catersource® + THE SPECIAL EVENT®

HOW MUCH SHOULD I PAY MY TEAM?

WELCOME TO OUR

BRAND NEW SESSION!

WE ARE EVENT PEOPLE…[WE HAVE A PLAN]

WHO?

WHY?

HOW?

WHAT?

HOW MUCH?

TAKEAWAYS [NUGGETS]

CONCLUSION

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WHO?

3 MIN CHALLENGE!

SÉNIK
THE EVENT
AGENCY

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WHY?

…but before, another question…

What do you want?

WHAT IS YOUR VISION?

…but before, another question…

What do you want?

WHAT COMPANY VALUE ARE YOU AIMING FOR?

…but before, another question…

What do you want?

WHERE IS THE VALUE OF YOUR BUSINESS?

CLIENTS EMPLOYEES OTHERS

…but before, another question…

What do you want?

WHAT IS YOUR EXIT STRATEGY OR YOUR RETIREMENT PLAN?

YOUR MAIN OBJECTIVE IS…

GENERATE REVENUES

MAKE PROFITS

INCREASE CAPACITY

HIRE GREAT EMPLOYEES

INCREASE STRUCTURE

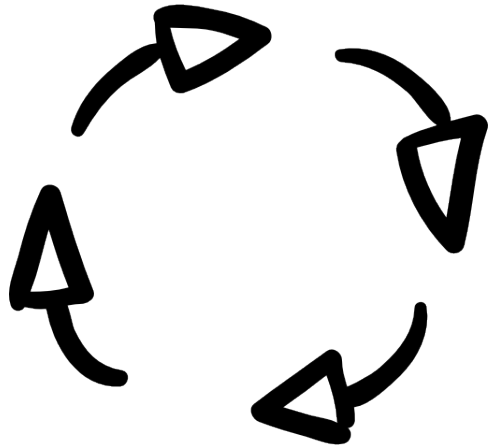
HAPPY CLIENTS

BUILD VALUE

KEEP GREAT EMPLOYEES

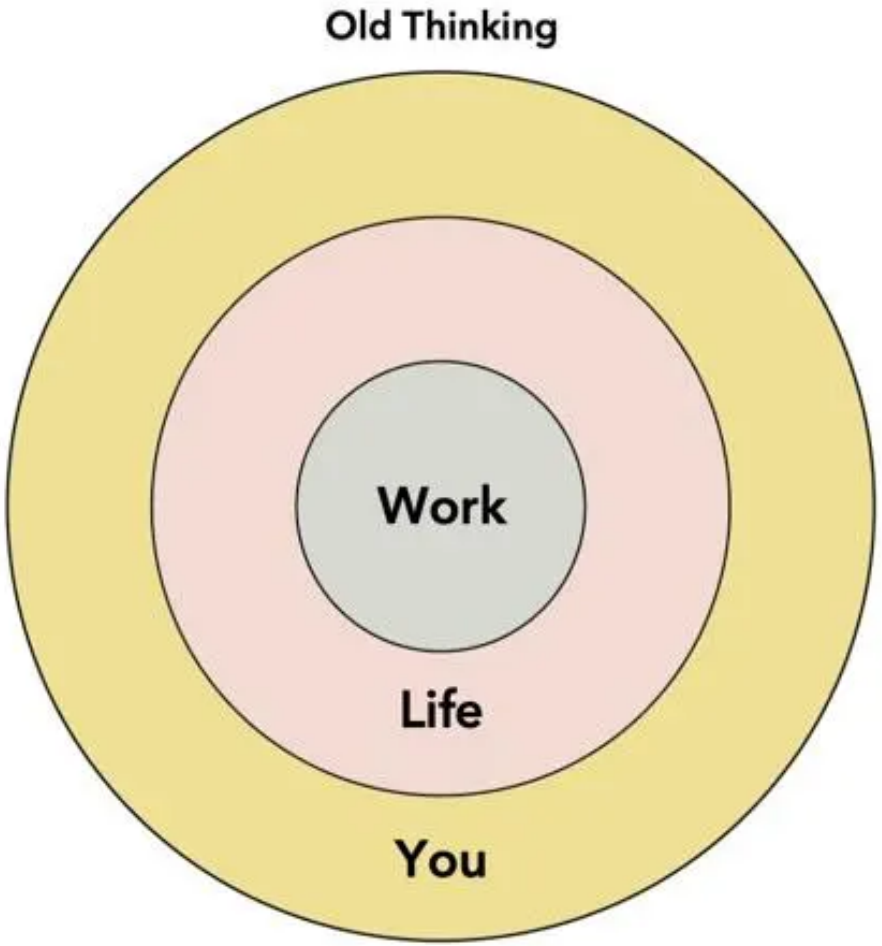
HAPPINESS

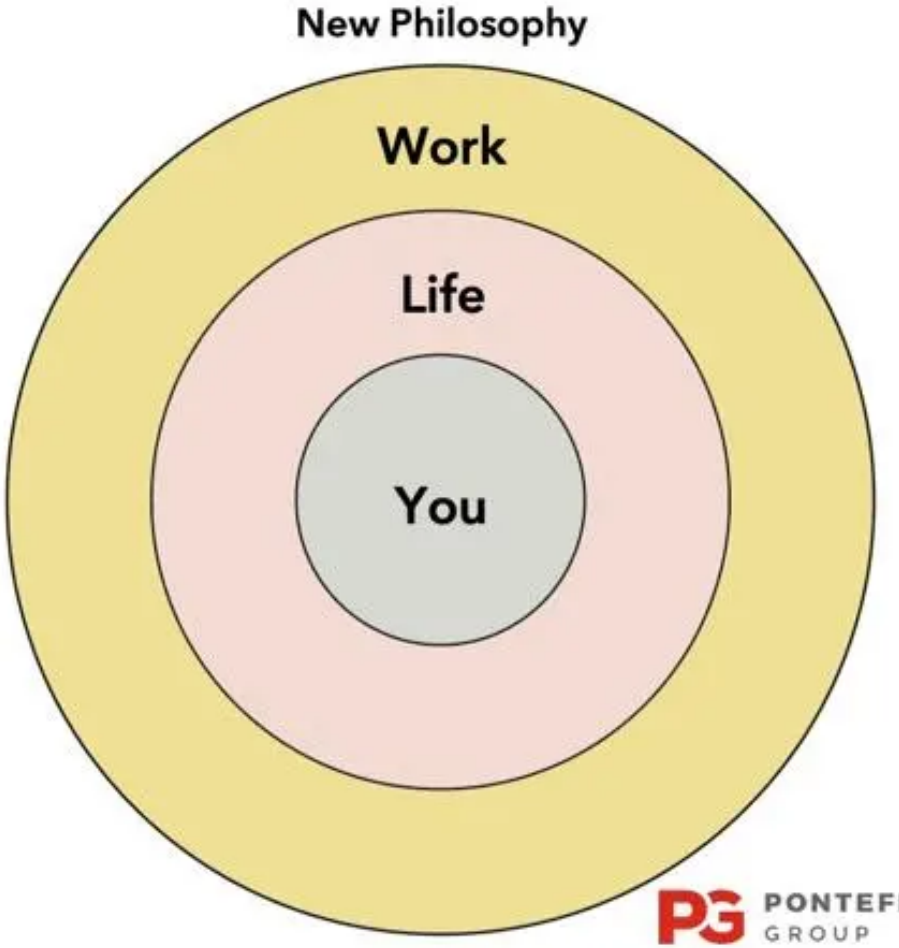
EARN A LIVING



YOUR MAIN OBJECTIVE IS...

Work vs Life vs You





PONTEFRACT GROUP

CONGRATULATIONS! YOU ARE ALL SET FOR WHA'S NEXT!

DISCLOSURE
WE ARE NOT GREEK GODS....

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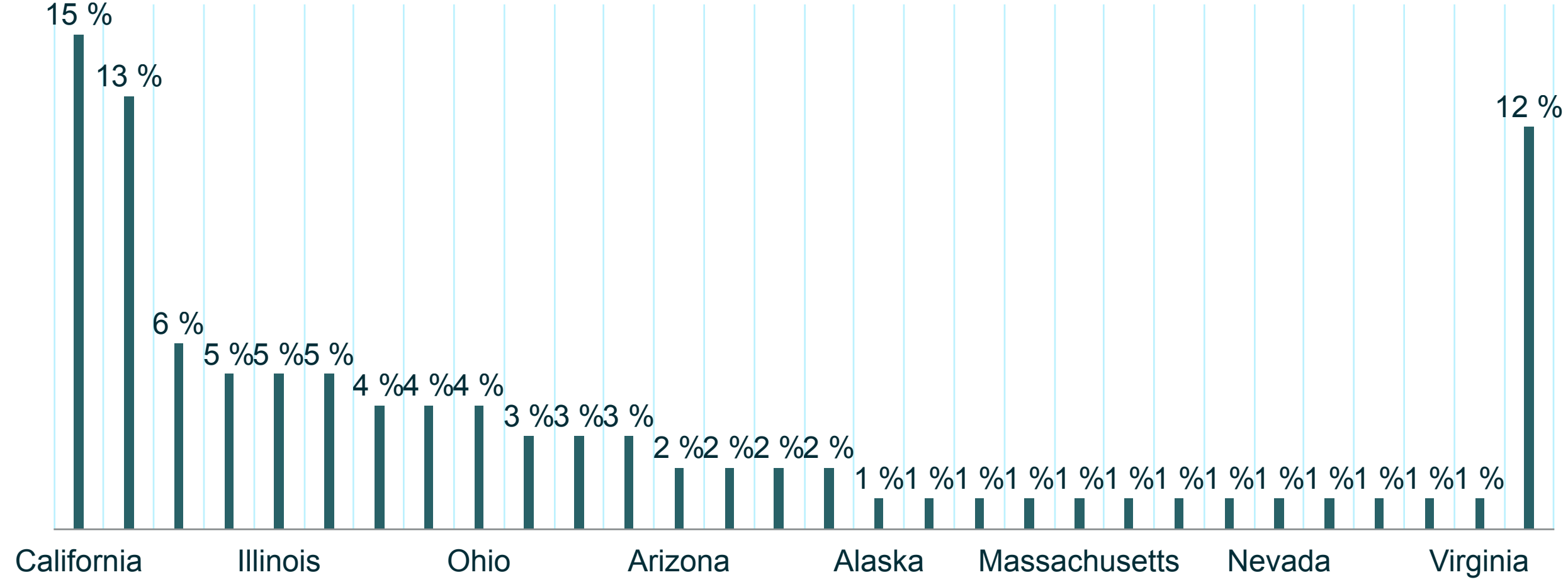
SURVEY

WHO ANSWERED?



WHO ANSWERED?

PROVENANCE

US: 88%

CAN : 12%

ROLE

CEO / FOUNDER: 42%

EVENT PRO : 21%

VP/EXECUTIVE : 18%

SALES /ADM : 15%

OTHER : 4%

YEARS OF EXPERIENCE

5 or less : 3%

5 to 9 : 5%

10 to 14 : 11%

15 to 20 : 18%

20 + : 63%

WHO ANSWERED?

TYPE

IN-HOUSE [CORPORATE OR ASSOCIATION] : 40%

INDEPENDENT [& 3rd PARTY AGENCY] : 44%

OTHER : 14%

WHO ANSWERED?

SIZE [NUMBER OF EMPLOYEES]

1-25 : 51%

26-50 : 4%

51-100 : 8%

101 + : 37%

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HOW?

FREELANCERS VS EMPLOYEES

HIGHER COST

EASIER TO CHARGE TO CLIENT

VARIABLE COST (no events, no salary)

SKILLSET ALIGNED

UNLIMITED RESOURCES

STABILITY, LOYALTY

MORE PROFITABLE IF VOLUME

FIXED COST (pressure)

BRAND ALIGNED

EASIER DELEGATION (client)

WHEN WOULD YOU CONSIDER HIRING EXTERNAL RESOURCES TO SUPPORT YOUR TEAM?

- AT THE BEGINNING OF A CONTRACT
- WHEN THE TEAM'S WORKLOAD IS AT 100% OF ITS CAPACITY
- NEVER, I PREFER TO DECLINE THE CONTRACT

WHEN WOULD YOU CONSIDER HIRING EXTERNAL RESOURCES TO SUPPORT YOUR TEAM?

FREELANCER
OR
EMPLOYEE ?

FROM WHICH PERCENTAGE YOU SHOULD HIRE A FREELANCER FOR A FULL TIME (2000H/Y) POSITION?

- 40% or 800 HOURS
- 50% or 1000 HOURS
- 60% or 1200 HOURS
- 70% or 1400 HOURS

WHAT IS YOUR PERCENTAGE TARGET OF THE FREELANCING HOURLY RATE SHOULD YOU PROPOSE FOR A FULL TIME POSITION?

40%

50%

60%

70%

BILLABLE VS NON-BILLABLE HOURS

2000 HOURS / YEAR

- 70% BILLABLE OBJECTIVE
- 30% NON-BILLABLE
  - ADMINISTRATION
  - MEETINGS
  - YEAR PLANNING
  - R&D
  - PROPOSALS
  - VACATIONS
  - MANAGEMENT HOURS
  - VARIOUS

RISK AND STALIBILY IS WORTH AT LEAST

20-30%

BILLABLE VS NON-BILLABLE EXAMPLE

100$ AN HOUR AS FREELANCER (TOTAL 200 000$ FOR 2000 H/ YEAR)

OFFER 80K (40%) to 100K (50%) (including benefits)

70% BILLABLE = 1400 HOURS at 100$ SOLD (40$ to 50$ cost)

140 000$ REVENUE – 100 000$ COST = 40 000$ profit (28% profit)

OR

140 000$ REVENUE – 80 000$ COST = 60 000$ profit (42% profit)

SO : MINIMUM 40%-50% BILLABLE HOURS TO BREAK EVENT

BILLABLE VS NON-BILLABLE EXAMPLE

75$ AN HOUR AS FREELANCER (TOTAL 150 000$ FOR 2000 H/ YEAR)

OFFER 60K (40%) to 75K (50%) (including benefits)

70% BILLABLE = 1400 HOURS at 75$ SOLD (30$ to 37.5$ cost)

105 000$ REVENUE – 75 000$ COST = 30 000$ profit (28% profit)

OR

105 000$ REVENUE – 60 000$ COST = 45 000$ profit (42% profit)

SO : MINIMUM 40%-50% BILLABLE HOURS TO BREAK EVENT

CLUE FOR AVERAGE SALARY

40% to 50%

of the selling value of the employee hour

100$/hour = 40$-50$/hour = 80k to 100k/year

75$/hour = 30$-37.5$/hour = 60k to 75k/year

60$/hour = 24$-30$/hour =48k to 60k/year

50$/hour = 20$-25$/hour = 40k to 50k/year

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WHAT?

IT IS NOT ONLY ABOUT THE MONEY !

Base salary

(plus overtime if paid)

Benefits

(401K, Insurances, etc.)

Equipments

(Phone, Car, other devices, etc.)

Event time

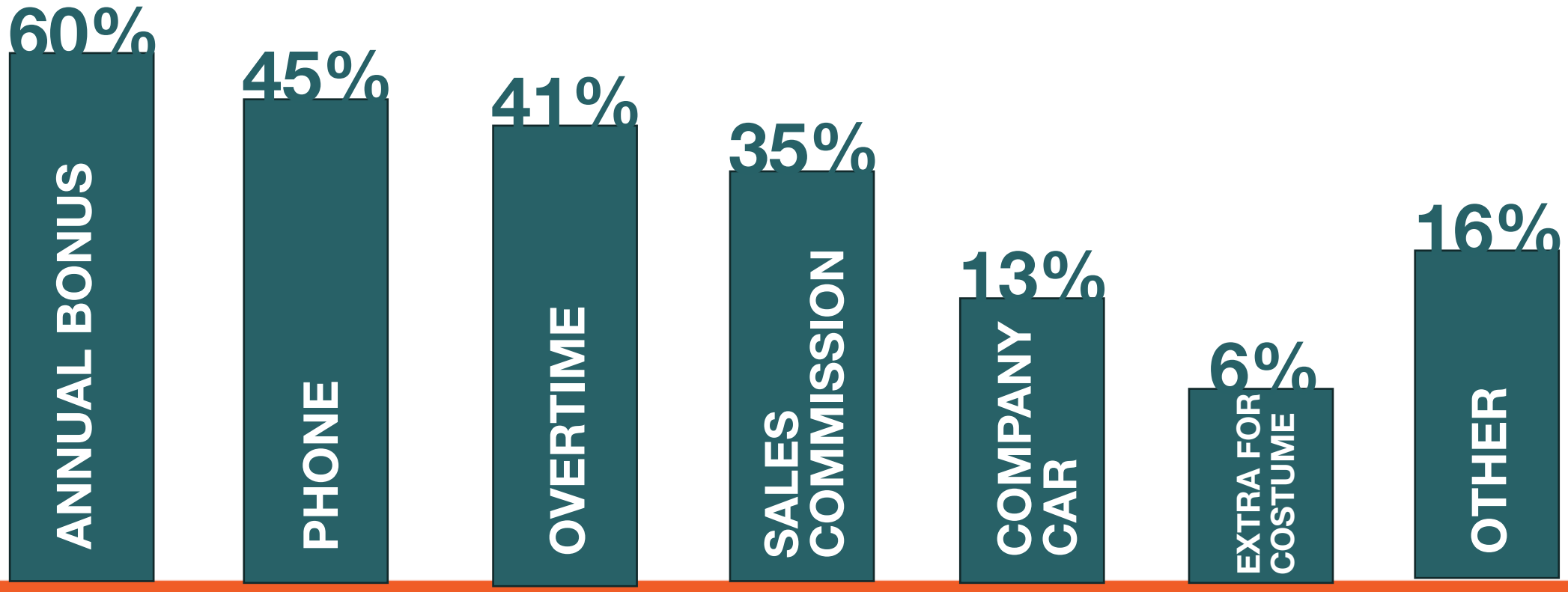
(travel, set-ups, show calls, etc)

Perks

(Tickets, VIP access, Site visits, etc.)

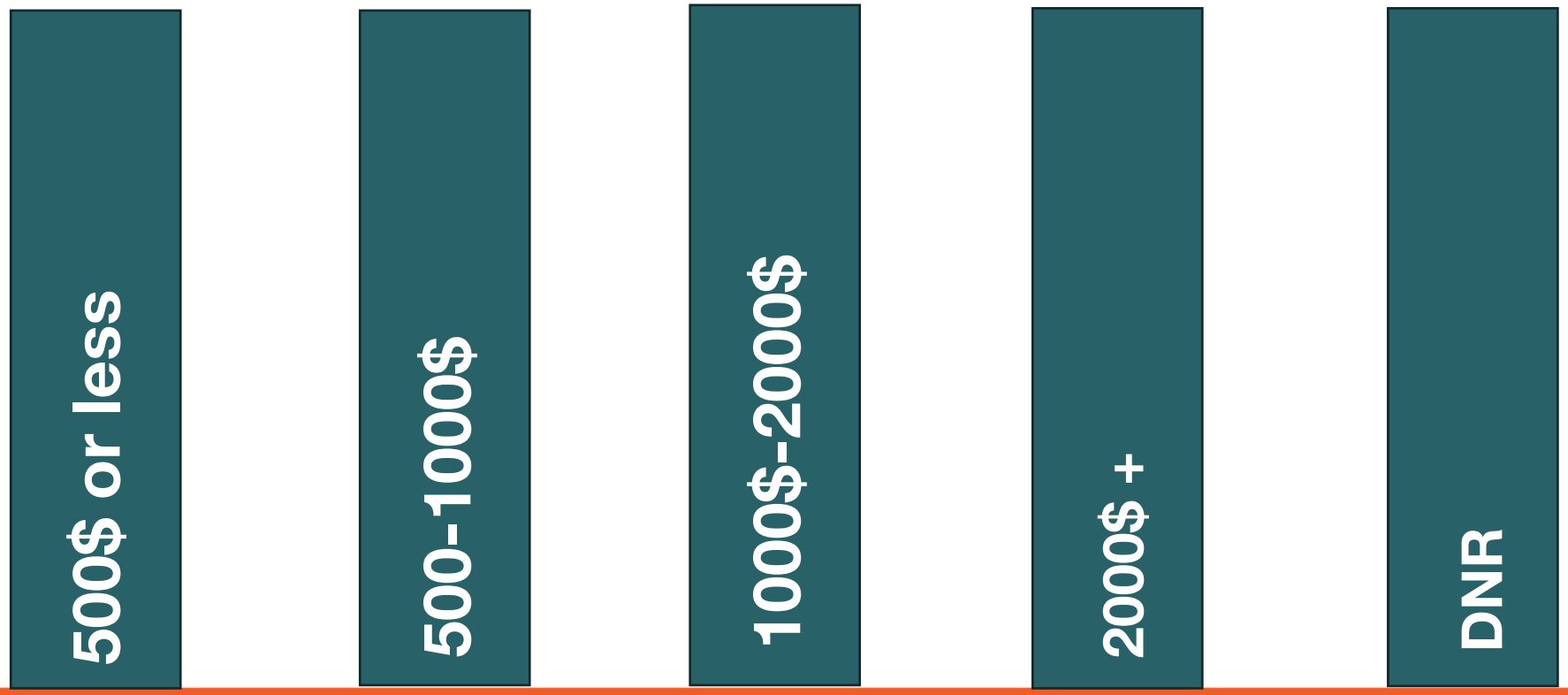
NOW, IT TIME TO TALK COMPENSATIONS!!!

What other compensation do you or your employees receive?



NOW, IT TIME TO TALK COMPENSATIONS!!!

How much is spent per employee per year on social activities?
(Christmas party, trip, happy hour, etc.)



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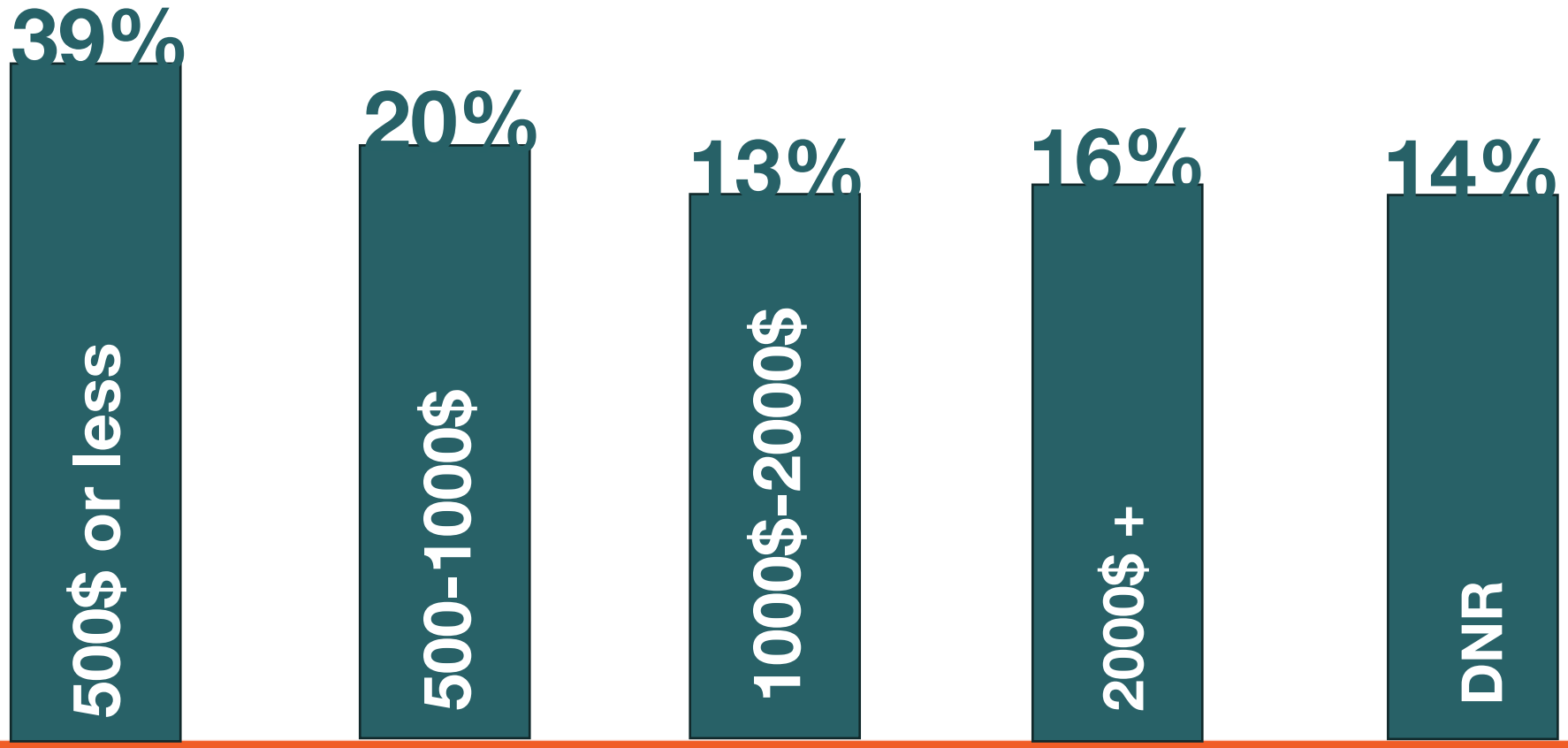

ARE YOUR EMPLOYEES ALLOWED:

	YES 👍	NO 👎
To drink alcool at the event :	28%	72%
To eat the same meal as the guests :	74%	26%
To expense non-meal items : [snacks, energy drinks, after event drinks]	50%	50%

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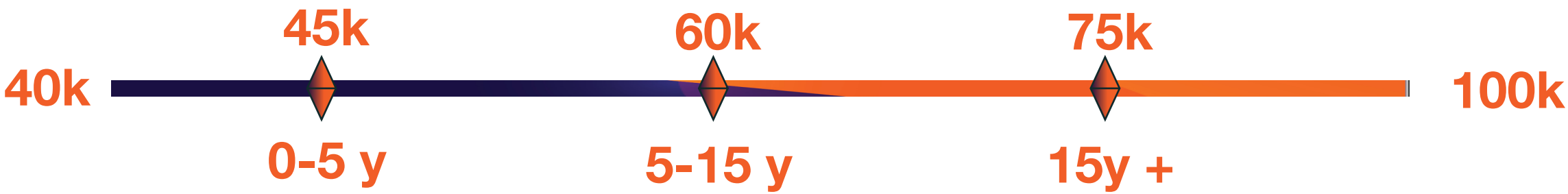
HOW MUCH?

NOW, IT TIME TO TALK MONEY!!!

Median salary per year (all in)
Event Professionnal



SURVEY

NOW, IT TIME TO TALK MONEY!!!

Average salary per year (all in)
Event Producer / professionnal

USA

Source : Indeed

NOW, IT TIME TO TALK MONEY!!!

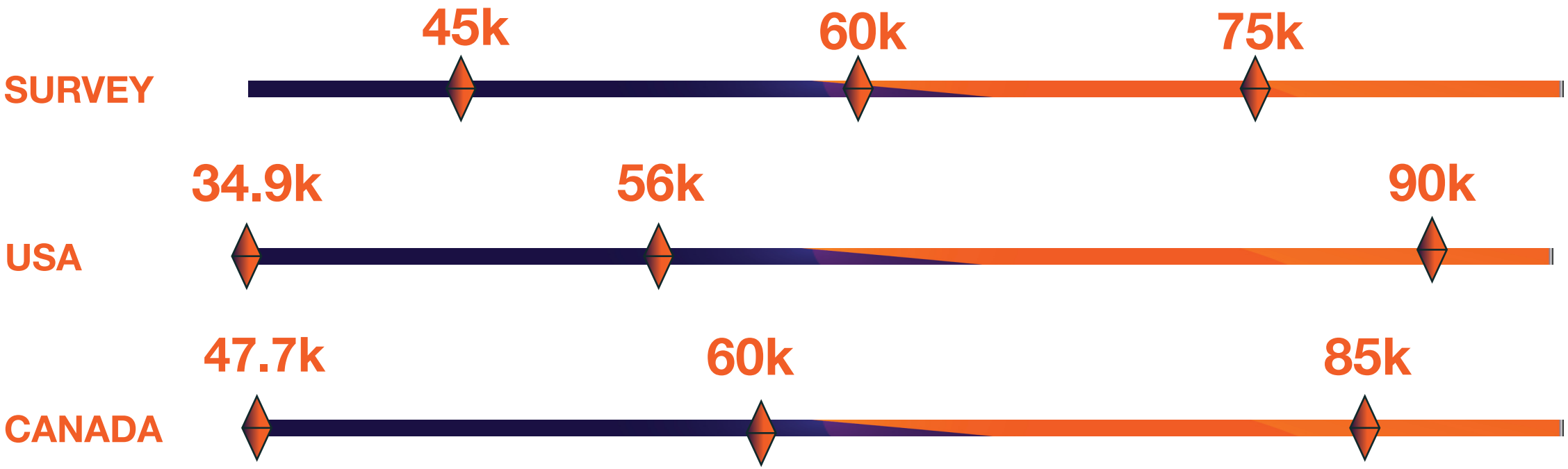
Average salary per year (all in)
Event Producer / professionnal

CANADA

Source : Indeed

NOW, IT TIME TO TALK MONEY!!!

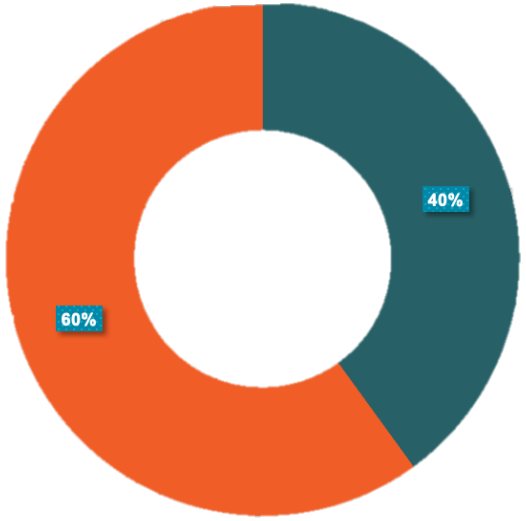
Average salary per year (all in)
Event Producer / professionnal



Source : Indeed

NOW, IT TIME TO TALK MONEY!!!

Do you pay Hourly or Fixed?

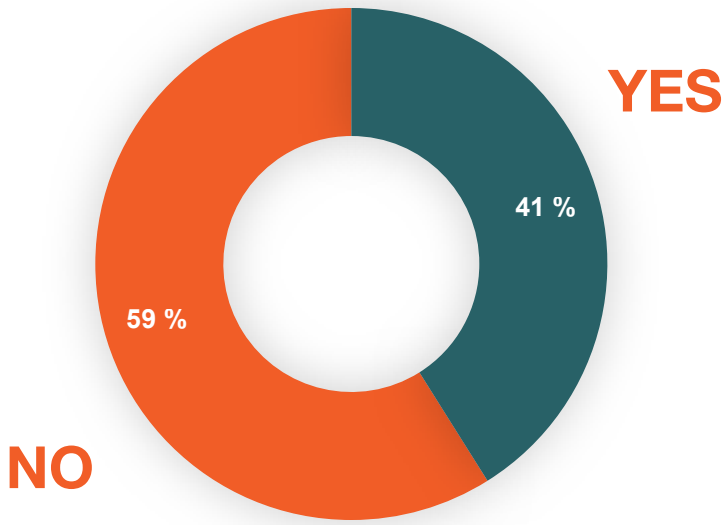


HOURLY

FIXED PACKAGE

NOW, IT TIME TO TALK MONEY!!!

Do you increase your employees' salaries when they execute the event on site (e.g., bonus or higher rate of pay)?



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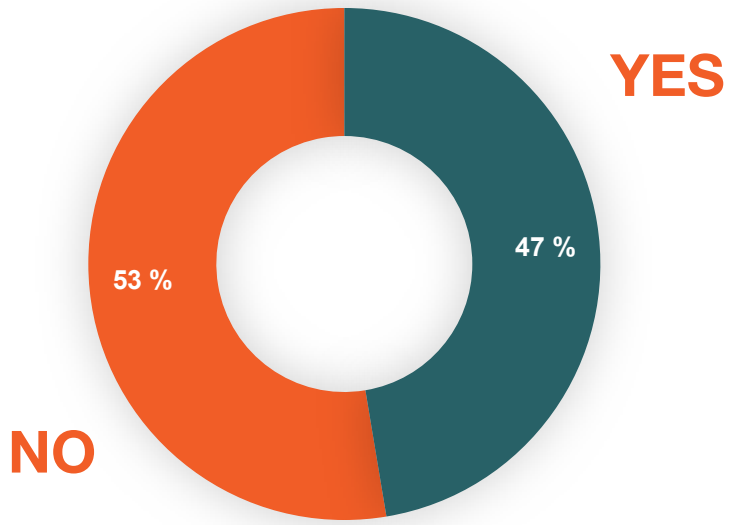
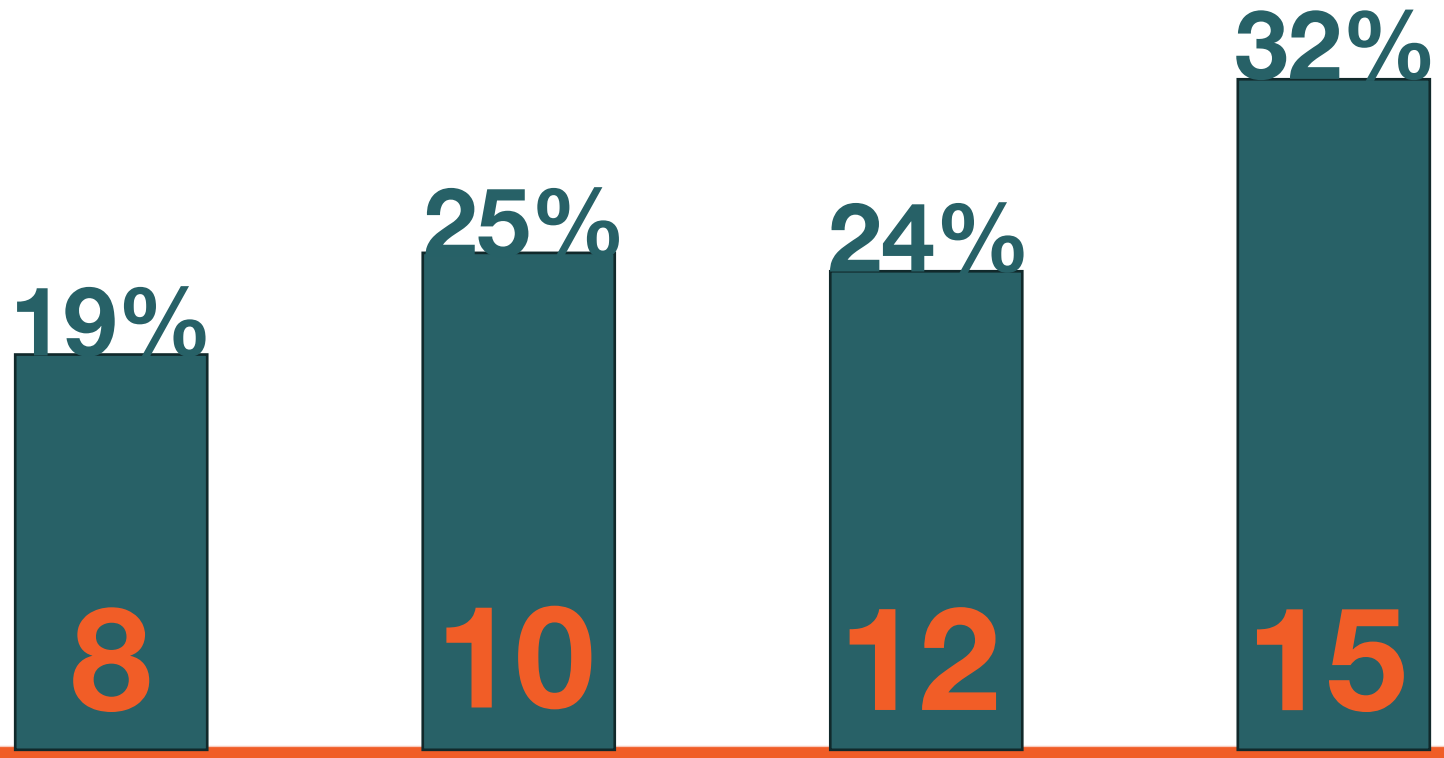


HOURLY

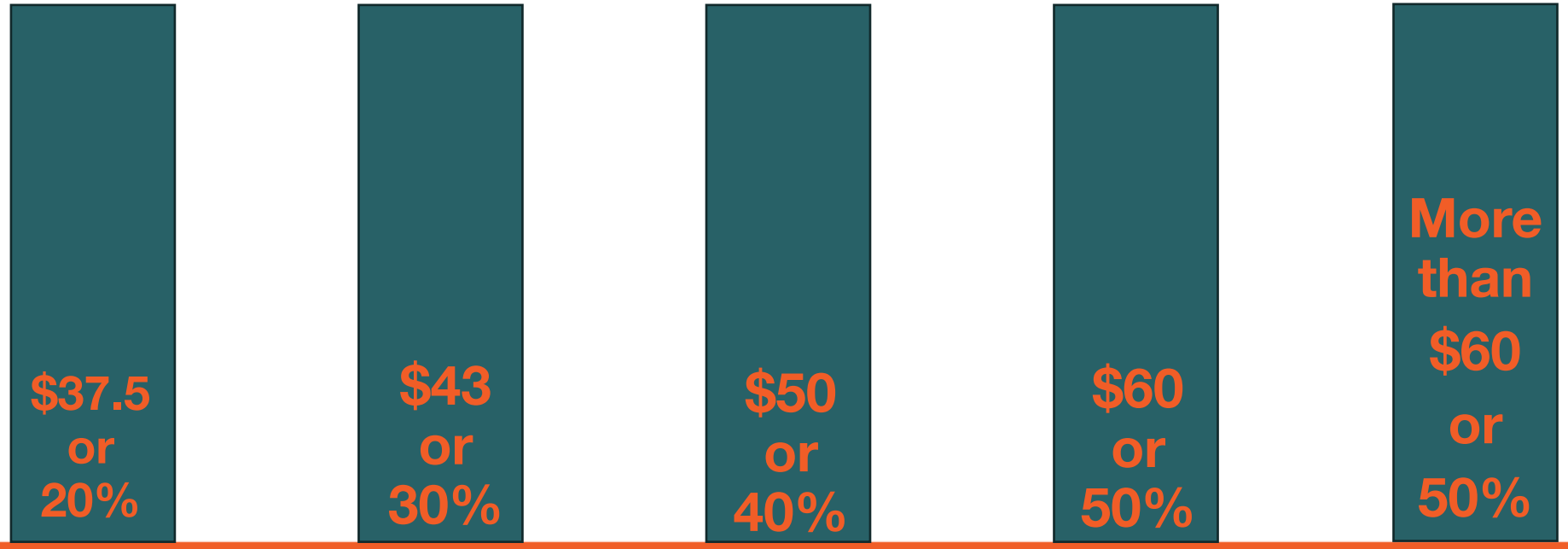
NOW, IT TIME TO TALK CONDITIONS!!!

What is the maximum number of hours employees are allowed to be on site?



NOW, IT TIME TO TALK PROFITS!!!

What are the hourly profit margins on hours sold to your customers?
Example: if you pay someone 30$/h, how much will you sell the hour to the client?



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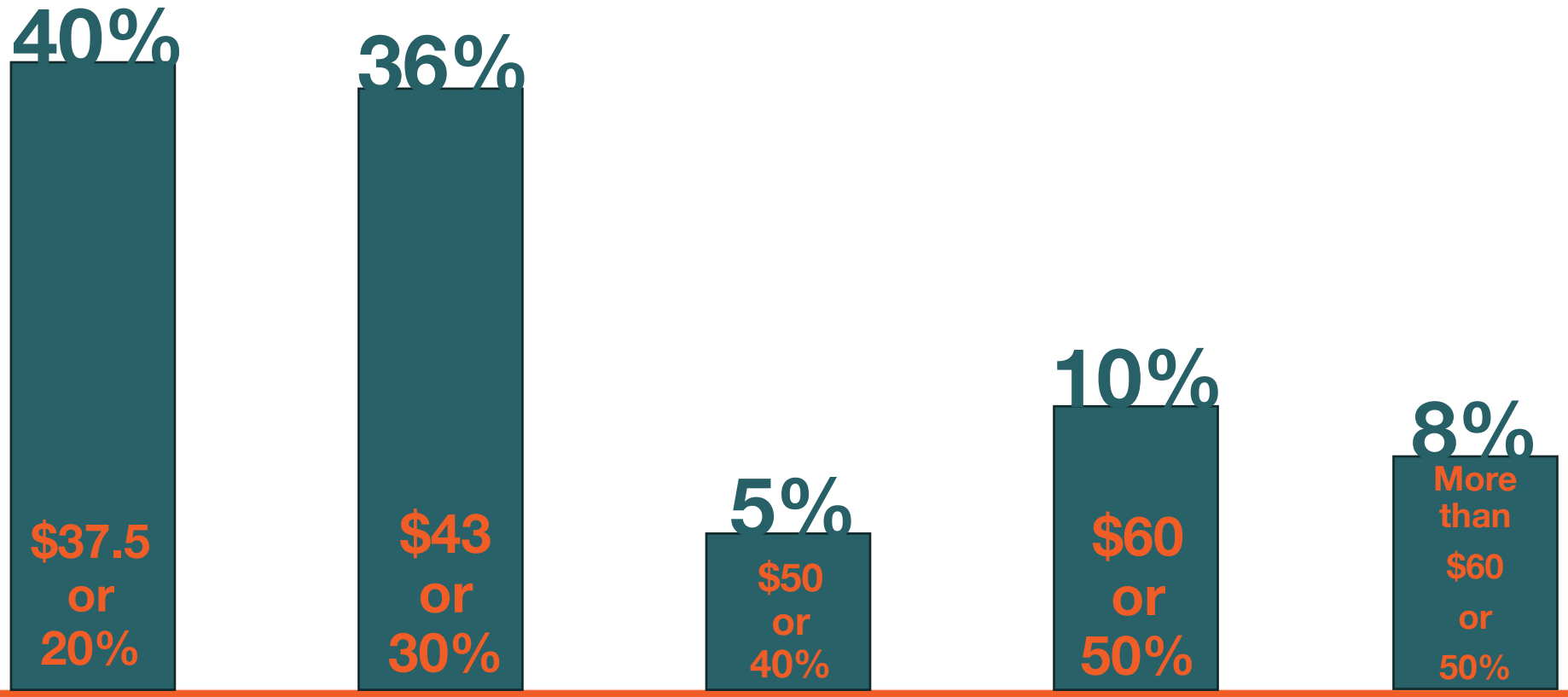

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TAKEAWAYS?

TAKEAWAY

HAPPY vs **ENGAGED**

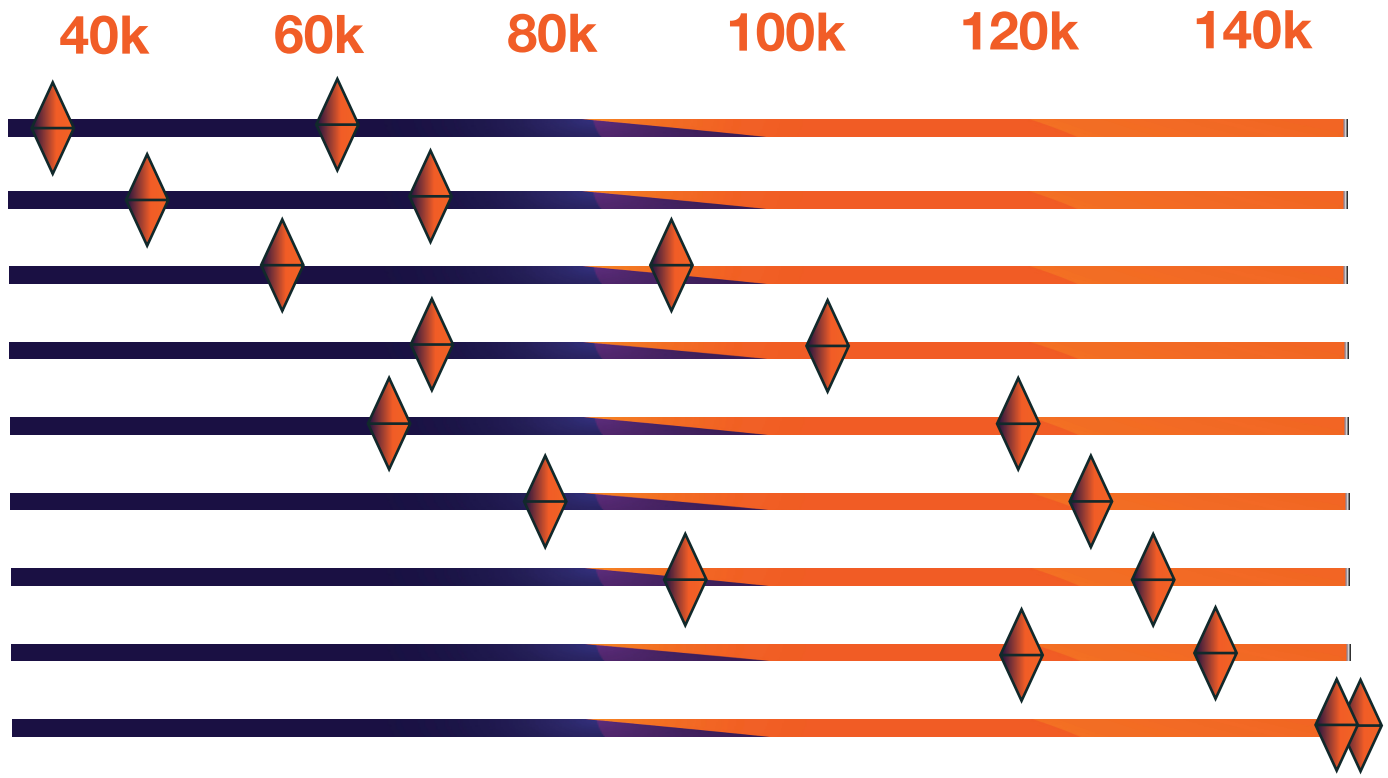
TAKEAWAY

HIRE SLOWLY

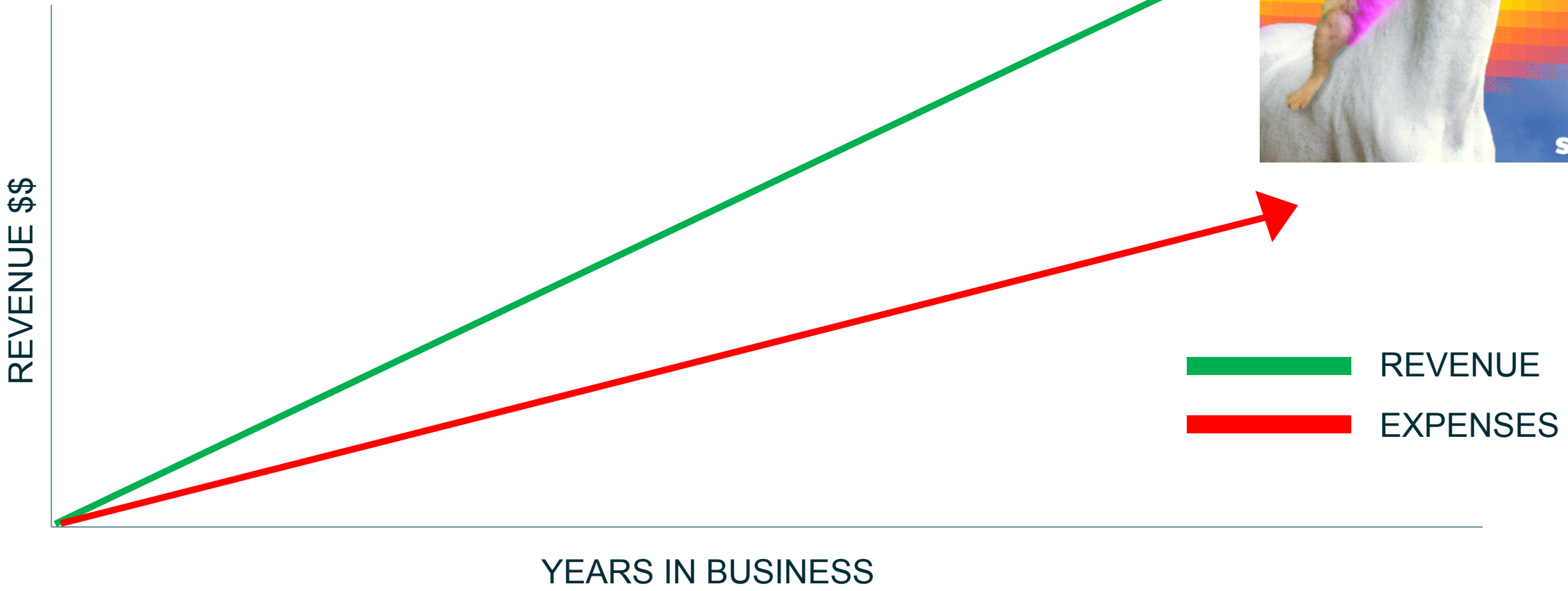
FIRE FAST

TAKEAWAY
HAVE A STRUCTURE

ADMINISTRATIVE ASSISTANT
EVENT COORDINATOR
PROJECT MANAGER
ACCOUNT MANAGER
SALES EXECUTIVE
DIRECTOR
VP
SVP
TSE SPEAKER



TAKEAWAY
THE STAIRCASE CONCEPT



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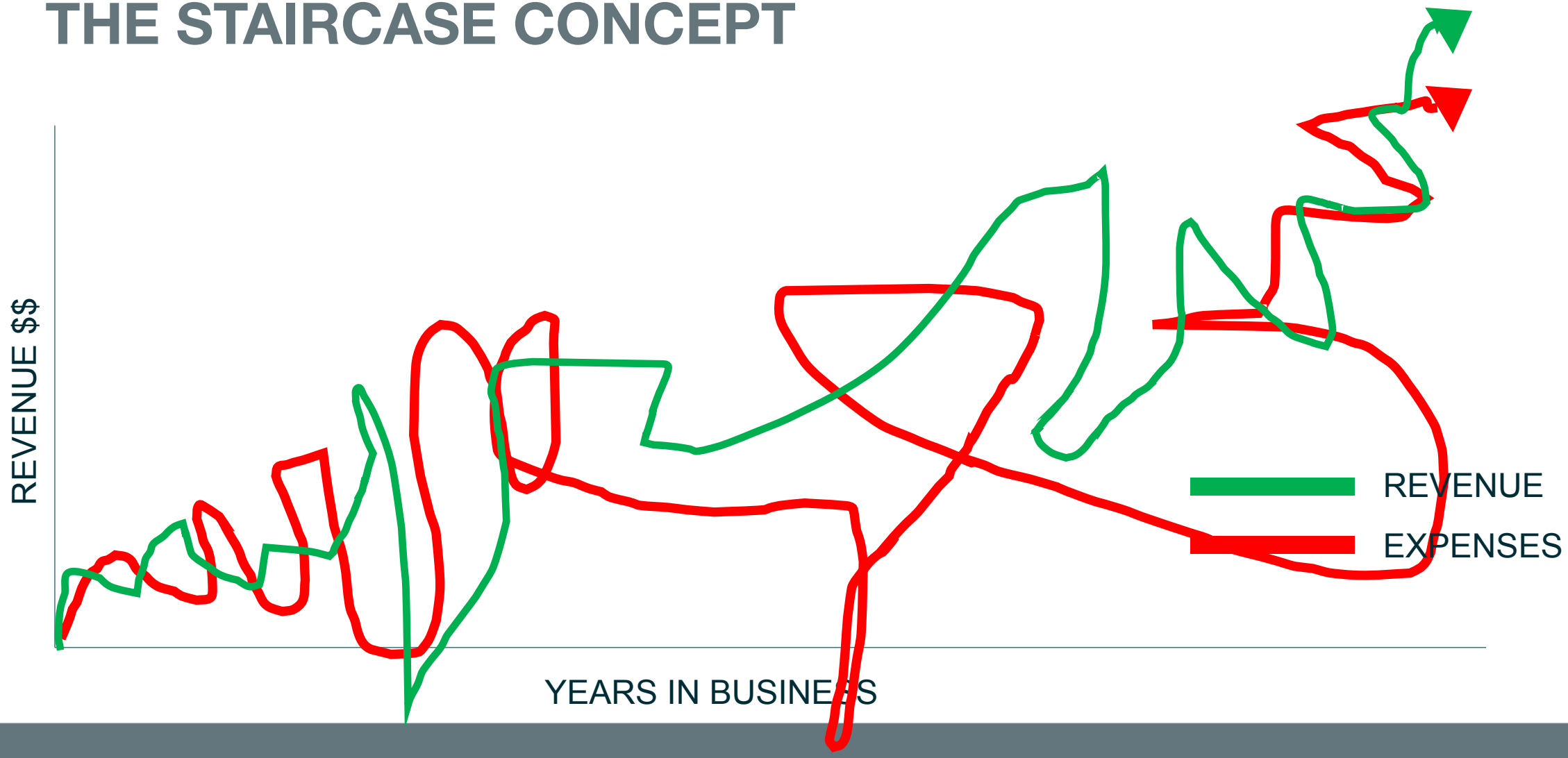
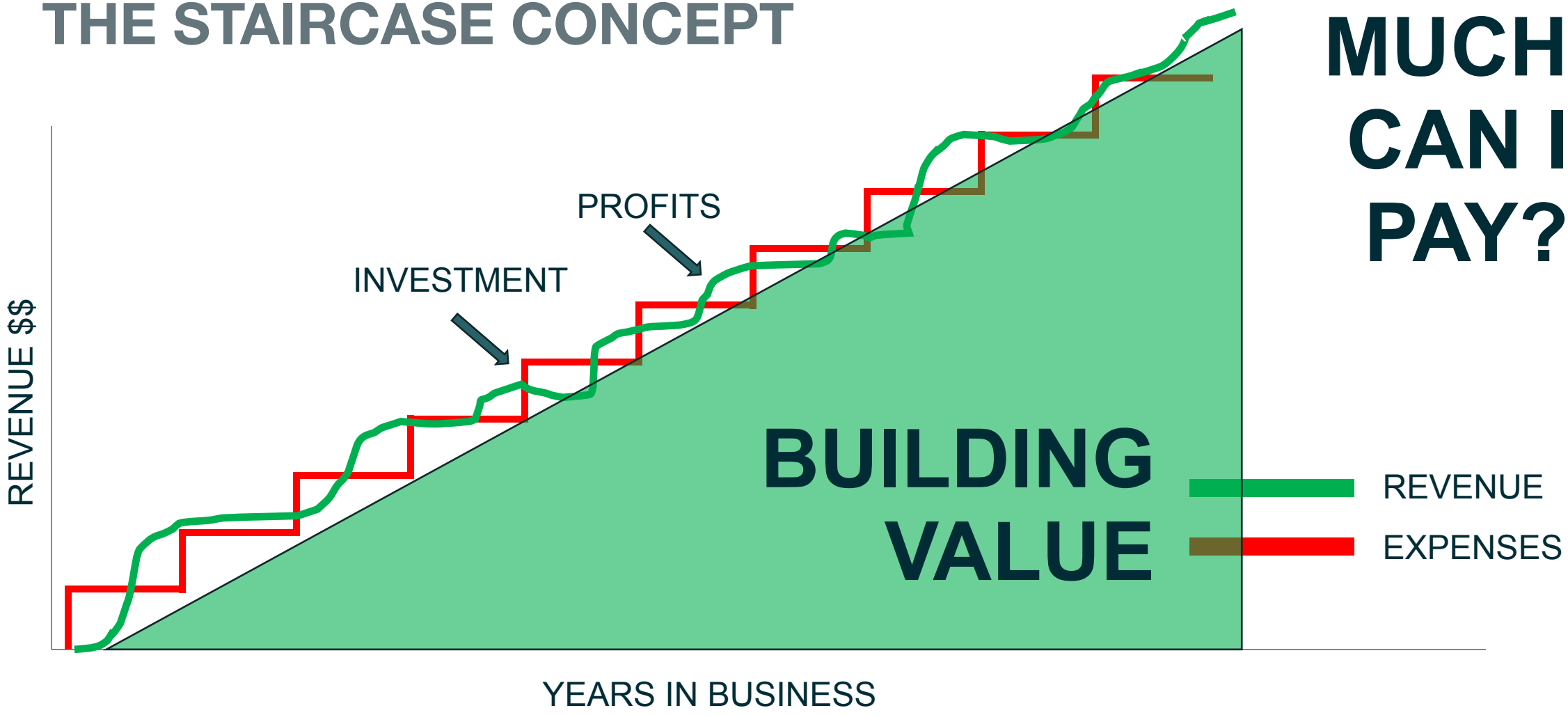


TAKEAWAY
THE STAIRCASE CONCEPT

HOW MUCH CAN I PAY?



TAKEAWAY
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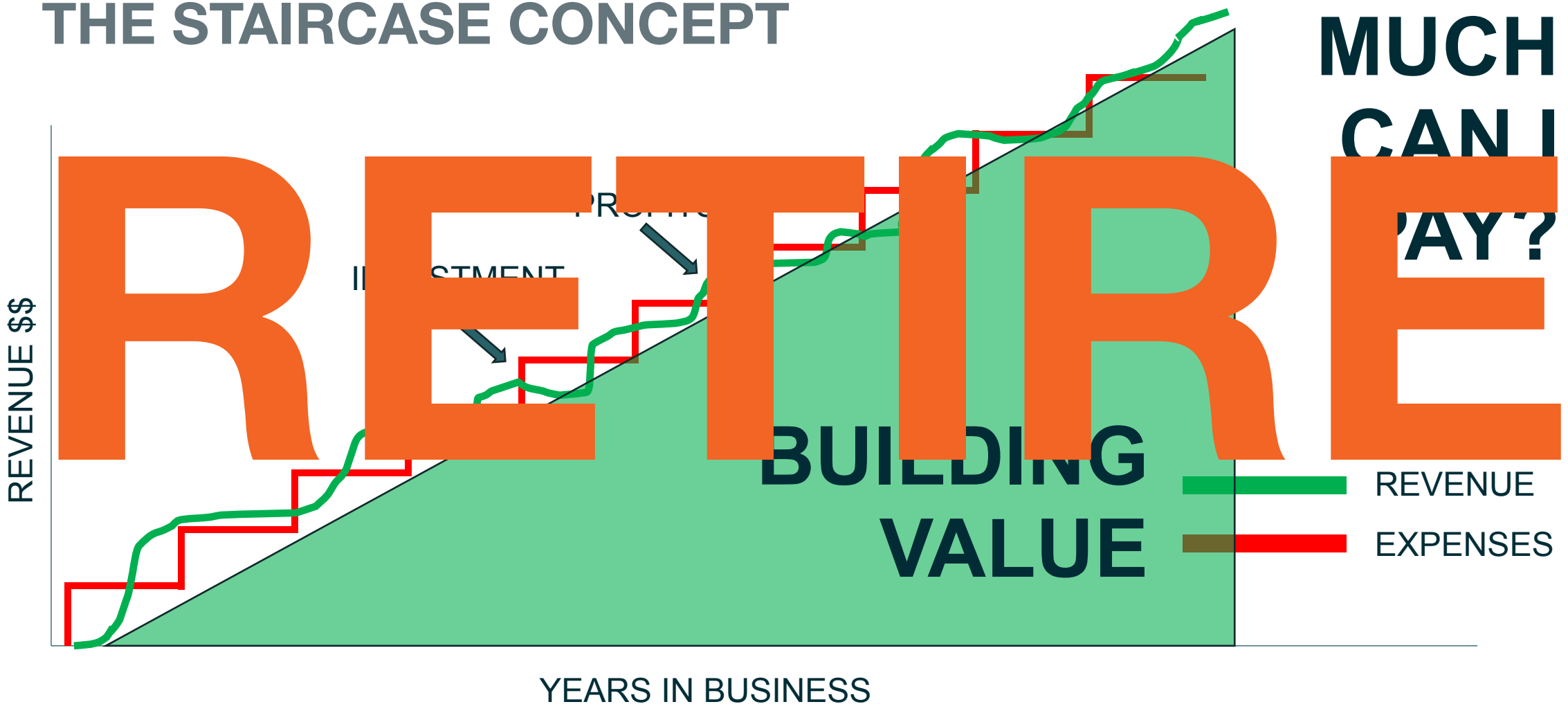

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CONCLUSION?

REMEMBER ONLY 5 WORDS

LESS IMPROVISATION, MORE **STRUCTURE**

TAKE **TIME** TO DO IT THE RIGHT WAY

SHOW AUTHENTIC **RECOGNITION**

KNOWING THE **WHY** WILL GUIDE YOU

FUN, **FUN**, FUN...IT SHOULD BE

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THANK YOU

SÉNIK

CHAMPAGNE ÉVÉNEMENTS EVENTS

Sébastien David
Président | President

Scannez pour | Scan for
CONTACT

SÉNIK

CHAMPAGNE ÉVÉNEMENTS EVENTS

Sylvain Grégoire
Vice-président | Vice-President

Scannez pour | Scan for
CONTACT