up state-of-the-art audio-visual equipment for both your presentation and entertainment needs.





Abby Event Resources has researched the following facilities to ensure that GeoTech Environmental Engineering has the best choice of locations for its training conference.

All the listed facilities have available rooms in large blocks for at least one weekend in January. All offer a discount rate for guest rooms.

**Salt Lake City Ramada (Airport)**  
**5575 W Amelia Earhart Dr, I-80 Exit I13**

- \* Newly renovated, with ample meeting space and brightly lit conference rooms. Main Convention Hall small compared to the other hotels. Easy access for travelers and ample parking. Easy access for loading and unloading equipment; caterers prefer this location. The Ramadas come in at the average price of \$90.00 discounted rate per double guest-room per night. Facility fees are also average, and are listed on the cost summary.

**Salt Lake City Ramada (Downtown)**  
**2455 S. State Street, I-15 & I-80 at State Street**

- \* Meeting spaces have higher ceilings and better visibility for attendees, and Main Convention Hall is larger than the Airport Ramada. Also has ample parking and easy access. Very basic but well maintained facilities in keeping with its 3-star designation.

**Salt Lake City Hilton**  
**255 South West Temple**

- \* By far the nicest of the conference facilities. This hotel does have fewer guest rooms available, so would need to be booked very quickly. The location is not as easy to access as the Ramadas. There is ample parking. At a discounted double-occupancy guest rate of \$129.00 per night, this is the most expensive hotel, but it does have the best amenities.

**Shilo Inn**  
**206 South West Temple**

- \* The largest of the conference facilities, and the hotel with the largest block of guest rooms available. About the same access and parking as the Hilton. Guest rooms are dated, as are most of the conference rooms, but the Main Convention Hall is well-laid out, with easy access for the caterers. The average price per room is comparable to the Ramadas, but the facilities fees come in at about \$600.00 less, making it the least expensive option.





## Schedule of Events

The following is the preliminary schedule of events, which can easily accommodate any of our choices listed on our comparison chart. Abby Event Resources will be on hand during the entire event, and will be solely responsible for set-up, registration, coordination of meals and catering, delivery of audio-visual equipment, and clean-up.

- \* **Set-Up, Thursday 4pm to 10pm, Friday 9am to noon**
- \* **Registration, Friday 3pm to 6pm**
  - o Hotel lobby
- \* **Buffet Dinner, Friday 6pm**
  - o Grand Convention Hall
- \* **1<sup>st</sup> Key Note Speaker, Friday 7pm**
  - o Grand Convention Hall
- \* **Continental Breakfast, Saturday 6:30 am – 8am**
  - o Grand Convention Hall
- \* **Saturday Conference Sessions 8am – 12pm, 1pm – 5pm**
  - o Conference Rooms
  - o 25 attendees per conference room, sessions booked for 50 minute training slots
- \* **Saturday Lunch, 12pm – 1pm**
  - o Grand Convention Hall
- \* **Seating for Saturday Dinner, 6:30 pm**
  - o Grand Convention Hall
- \* **2<sup>nd</sup> Keynote Speaker, Saturday 7pm**
  - o Grand Convention Hall
- \* **Clean-Up and Guest Check-Out, Sunday 8am - noon**



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