



PARTY PROMOTING 3.0

FREE SPECIAL REPORT

4 Pitfalls To Avoid When Planning Your Next Event

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When it comes to planning an event, it can be rough. You not only have to worry about all the details that are major, but you have to deal with all the little things. You may find that there are some reoccurring problems that you have when you plan events. Each problem that you run into should teach you some kind of lesson for the next party.

The first thing that you need to avoid is neglecting to do contracts with people you work with. Whether it's the venue you're booking, your DJ, band, or co-promoter, you need to make sure that you have something in writing. The contract needs to state any details that may concern you, especially the ones that deal with money and compensation. Don't take any detail for granted or think anything is too obvious for you not to include it. Put things like the date, start and end times of your party, what you expect, and what the repercussions are if you don't get what you all agree upon.

The second pitfall that some promoters encounter is getting incompatible venues for the type of party their doing. Make sure your party theme and crowd coincide with the type of the club or party venue you're booking. If you're doing a crazy college party, you don't want to book a venue that's know for upscale events and doesn't allow people to wear ball caps and shorts. Matching up your target crowd with the right venue will increase your odds of success.

The third thing to avoid is to never plan on paying set expenses off of what you speculate to make at the door. If you have expenses or monies that you owe people, you should make sure that you have the money to pay them out before the event even begins. The payment may not be due until the event is over, but you should still have the money ready just in case things don't go the way you planned. Stiffing people on their money can lead to a world of trouble and a bad reputation for your name in the industry. In this game, reputation counts for a whole lot, so you must protect it by being a stand-up promoter.

The fourth pitfall to look out for if you're planning a big event that will cost you thousands of dollars, is not getting an event insurance policy. You can call a local insurance agent to get information about this type of policy. You don't want to put up a whole lot of money and lose it due to an act of God or a factor that you're not in control of. Insurance might end up being well worth the cost of the premium.

Ready to Get To The Money and Start Eatin' Gooooood!?

Get the complete Party Promoting 3.0 program for a step-by-step guide to becoming a Successful Promoter. Plus, I'm Revealing All The Nightclub and Party Promoter Secrets You Won't Find Anywhere Else!

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A handwritten signature in black ink, appearing to be the name 'Trent', written in a cursive style with a long horizontal line extending to the right.

-Trent