

Seminar Budget Worksheet

Not all of these items will always apply to your events.

Event Logistics (Hard Costs)						
Item	Vendor	Payment Form	Payment Due	Amount (Budgeted)	Amount (Actual)	Notes
Meeting Room				\$	\$	
Food/Beverage				\$	\$	
Audio/Visual				\$	\$	
Speaker Fee				\$	\$	
Speaker Travel				\$	\$	
Giveaways				\$	\$	
Other				\$	\$	
Other				\$	\$	
Subtotal				\$	\$	
Event Promotion (Hard Costs)						
List Rental/Purchase				\$	\$	
Printing				\$	\$	
Postage				\$	\$	
Media				\$	\$	
Other				\$	\$	
Other				\$	\$	
Subtotal				\$	\$	
TOTAL HARD COSTS				\$	\$	

WBC SEMINAR BUDGET FORM

Soft costs are often underestimated when evaluating the success of a seminar. Be sure to include estimations of your staff time when looking at the total cost, and return on investment, for your event.

Soft Costs						
Item	Vendor	Payment Form	Payment Due	Amount (Budgeted)	Amount (Actual)	Notes
Meeting Room				\$	\$	
Food/Beverage				\$	\$	
Audio/Visual				\$	\$	
Speaker Fee(s)				\$	\$	
Speaker Travel				\$	\$	
Giveaways				\$	\$	
Other				\$	\$	
Other				\$	\$	
TOTAL SOFT COSTS				\$	\$	

Total Costs		
Hard Costs	Soft Costs	Total Cost
\$	+ \$	=