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Grow Your Planning Business by
Creating a Vendor Network

Vendor Relationship Worksheets

Business Growth Worksheet - Vendor Relationships

When starting out as an event planner, it is natural to think that your primary goal is how to market yourself and get new clients.

I would argue that establishing relationships with local vendors should come before getting your first client.

Creating a Vendor Network

Creating a vendor network is important because as a planner your job and reputation rides on your ability to provide for whatever your clients need.

Do you really want to risk your reputation right off the bat by not knowing what the available marketplace of vendors is like?

These are the vendors you need to have quick access to who should be reliable and available when you call on them:

- Furniture rental
- Decor & Floral
- Signage
- Catering
- Audio/Visual
- Entertainment

In turn, you must know all about their capabilities before you meet with potential clients.

Print and use the worksheets on the following pages to meet with and find out the following information from at least three (3) vendors in each of the categories.

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Research 3 **Entertainment Companies** in your local area and create a database of the following important details by calling or meeting with them:

Vendor Name	Website	Contact Person and Phone Number	Description of Entertainment (type of entertainment, length of engagement, equipment, etc)	Price List (get a hardcopy or digital copy)

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Now you have a “go-to” list of vendors for your clients. Remember that it is always good to have a variety of vendors on hand with different styles and spread the work around so your relationships strengthen over time. You never know when one of your preferred vendors will have other arrangements during one of your events and you will need a backup plan. This is why having multiple vendors in your network is necessary.

Happy Planning!

Find more information about becoming an event planner at
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