



# Venue Sourcing and Contract Negotiation Services

RFP ✦ SOURCING ✦ NEGOTIATIONS ✦ CONTRACTING

**MISSION:** Create unique, life-changing experiences through in-person and virtual events that sparks engagement, inspires change, and impacts lives, communities, and organizations.



# WELCOME!

**Hi! I'm Wendi, the owner of Be Bright Events, a boutique event planning, management, and consulting company.**

From the very beginning, I knew I wanted to work with entrepreneurs whose sole focus was to empower and inspire others. I find joy every day in helping others spark engagement, create change, and enrich lives, communities, and organizations through their events.

My team and I are experienced event professionals who thrive on creating events that enhance the experience of everyone that attends through emotional connection, intellectual stimulation, and physical excitement. We thrive in reducing the stress for our clients by managing all the moving pieces to ensure that their events run smoothly from conception through execution.

Through advanced preparation, project management, excellent communication, attention to detail, and the willingness to always go the extra mile, we get the opportunity to turn our client's vision into a reality.

We want to be your go-to source for growth, resources, inspiration, and innovation.

I'm excited to have you as a part of the Be Bright Events family!

All the best,

A handwritten signature in black ink that reads 'Wendi'. The signature is fluid and cursive, with a large, looping 'W' and a long, sweeping tail.





# VENUE SELECTION

Selecting the right venue is a pivotal early decision in the event planning process, one that sets the tone for the entire event. However, securing the right venue can be a daunting and time-consuming task, especially without the necessary experience, potentially leaving you unprotected and at risk of overspending.

Let us save you time and money with our flat fee Venue Sourcing and contract Negotiations service. At Be Bright Events, we understand the best venue options for your event, size, and scope. We identify the perfect venue based on your needs, negotiate the lowest rates and best terms, and ensure maximum protection through our venue selection and contracting process.

Listening to your needs and requirements, we draw on our experience to ask key questions and identify your objectives, goals, budget, and layout considerations. We save our clients countless hours by handling all the legwork of the venue selection, negotiations, and booking process. And proud to say that 100% of our clients have recovered their investment through the savings we negotiated on their behalf.

With over 20 years in the industry, we've forged hundreds of relationships and pride ourselves on our fierce negotiating ability. Our tools include a venue-sourcing platform with access to over 200,000 venues, allowing us to find the best-fit venues for your event. Combine this with our volume purchasing power and negotiation skills, and you get unparalleled venues and cost savings.

Our mission is to ensure that you not only find the perfect venue but also feel confident and secure in your investment.

## **THIS FLAT FEE PACKAGE INCLUDES**

- **Identifying Event Program Needs and Parameters**
- **Custom Request for Proposal (RFP) Creation**
- **Venue Sourcing & Research & Negotiations**
- **All Communications with Potential Venues**
- **Venue Selection Recommendations & Presentation**
- **Contract Negotiations**
- **Contract Redline Review**

## **ONE-TIME INVESTMENT \$2,750**



# PROCESS & TIMELINE

## RFP Submission:

Within 48 hours of receiving the completed venue sourcing questionnaire you received

## Proposals Due from Venue:

2 weeks after the RFP submission date.

## Planner Communications/Negotiations:

2-week window following the proposal due date.

## Planner Identifies Short List / Creates Presentation:

1 week after the completion of planner communications/negotiations.

## Client Selects Venue:

Within 1 week of presenting the shortlist options.

## Venue Contract Requested:

Within 24 hours of the client selecting the property.

## Venue Contract Received:

Typically within 3-5 days of the request.

## Planner Redline Review of Contract:

Within 1 week of receiving the contract.

## Final Contract Sent to Client:

This is dependent on the number of red-line revisions if the venue's legal department gets involved. (typically no longer than 2 weeks).

# NEXT STEPS



## Secure Your Ideal Venue with Be Bright Events!

The journey to an outstanding event begins with finding the ideal venue, and we're here to guide you through every step of this crucial process.

Our expertise in venue selection is about more than just securing a location. It's about ensuring you receive the best venue at the most competitive price, while also protecting you with solid contractual terms. Our experience spans securing and negotiating with hundreds of venues, backed by a proven process and a fail-proof checklist.

**LET US FIND YOUR  
PERFECT VENUE**

## Interested in learning more? Have questions?

Book a [FREE Venue Sourcing call](#) to discuss your specific venue needs and get all your questions answered.



Listen To What  
Our Clients Are Saying



# WHO WE ARE

**Be Bright Events** is a boutique event planning, management, and consulting company whose mission is to connect people and create impactful experiences through in-person and virtual events. We make the event planning process easy and stress-free for you, so your time is spent on your mission, your purpose, and facilitating transformation.

Everything we do is designed to enhance the attendee experience through emotional connection, intellectual stimulation, and physical excitement. Our immense passion leads to memorable and impactful events. We take pride in our work and our reputation and are dedicated to assisting our clients host events to create connections, foster relationships and facilitate transformations while also engaging with new clients, strengthening their brand, and accomplishing their event objectives.

We listen to understand who you are, who you want to be, and who (and what) matters most to you. We see beyond the event logistics and plan through the lens of our client. Our mastery of empathy enables us to connect with our clients, make intentional, heart-driven decisions, and partner with our clients in their vision to translate their purpose-- and we plan and execute with equal drive and passion. Our immense passion leads to memorable and impactful events.

**Be Bright Events** keys to successful execution are advance preparation (project planning & and management, budgeting), communication, anticipation, adaptability, responsiveness, accountability, partnership, and grace.

We firmly believe our attention to detail and willingness to go above and beyond serve you well in accomplishing your event goals. We have a proven track record for innovation and creativity while launching events on time and on budget.



# ABOUT WENDI FREEMAN

Wendi Freeman is a passionate creator of transformative and unforgettable experiences that ignite engagement, inspire change, and enhance the lives of individuals, communities, and organizations. With a unique blend of dedication and creativity, she excels in crafting safe spaces that foster emotional connections, personal growth, and community building.

No event is too big or small for Wendi and her team. With an impressive track record of over 15 years, Wendi has masterfully orchestrated a wide variety of gatherings. Her portfolio includes conferences, workshops, retreats, trainings, and masterminds, adeptly catering to both intimate settings and large-scale conferences with hundreds of attendees.

Wendi's expertise shines in curating tailored events for a wide spectrum of clients, including speakers, entrepreneurs, non-profits, small businesses, training institutes, and corporate entities. Her skill in aligning each event with its unique platforms and purpose-driven missions facilitates continuous growth and impactful experiences.

Beyond her extensive event planning, Wendi shares her expertise through strategic consulting, guiding clients to align their event objectives with all the necessary steps and optimal methods to achieve them to enhance their overall impact. Deeply committed to her clients' success, Wendi ensures that every event reaches and exceeds its potential. This is achieved through meticulous planning, innovative strategies, and a keen focus on delivering exceptional results.

When she's not creating transformational events, Wendi can be found immersed in the beauty of nature, exploring new destinations, delving into a good book, or discovering great restaurants and gourmet experiences. At the core of her endeavors is a deep commitment to living out her purpose: creating impactful events that facilitate positive change. Guided by her motto, "**Making a difference one event at a time,**" Wendi infuses this principle into every aspect of her work, ensuring each event is more than just a gathering, but a transformative experience.



Wendi's extensive experience as both a planner and an attendee equips her with a deep understanding of her clients' purpose, objectives, vision, and goals. This comprehensive perspective allows her to turn their aspirations into tangible realities. As the driving force behind Be Bright Events, Wendi offers unmatched expertise, combining impeccable organization with a commitment to excellence for everyone she serves. Her methodology is a blend of personal growth principles, innovative ideas, mindset development, and customized strategies, all designed to cater to the distinct requirements and success of each client.