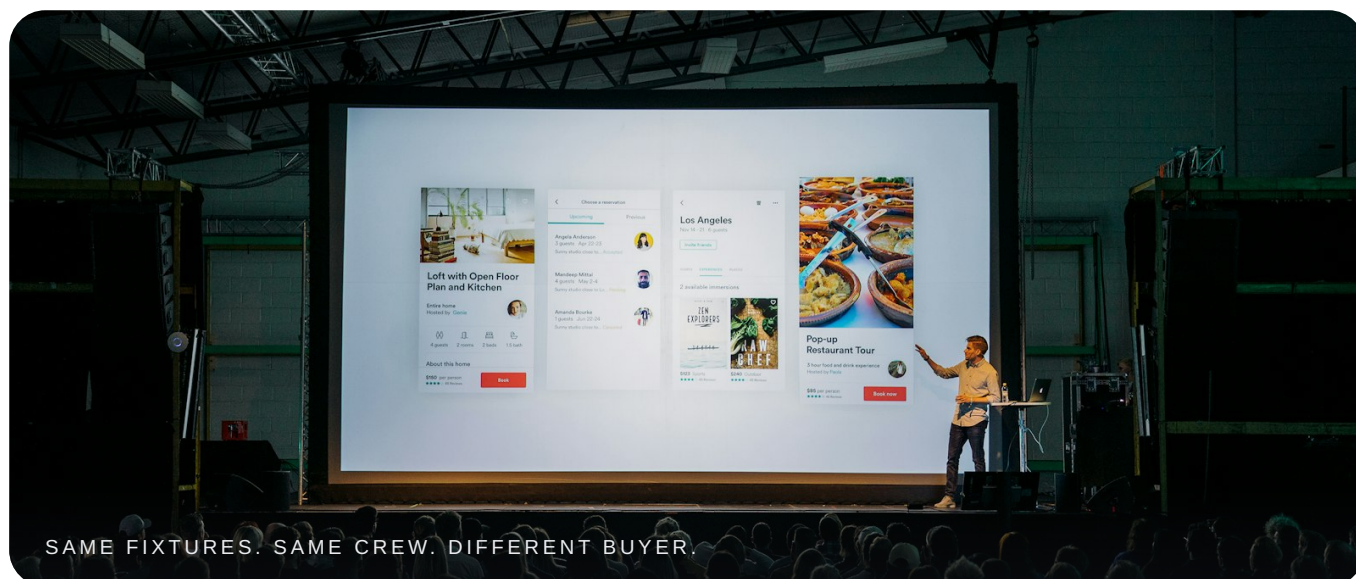


FREE SAMPLE · FROM THE CORPORATE EVENT PIPELINE

The \$18,000 *Thursday*

Why corporate galas pay 3 to 6× more than weddings, the full invoice anatomy, and the 5 buyers who book them.



01

Dana's spreadsheet

The math that breaks the wedding ceiling.

02

The \$18k invoice

Line by line, where the money sits.

03

The 5 buyers

Lesson one from the course, complete.

Meet Dana. Booked solid every Saturday, exhausted, and capped: 40 weddings a year was the physical ceiling. Then one gala changed the spreadsheet. *A composite of what we see across the industry.*

\$3.5k

her average wedding, weekend, one-time client

\$18k

her first corporate gala, a Thursday

×5

the same gala rebooked, five years running

The wedding-only ceiling

52 Saturdays a year, minus off season. Every client books once, every job is won from zero, and growth means more weekends away from family. Revenue has a hard roof.

What corporate adds

Weekday events stacking ON TOP of the wedding calendar. Buyers who book professionally, pay on invoice, and rebook annually. One good corporate relationship can equal ten weddings of lifetime value.

"You do not leave weddings. You add Tuesdays. That is the whole strategy."

Where the money actually sits · worked example

Stage & truss package	\$5,800 · the centerpiece corporate always needs
Room wash, 40 fixtures	\$4,200 · your wedding skill, bigger canvas
Branded logo gobos x4	\$1,400 · costs you gobos, reads as "production value"
Program & awards lighting cues	\$2,600 · operated show, this is the tech's night
Crew: 2 techs, site walk, rehearsal	\$2,800 · corporate pays for rehearsals, weddings never do
Design, preview & project management	\$1,200 · the line weddings make you give away free

\$18,000

total, one Thursday

~60%

gross margin at corporate day rates

0

Saturdays consumed

Notice what is on that invoice that never survives a wedding negotiation: rehearsals, project management, design fees. Corporate buyers expect those lines. Charge them.

Corporations rarely book lighting directly

01 **Corporate event planners & agencies**

Produce galas, award nights and holiday parties for many companies at once. One relationship = many events per year. Your first target.

02 **DMCs (Destination Management Companies)**

Run events for out-of-town corporations: conferences, incentive trips. They always need reliable local vendors and pay professionally.

03 **Hotel & venue event teams**

Ballroom-heavy hotels quote AV and lighting to every corporate client. Their recommended list is the corporate version of the wedding venue play.

04 **AV production companies**

Bigger shows subcontract lighting when inventory runs out. Lower margin, instant volume, corporate references for your deck.

05 **Association & conference organisers**

Annual conferences rebook the same vendors for years. Slow to win, then extremely loyal.

INSIDE THE FULL COURSE · \$43 · 15 PAGES

From \$3k Saturdays to \$18k Thursdays

- ✓ The 50-name metro target list, built in one afternoon
- ✓ The 7-slide capability deck + a worked bid response example
- ✓ First-contact scripts, corporate objections answered, pricing the 40–80% shift
- ✓ Paperwork decoded, the pilot strategy, the repeat machine, your 90-day plan

14 day money back guarantee. One won bid repays this course 300×.

Get the Pipeline at litbooked.co · \$43