

Eventective Essentials

Set your event business up for success.



Descargar en español



Télécharger en français



Eventective Overview



Market

Promote your business with a comprehensive profile and boost visibility in your area.



Prospect

Grow your business with Eventective requests, qualify prospects, and communicate efficiently all in one place.



Negotiate

Easily manage your contracts or proposals. E-sign and automate your funnel.



Book

Process online payments with our partners and manage your revenue.

Market: Set Up Your Profile

Update your Eventective profile to accurately represent your business and get noticed throughout your local area:

- [Pricing](#)
- [Photos](#)
- [Availability Calendar](#)
- [Basic Info](#)
- [Event Spaces](#)
- [Recommendations](#)
- [Users](#)
- Report: [Profile Performance](#)

Profile

 The Event Venue ▾



Basic Info

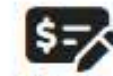
Update the basic details about your event business.



Photos & Videos

7 Profile Images

Add, edit, remove or reorder the photos and videos shown on your profile.



Pricing

3 Active Price Points

Add and edit your event pricing information. Pricing can be listed as per person, per event, or per hour.



Event Spaces

2 Event Spaces

Provide additional details about the event spaces available at your venue.



Recommendations

1 Recommendation

View and respond to recommendations posted to your profile. Find how to get more recommendations here.



View Profile on Eventective

View your profile as published on Eventective.

Pricing

[Pricing](#) helps prospects decide if your venue is a good fit for their event, which results in more qualified inquiries for you.

You set the price - per person, per hour or per event - and include any additional details: rental fees, food, beverages, or entertainment. You can even post a general range.

LEARN MORE



Pricing

+ Add Pricing

Banquet Package

\$2,000 Per Event

Updated August 17, 2023

Available for Weddings, Parties, Meetings
50 - 250 Attendees

Wonderful package for day or evening events. Includes linens and service.
Food is extra.



Catering Pricing

\$25 - \$75 Per Person

Updated August 21, 2023

Available for Weddings, Parties, Meetings
0 - 250 Attendees

Catering options for any event.



Banquet Room Rental

\$200 - \$400 Per Hour

Updated December 2, 2021

Available for Weddings, Parties, Meetings

Flat Rate Room Rental - price varies depending on the time and day of week. Call us for details.



Photos

[Add photos](#) to your profile to help prospects see themselves in your space. Here are a few tips:

- Aim for 8 to 15 high-quality photos.
- Add individual photos of each event space to give prospects a feel for which room will work best for their event.
- Show off any special features or amenities you offer.

LEARN MORE

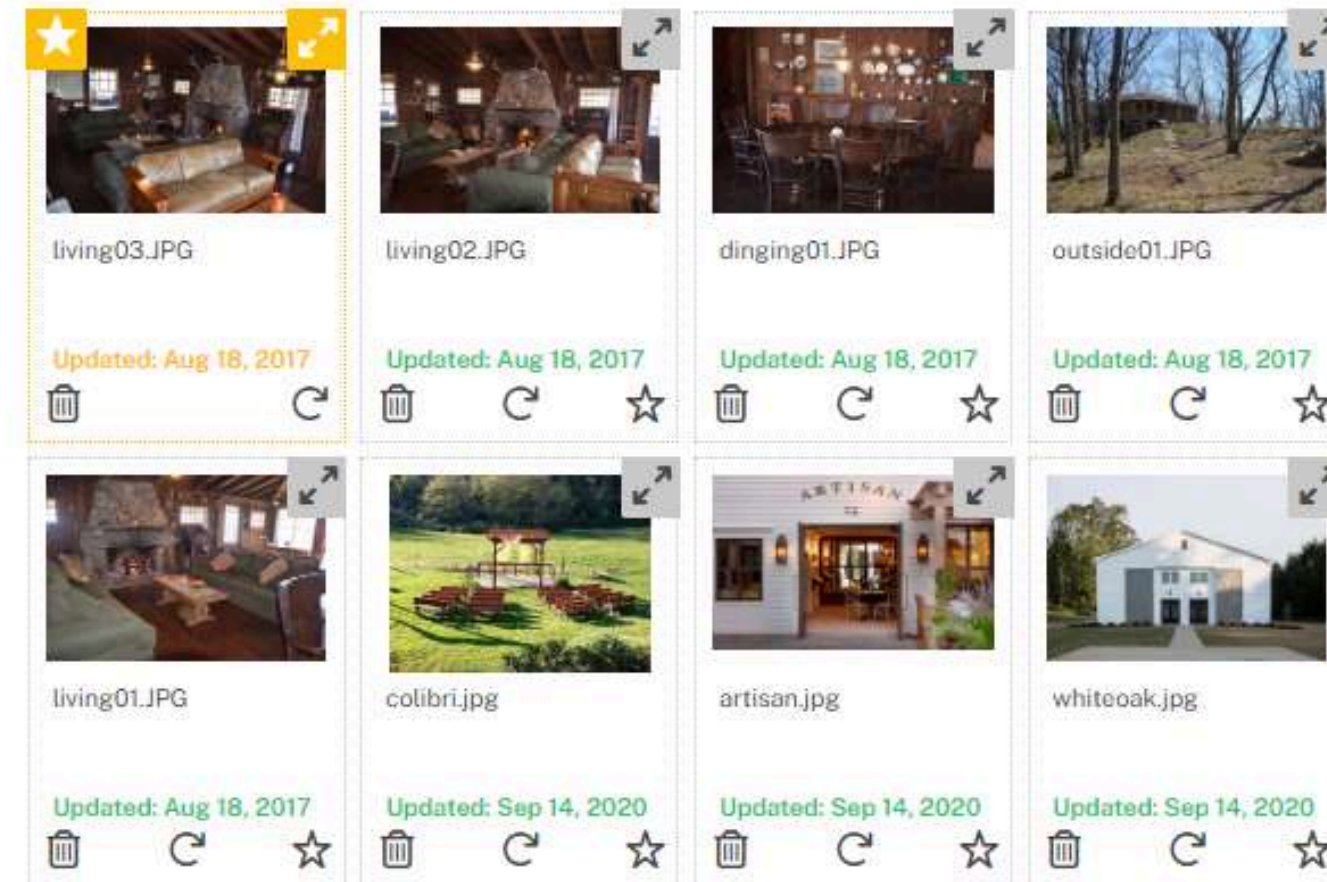


Photos & Videos

Drop file(s) here or click in this box to browse for files

PHOTOS/VIDEOS

Delete All Add Video



Availability Calendar

[Display your Availability Calendar](#) on your profile so prospects can see which days you're booked.

Mark specific or recurring dates as 'Not Available' for booked events, appointments, holidays, or closings.

Use our auto-respond feature to send messages for dates you're not available.

LEARN MORE 

The Event Venue

September 2024 Today Timeline Day Week Month Timeline Month Print Excel Export

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sep 1	2 Labor Day NOT AVAILABLE	3	4	5	6	7
8	9 NOT AVAILABLE	10	11	12	13	14 12:00 AM Roy's Party
15	16 NOT AVAILABLE	17	18	19	20	21 4:00 PM Sally's Weddin... 5:00 PM Sally's Weddin...
22	23 NOT AVAILABLE	24	25	26	27 4:00 PM Jane's Party	28
29	30 NOT AVAILABLE	Oct 1	2	3 Rosh Hashanah	4	5

Recurring Days Not Available:

Monday 

Recurring Months Not Available:

January 

Show availability on your public profile: ON

Show event spaces on calendar above: OFF

Event Stages: Qualified Tentative Booked Complete

Other Items: Appointment NOT AVAILABLE Holiday

Basic Info

Update your [Basic Info](#) section with a detailed description, venue type, contact information, website/social media links, amenities, details, and special features.

Basic Info

Business Name *

Business Type *

Website

Max Capacity

Venue Types *

Description

This new facility is an ideal location for your wedding. The event center opens up with glass doors to Flaherty Park with a covered patio area leading to many gorgeous park gardens and amenities.

- Scenic views provide perfect backdrops for spectacular photos
- Warm, inviting reception area with 30' brick fireplace
- Comfortable, spacious seating for 300 at 36" tables

The Event Venue



Edit the information displayed on your profile

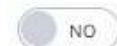
AMENITIES

ADA/ACA Accessible



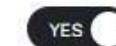
NO

Full Bar/Lounge



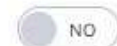
NO

Fully Equipped Kitchen



YES

Indoor Pool



NO

On-Site Catering Service



NO

Outdoor Function Area



YES

Outdoor Pool



NO

Outside Catering Allowed



NO

Valet Parking



NO

Waterfront



NO

Waterview



NO

Wireless Internet/Wi-Fi



NO

DETAILS

Total Meeting Room Space (Square Feet)

Year Renovated

Number of Event/Function Spaces

Special Features


Event Spaces

Provide additional details about your [event spaces](#), including a description, amenities, layouts, photos/videos, special features, and more.

Event Spaces

+ Add Event Space


Chaska Room
Banquet Room
Large banquet style space



✎ 🗑

↑
↓

Outdoor Ceremony Site
Outdoor Venue
Open outdoor space for any gathering



✎ 🗑

↑
↓

Recommendations

View and respond to [recommendations](#) your business has received. Use the provided link to request recommendations from past clients.

Recommendations

📍 Doubletree by Hilton... ▾

Use this link to send your own recommendation request to clients.

<https://www.eventective.com/grand-rapids-mi/doubletree-by-hilton-grand-rapids-airport-3937.html#recon> 📄

The Hilton makes a wedding great

Oct 14, 2011 - An Eventective User

The Grand Rapids Airport Hilton is an amazing place to have your wedding reception. The staff at are amazingly helpful, the choices that they have for the wedding day packages are perfect for anyone. They have Gold, Silver and Platinum packages that make it easier to have your day planned out for you. The packages give you a good level of savings over making the choices of food, drink, appetizers etc. The ballroom is a beautiful room that will make your day a very special one.



View and respond to recommendations your business has received. All recommendations and their responses are published to your profile.



Users

[Add users](#) to your Eventective account to give your whole team access, making it easier for your business to respond to event requests.



Users can:

- Update profile content.
- Communicate with and qualify prospects in your Inbox.
- Create and send contracts or proposals.
- Request and manage payments.

Manage Users

+ Add User

Active Users

Name/Email	Role	Billing	Remove
Paula Tester PaulTest2@eventective.com	Admin		
Old Test-email 5702545user@eventective.com	Admin		

LEARN MORE



Report: Profile Performance

Navigate to your [Reports](#) to see how your Eventective profile is working for you. The [Profile Performance Report](#) will show visitor activity - including requests, views, clicks, and more.

My Eventective » Reports

Select Report

Profile Performance

Select Period

This Year

Start Date

1/1/2024

End Date

12/31/2024

Run Report

Excel

Visitor Activity	Count	Description
Direct Referrals	182	Visitors contacting Bella Vita Farm, LLC specifically
Competitive Leads	3136	Business generated in your area
Profile Views	1336	Visitors to your profile
Website Clicks	146	Visitors we sent to your website
Facebook Clicks	3	Visitors we sent to your Facebook page
Instagram Clicks	7	Visitors we sent to your Instagram page
Phone Clicks	1	Visitors who clicked on your phone number

Prospect: Grow Your Business

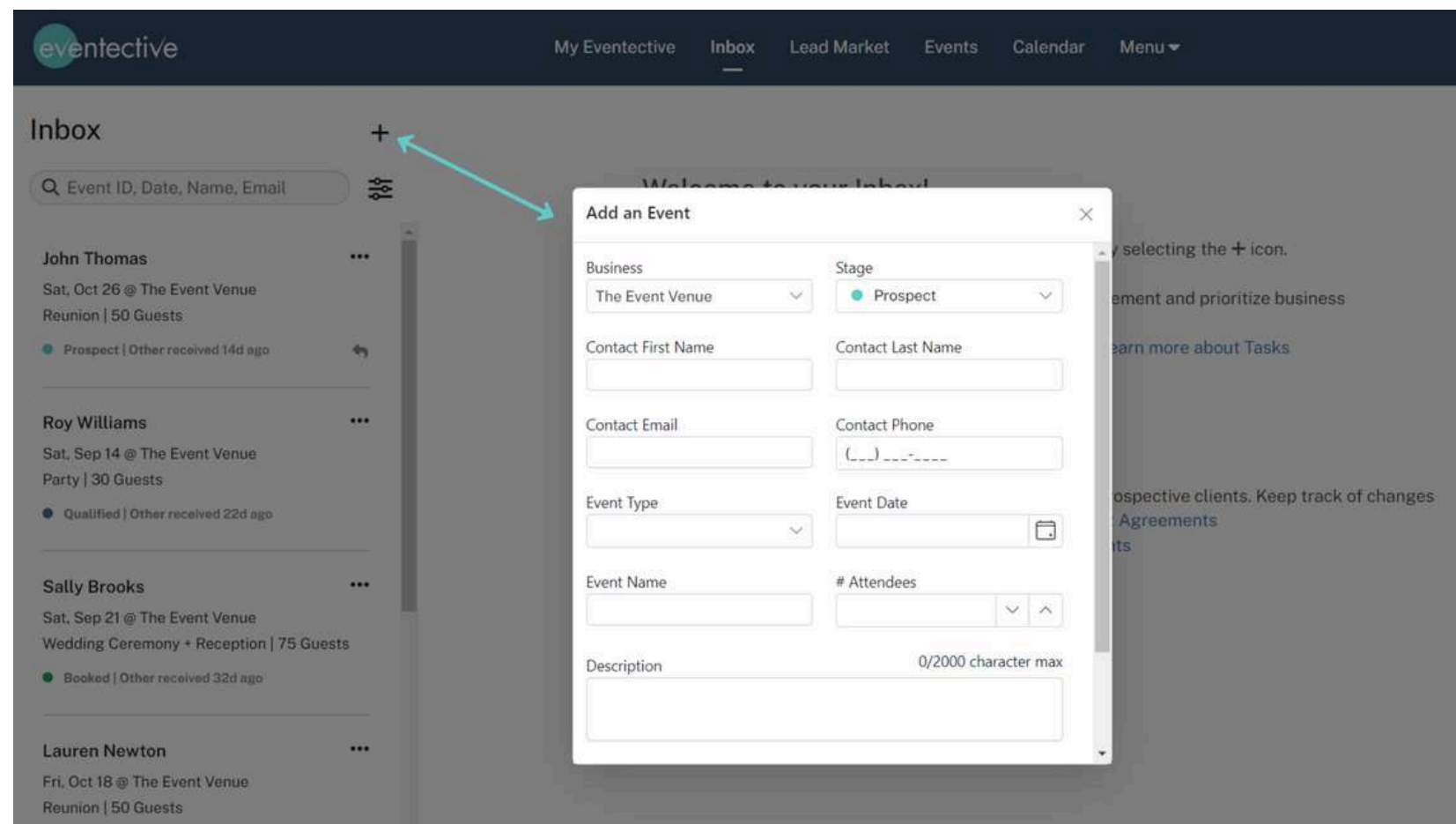
Utilize a variety of prospecting tools to expand your reach and grow your event business:

- [Prospects](#)
 - [Referrals vs. Leads](#)
 - [External](#)
 - [Your Website](#)
- [Stage funnel management](#)
- [Competitive Lead Market](#)
- [Lead Filters](#)
- [Response Templates](#)
- [Inbox tools](#)
- Reports: [Leads and Referrals](#), [Response Time](#)

Prospects Overview

Prospects can be generated from the following:

- **Referrals:** Direct event requests from prospects who viewed your profile.
- **Leads:** Event opportunities in your area.
- **External:** Added manually via the 'Add an Event' feature.
- **Your Website:** Added via our website inquiry form.



Event Information ✕

Your Name (First + Last) <input type="text"/>	Event Date <input type="text"/>
Event Type Select the type of event <input type="text"/>	# Attendees <input type="text"/>
Your Email <input type="text"/>	Your Phone (###) ###-#### <input type="text"/>
Describe Your Event <input type="text"/>	

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Powered by Close Submit

Prospects: Referrals vs. Leads

Referrals are direct event requests from prospects interested in your business.

- You can treat these requests as "hot inquiries." Calling them is best - especially if they provided a phone number.
- If you don't hear back right away, we recommend following up 2-3 times via Eventective or by phone.

Leads are prospects planning events in your area and wanting to hear from businesses like yours.

- Since this is likely the first time a Lead has heard of your venue, we recommend sending them a personalized note through Eventective or emailing them directly.
- Access Leads in our competitive [Lead Market](#) with an [Eventective Subscription](#).

LEARN MORE

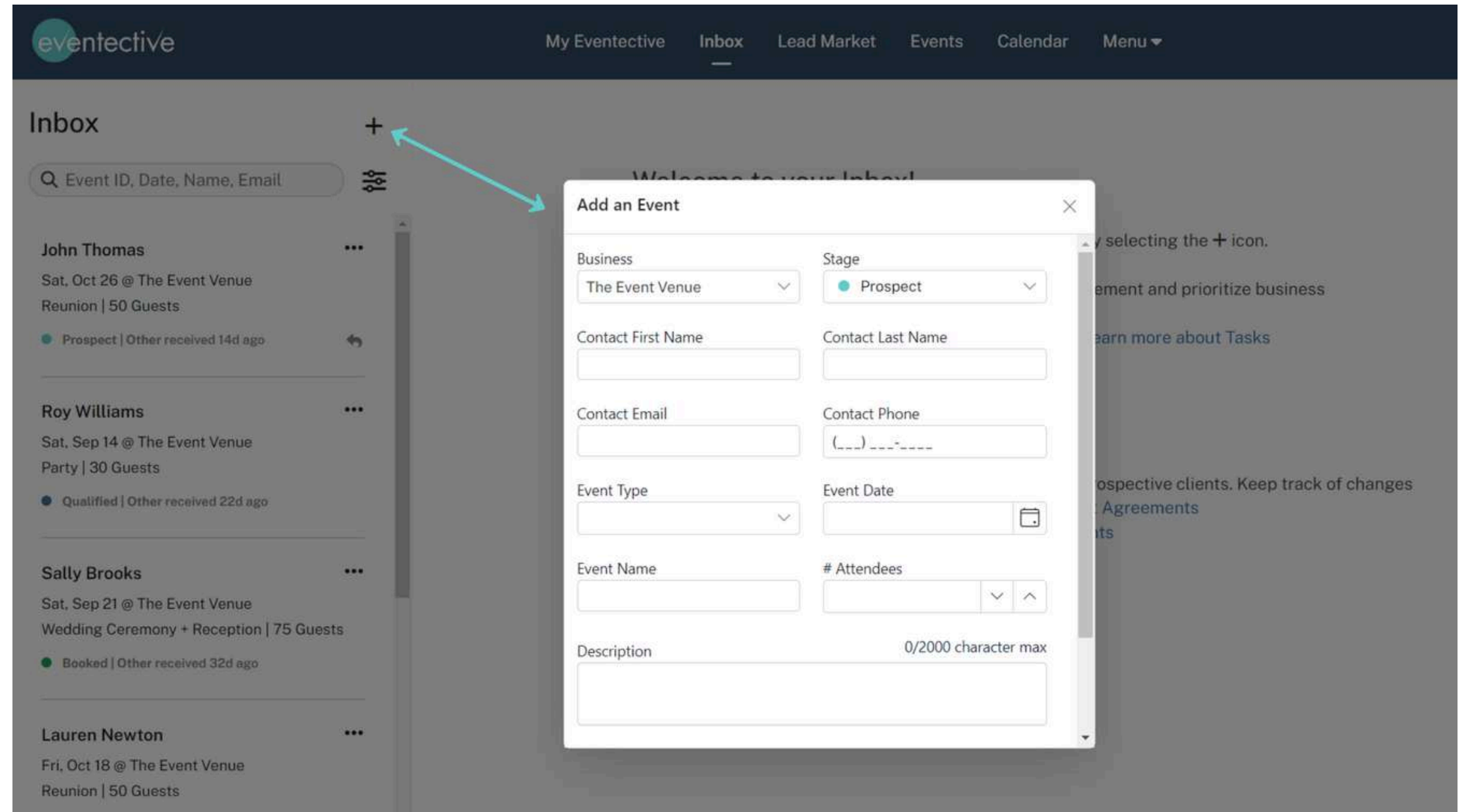


Prospects: External

Add prospects to Eventective from external sources by navigating to your [Inbox](#) and selecting the + icon.

Fill in all your prospect's event details and click 'Save.' You can now utilize all your Inbox tools.

You can also add prospects manually in your [Events](#) list and [Calendar](#).



Prospects: Your Website

Prospects can also be captured directly from your website with an embedded event inquiry form powered by Eventective.

Customize your inquiry form in [Settings > Inquiry Form](#).

Once you have added the inquiry form to your website, any new event requests will appear in Eventective with their source marked as 'Website.'


LEARN MORE 

Event Information

Your Name (First + Last)

Event Date

Event Type

Select the type of event 

Attendees

Your Email

Your Phone

(###) ###-####

Describe Your Event

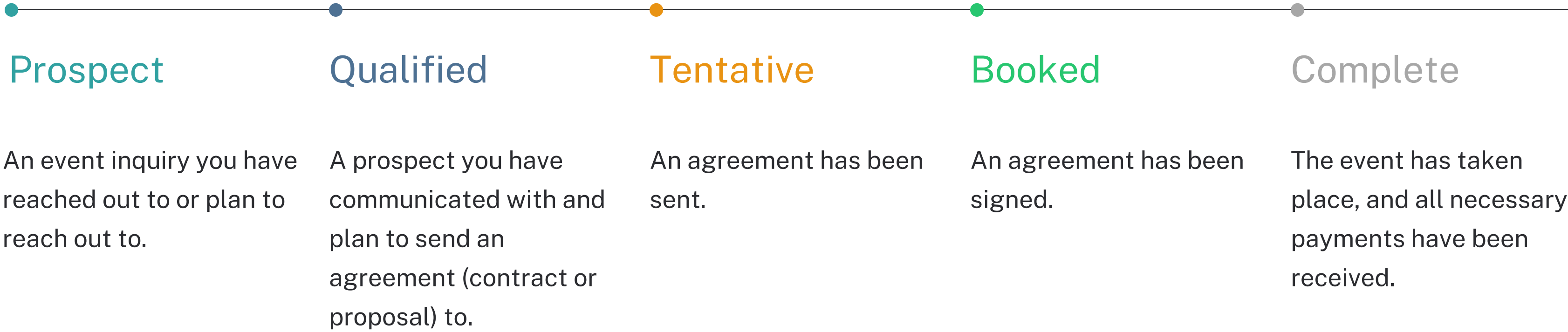
This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Powered by 

Close

Submit

Stages: Manage Your Funnel



[LEARN MORE](#)

Additional Stages:

Lost: The event will not take place with your services.
Deleted: The event will be removed from all other stages and reports.

Lead Market


Leads are requests from people who are planning events in your area and want to hear from businesses like yours. Find them in our competitive [Lead Market](#).

Select any Lead to view more details. If you'd like to pursue the Lead, select 'To Inbox' to move it to your Inbox. Not interested? Select 'Delete' to clear it from your view.

LEARN MORE 


Lead Market


Q Lead ID, Event Date, Info


All Event Types  [Reset](#)




Teresa - Hamilton, OH 45011, Wedding Reception, 70 Guests Budget: Under \$500, Email & Phone provided	\$2.00
Sat, Sep 28, 2024 - Date Flexible Haylie - Cincinnati, OH 45227, Wedding Ceremony + Reception, 50 Guests Budget: Flexible, Email & Phone provided	\$2.00
Sat, Sep 23, 2023 Jan - Hamilton, OH 45013, Event, 50 Guests Budget: Flexible, Email & Phone provided	\$2.00
Sun, Sep 24, 2023 - Unavailable - Date Flexible Amanda - Cincinnati, OH 45208, Bridal Shower, 30 Guests Budget: Flexible, Email & Phone provided	\$2.00

Haylie's Wedding Ceremony + Reception

 50 Guests

 Sat, Sep 28, 2024 (date flexible) [Available](#)

 Flexible Budget


 Contact  To Inbox  Delete

Inquiry

Wedding ceremony and reception with around 50-65 guests.

New Lead (6 Competitors)

EE4AECZT

 Email & Phone provided

Note: Leads are only accessible with an [Eventective Subscription](#).

Lead Filters

Use [Lead Filters](#) to qualify your Leads and find ones that fit your business best.

Filter by location, budget, event types, event date, and more. You can also filter out Leads for dates you mark as 'Not Available' on your calendar.

LEARN MORE 

Geography Range [Edit](#)

Within 50 miles of my location

Capacity Range [Edit](#)

Between 25 and 110 attendees

Date Range [Edit](#)

All leads no matter the date

Event Types Included [Edit](#)

Weddings:

Ceremony Only, Ceremony + Reception, Reception Only

Parties:

Party, Banquet, Reunion, Baby Shower, Bridal Shower, Bar/Bat Mitzvah, Quinceañera, Kids, Teens, Graduation, Over 21, Corporate Gathering, Holiday Party, Cocktail Reception, Memorial Service, Other

Meetings:

Conference, Corporate Retreat, Meeting, Seminar

Budget Ranges [Edit](#)

Weddings:

All Budgets, including Flexible Budgets

Parties:

All Budgets, including Flexible Budgets

Meetings:

All Budgets, including Flexible Budgets



Limit the scope of competitive leads received by defining your geographical area, event types, budget ranges, and more. These settings do not affect direct Referrals.

[X Disable Lead Market](#)

Response Templates

Respond to prospects quickly with [Templates](#). You can:

- Customize your Templates to improve your response rate.
- Set an automatic response for dates you mark as 'Not Available' on your calendar.
- Use [Template Variables](#) to add details from your prospects - like their name or event date - as well as your business information.

Edit Template

The Event Venue

Template Name

25 characters input / 50 characters maximum

Insert Template Variable ?

Template Message ([Learn about Variables](#))

Hi PLANNER_FIRST_NAME,

Thank you for your interest in BUSINESS_NAME. Unfortunately your request date of EVENT_DATE is taken. Is there another date I can interest you in? I look forward to your reply.

All the best,
CONTACT_FULL_NAME
CONTACT_EMAIL

269 characters input / 4000 characters maximum

Attachments (5 max):

Click or drag files here to upload

[X Delete](#)

[LEARN MORE](#) 

Inbox

[Your Inbox](#) provides easy and efficient ways to connect with your prospects:

- [View and organize your prospects](#) at a glance.
- View any [prospect's event details](#).
- Send a quick message right from Eventective, email, or call.
- Add notes.
- Set [tasks](#).
- Manage [stages](#).
- Edit and send [agreements](#).
- Manage [payments](#).

LEARN MORE



Inbox View

Inbox

Q Event ID, Date, Name, Email

NK Nina Keeler

Fri, Jan 31 @ The Event Venue
Party | 100 Guests

Qualified | Other received 1h ago

JS John Smith

Sat, Jun 7 @ The Event Venue
Graduation Party | 50 Guests

Prospect | Other received 1h ago

JS Jane Smith

Fri, Nov 1, 2024 @ The Event Venue
Party | 100 Guests

Booked | Other received 317d ago

Inbox (Multiselect View)

Delete selected

Flag actions

Move actions

Q Event ID, Date, Name, Email

Nina Keeler

Fri, Jan 31 @ The Event Venue
Party | 100 Guests

Qualified | Other received 1h ago

John Smith

Sat, Jun 7 @ The Event Venue
Graduation Party | 50 Guests

Prospect | Other received 1h ago

Jane Smith

Q Event ID, Date, Name, Email

Filter Inbox

Sources

Referral, Lead, Website, Other

Stages

4 selected

Types

All Event Types

Unread Only

Flagged Only

Reset

Apply Filters

The multiselect Inbox view allows you to move, flag, or delete prospects in bulk. Inbox filters allow you to organize your prospects by Source, Stage, Type, Unread Only, or Flagged Only.


Inbox: Prospect Details

John's Reunion PROSPECT

[Messages](#) [Details](#) [Agreement](#) [Payments](#) [Tasks](#)

May 21, 2024

John Initial Inquiry 10:12 AM EDT
Family reunion

 The Event Venue Viewed the Referral 10:12 AM EDT

Addie 4:12 PM EDT
Hi John!



Thank you for your interest in our venue. Unfortunately your request date of Saturday, October 26, 2024 is taken. Is there another date I can interest you in?

I look forward to your reply.

All the best,
Ellen

The Event Venue
(207) 253-1653

Enter your reply here

Event Overview

John's Reunion

- 50 Guests
- Sat, Oct 26, 2024
- Flexible Budget

October 26-27, 2024

26 Sat	No events
27 Sun	No events

John Thomas

- Click to View Email
- Click to View Phone

Prospect | Other

- # EF6P65KT
- Chaska, MN 55318
- Received 2d ago (May 21, 2024)

Reports: Leads and Referrals, Response Time

Reports

The Event Venue

Select Report: | Select Period: | Start Date: | End Date: | |

	Activity	Value	Description
Referrals	Referrals Received	138	Referrals sent to your inbox
	Referrals Opened	112	Referrals that were clicked on and viewed
	Open Rate	81%	Percent of referrals that were clicked and viewed
	Avg Time to Open	43 hours	Average amount of time taken to click and view referrals
	Referrals Responded To	0	Referrals that were responded to using Eventective messaging system
	Response Rate	0%	Percent of referrals that received a message from your business
	Avg Time to Respond	n/a	Average time in hours taken to send a message to referrals
	Phone # Access Rate	77%	Percent of referrals with a phone number where phone number was accessed
	Email Access Rate	78%	Percent of referrals where the email address was accessed
Leads	Leads Received	116	Competitive leads made available to your business
	Leads Selected	3	Leads that were moved to your inbox
	Selected Rate	3%	Percent of available leads that were moved to your inbox
	Avg Time to Select	52 hours	Average amount of time taken to move a lead to your inbox
	Leads Responded To	0	Leads that were responded to using Eventective messaging system
	Response Rate	0%	Percent of leads that received a message from your business
	Avg Time to Respond	n/a	Average time in hours taken to send a message to leads
	Phone # Access Rate	9%	Percent of leads with a phone number where phone number was accessed
	Email Access Rate	100%	Percent of leads where the email address was accessed

Navigate to your [Reports](#) to view data on your inquiries, response time, and more. We recommend using the [Leads and Referrals Report](#) along with the [Response Time Report](#) (pictured).

Negotiate: Generate Agreements

Create, send, and e-sign custom contracts or proposals:

- Edit the [event details](#).
- Outline the [event schedule and function details](#).
- Determine the [billable items](#).
- Specify [Terms and Term Templates](#).
- Add your [business logo](#).
- [Send, review, and e-sign](#) the final agreement.

Agreements: Overview

In the Overview section, you'll see all the event details from the prospect's initial request, including the event name, event type, guest count, and event date. You can edit any of these details here. You can also identify the event coordinator.

Jane's Party (Sep 27, 2024)

Overview

Schedule

Payments

Terms

Contacts

Event Name

Jane's Party

Event Type

Party

Total Guests

100

Event Date

9/27/2024

Event End (optional)

Select an end date for this event

Event Coordinator

Paula Tester

Agreements: Schedule and Functions

Edit each function, if applicable. Functions are separate parts of an event. Set start and end times, identify the function space, and define the setup and breakdown times.

Examples:

- Holiday Party (event) with a Cocktail Hour (function) and a Dinner Party (function)
- Family Reunion (event and function)

Jane's Party (Sep 27, 2024)

Overview **Schedule** Payments Terms Contacts

Function Jane's Party

Guests 100

Starts 9/27/2024 8:00 PM All day

Ends 9/28/2024 12:00 AM

Space Chaska Room

Setup One hour before (-1h) 9/27/2024 7:00 PM

Breakdown One hour after (1h) 9/28/2024 1:00 AM

Agreements: Billable Items

Once the event details are set, you can use Manage Items to outline the event costs.

Function: Ellen's Holiday Party

📅 Dec 19, 2024

👤 100

🏠 Entire Venue

🕒 4:00 PM-8:00 PM (Setup at 3:00PM, Breakdown until 9:00PM)

Billable Items

^ Room Rental (1 item)				\$1,000.00
4 Hour Rental	4 units	\$250/unit	Tax: \$0.00	\$1,000.00
<small>Setup and Breakdown are complimentary</small>				
^ Food & Beverage (2 items)				\$10,850.00
Plated Dinner	100 units	\$75/unit	Tax: \$600.00	\$8,100.00
<small>Chicken or Beef Option</small>				
Open Bar	1 unit	\$2500/unit	Tax: \$250.00	\$2,750.00
<small>Open Bar for 100, 4 Hours</small>				
^ Rentals & Service Personnel (1 item)				\$2,160.00
Wait Staff	4 units	\$500/unit	Tax: \$160.00	\$2,160.00
<small>3 Servers, 1 Bartender</small>				
^ Fees & Gratuities (1 item)				\$2,800.00
Auto Gratuity	1 unit	\$2800/unit	Tax: \$0.00	\$2,800.00
<small>20% Auto Gratuity</small>				
Subtotal \$15,800.00			Tax \$1,010.00	Total \$16,810.00

















Agreements: Item Categories and Billable Items

The default Item Categories include: Room Rentals, Food & Beverages, Rentals & Service Personnel, and Fees & Gratuities. These Categories are customizable in [Settings > Manage Items](#). You can:

- Add or remove Item Categories.
- Edit the labels used for each Item Category.
- Control the order Categories appear in the dropdown and on your agreements.
- Create default billable items within each Category.

Manage Item Categories

Add Item Category





Item Category	Status		
Room Rental	Active		  
Food & Beverage	Active		  
Rentals & Service Personnel	Active		  
Fees & Gratuities	Active		  

Example: Item Categories and Billable Items

Edit Item Type

Item Type: Active:

DEFAULT ITEMS Add Default

Item Name	Instructions	Default Price	
Rose Ballroom	4-Hour Rental	\$2,160.00	 
Magnolia Room	4-Hour Rental	\$864.00	 

Item Name

Instructions

Quantity

Price

Taxable?

Tax Rate

Total \$864.00

The Room Rental (Category) includes the following default billable items:

- The Rose Ballroom for \$2,160
- The Magnolia Room for \$864

These items will be selectable in the agreement builder so you can avoid re-entering common charges.

[LEARN MORE](#) 

Agreements: Terms and Conditions

Add any [agreement terms](#), such as cancellation and refund policies, insurance and liability conditions, and security and safety requirements. Use [Templates](#) and Template Variables to reuse common terms for each agreement. Add *Initial Here* fields to any terms.

Overview Schedule Payments **Terms** Contacts

Template (optional)
Cancellation [Edit Templates](#)

Title
Cancellation

Body

B *I* U `</>`

Jane Smith may cancel this Agreement at any time up to 30 days prior to the **Friday, September 27, 2024** by providing written notice of such election to The Event Venue, at no cost to Jane Smith. If Jane Smith shall elect to cancel this agreement between 29 days prior to the Event Date, Jane Smith will be charged 100% of the deposit paid and any expenses incurred in good faith by The Event Venue in preparation for Jane Smith's use of the Facility. For cancellations 28 days prior to Event Date, Jane Smith will be charged 100% of the Rental Costs and deposit any expenses incurred by The Event Venue.

Indemnification

Jane Smith shall indemnify, defend and save harmless The Event Venue, against any and all loss, cost (including attorneys' fees), damage, expense liability under workers' compensation laws) in connection with claims, judgments, losses, suits, administrative proceedings, arising out of any act or neglect of contractors, Lessees, invitees, representatives, in, on or about the Facility of this Agreement.

Initial here:

LEARN MORE



Agreements: Business Logo

To further customize your agreement, upload your business logo. Navigate to [Settings > Business Logo](#). Click the Browse button and upload the logo file. Your logo will now be added to the top of any agreement you send your prospects.

Updated 8/29/2024



Jane's Party

Fri. Sep. 27, 2024

Client Contact

Jane Smith
test@testing.com

Provider Contact

The Event Venue
Paula Tester
100 Main St.
Chaska, MN 55318

Agreements: Payment Schedule

Manage your payment schedule. For any payment, you can include the following:

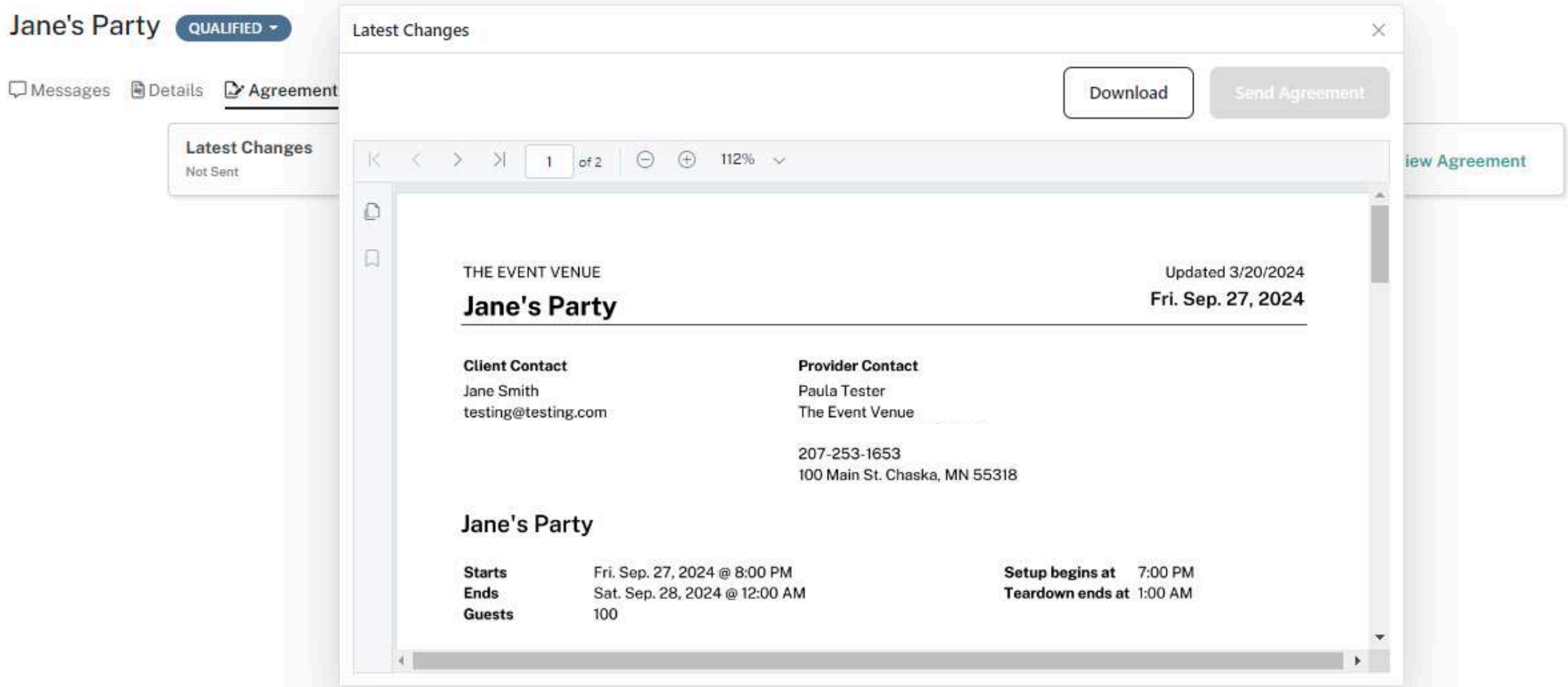
- Description (e.g. deposit, initial payment)
- Status (unpaid or paid)
- Due date (specific date or certain number of days before the event)
- Amount due

Deposit	Due: Jul 29, 2024	\$5,000.00	 Edit Payment
First payment	Due: Aug 28, 2024	\$3,000.00	 Edit Payment 
Final payment	Due: Sep 12, 2024	\$2,725.00	 Edit Payment 

Remaining: \$0.00

Agreements: Preview and Send

The Agreements tab will automatically generate a PDF of the agreement. Select *Download* to save a copy to your device or click *Send Agreement* to email it to your prospect – with or without requiring a signature. Your prospect will be notified they have an agreement to view. When the prospect views and signs the agreement, you will be notified.



Sample Agreement

THE EVENT VENUE

Jane's Party

Updated 3/19/2024
Fri. Sep. 27, 2024

Client Contact

Jane Smith
testing@testing.com

Provider Contact

Paula Tester
The Event Venue

207-253-1653
100 Main St. Chaska, MN 55318

Jane's Party

Starts Fri. Sep. 27, 2024 @ 8:00 PM
Ends Sat. Sep. 28, 2024 @ 12:00 AM
Guests 100

Setup begins at 7:00 PM
Teardown ends at 1:00 AM

Room Rental

Item	Quantity	Cost	Tax Rate	Total
4 hour rental	1	\$500.00	5 %	\$525.00
Room Rental Subtotal:				\$525.00

Food & Beverage

Item	Quantity	Cost	Tax Rate	Total
Buffet dinner	100	\$40.00	10 %	\$4,400.00
Open bar	1	\$3,000.00	10 %	\$3,300.00
Food & Beverage Subtotal:				\$7,700.00

Rentals & Service Personnel

Item	Quantity	Cost	Tax Rate	Total
Wait staff and bartenders	5	\$500.00	0 %	\$2,500.00
Rentals & Service Personnel Subtotal:				\$2,500.00

Jane's Party Subtotal: \$10,725.00

Function	Subtotal
Jane's Party	\$10,725.00
Grand Total	\$10,725.00

Payment Schedule

Payment	Due	Amount
Deposit	07/29/2024	\$5,000.00
First payment	08/28/2024	\$3,000.00
Final payment	09/12/2024	\$2,725.00
Total		\$10,725.00

Cancellation Policy

Cancellation Notice:

For cancellations made 90 or more before the scheduled event date, there will be no cancellation fee. Cancellations made within 90 days of the event will be subject to a cancellation fee of 10% of the total event cost.

Cancellation Procedure:

All cancellations must be submitted in writing via email to phertlein@eventective.com. Please include your event name, date, and reservation details in your cancellation request.

Refund Process:

Refunds for cancellations will be processed within 30 days of receiving the cancellation notice. The refund amount will be calculated based on the cancellation policy outlined above.

Client Signature



The event details, schedule, billable items, and terms will all be displayed in the final agreement.

LEARN MORE



Book: Manage Payments

Manage online payments and track revenue.

- [Connect your Eventective account](#) to Stripe or Square.
- Request and manage [offline payments](#).
- Determine a [payment schedule](#).
- [Request payments](#), [set reminders](#), [send receipts](#), and [view payment history](#).
- View your [upcoming events and expected revenue](#).
- Utilize the [Stage Summary](#) and [Payments Reports](#).

Payments: Set Up


Connect your Eventective account to an existing Stripe or Square account or create a new one.

If you have an existing Stripe or Square account, you can follow these steps:

- Click [Settings > Accept Customer Payments](#).
- Select the 'Connect to Stripe or Square' button and complete your account connection.

[LEARN MORE](#) 


Settings





Lead Market Filters
Qualify competitive Leads based on location, budget, event type, etc.




Response Templates
Save time by creating templates to respond to inquiries quickly.




Link to Your Profile
Embed a link to your Eventective Profile on your website.




Accept Customer Payments
Link to your Stripe or Square account and start accepting payments from your customers




Notifications
Manage your email and text notifications.



Payment Methods
Add and manage your payment methods using our secure payment system.




Inquiry Form
Add an inquiry form to your website and customize how it is displayed




Hide Profile on Eventective
Temporarily hide profile from users on Eventective

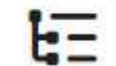
The Event Venue




Availability Calendar
Manage your calendar visibility and settings.



Manage Users
Add users to your organization and control their roles



Manage Items
Customize Billable Items that you can insert into the Agreements you send to event planners



Delete Profile
Permanently delete your profile on Eventective

Payments: Request Via Our Payment Partners

Once your Eventective account is connected to Stripe or Square, you can request and accept online payments. The payment schedule will match the one you set up in your agreement.

Received:	\$0.00
Outstanding:	\$10,725.00
Total:	\$10,725.00

[Stripe Dashboard](#)

[Add Payment](#)

Deposit	 Request Payment ...
Due Monday 7/29/2024	\$5,000.00
First payment	 Request Payment ...
Due Wednesday 8/28/2024	\$3,000.00
Final payment	 Request Payment ...
Due Thursday 9/12/2024	\$2,725.00

Payments: Request Offline

If you are not connected to Stripe or Square, you can request offline payments in the Payments tab. This action emails your client with a payment amount, due date, and any optional instructions.

The screenshot displays a software interface for managing payments. At the top, the account is identified as "Nina's Corporate Party - TEST" with a "QUALIFIED" status. Below this, there are navigation tabs for Messages, Details, Agreement, Payments (which is active), and Tasks. A summary section shows financial data: Received: \$500.00, Outstanding: \$500.00, and Total: \$1,000.00. On the right side, there are buttons to "Connect to stripe", "Connect to Square", and "Add Payment".

The main area contains a list of payment items:

- Initial Deposit** (PAID): Paid Friday 1/17/2025, with a "Send Receipt" button and a value of \$500.00.
- Second Deposit**: Due Friday 1/24/2025, with a "Request Payment" button and a value of \$250.00.
- Final Payment**: Due Friday 1/31/2025, with a "Request Payment" button and a value of \$250.00.

A modal dialog titled "Request Payment" is open in the center. It contains the following text: "Your account is not connected to a payment platform. Consider connecting to Stripe or Square to take advantage of payment tracking and automated reminders." Below this, it asks: "Send Nina Keeler instructions on how to make an offline payment of \$250.00?". There is a text input field labeled "Include a short message (optional):" and a "Send" button. A red arrow points from the "Request Payment" button in the "Second Deposit" row to the "Send" button in the modal.

Payments: Reminders for Online Payments

Schedule email reminders up to two weeks before any payment is due. Reminders link your clients directly to the payment platform of your choice. This cannot be done for offline payments.


Edit Payment ✕

Payment Name:

Amount: ▼ ▲ Due Date: 📅

Unpaid Paid

Send automatic payment reminder via Square (if unpaid):
 14 days before due 7 days before due On the due date

 Square Update

Payments: Receipts for Offline Payments

For offline payments, you can send payment receipts when marking the payment as paid - or anytime after the fact. This action will send receipts to your clients via email.

The screenshot displays a payment management interface for 'Nina's Corporate Party - TEST'. The interface includes a summary of payments, a list of individual payment items, and a modal for editing a payment.

Summary:

- Received: \$500.00
- Outstanding: \$500.00
- Total: \$1,000.00

Payment List:

- Initial Deposit (PAID) - Paid Friday 1/17/2025
- Second Deposit - Due Friday 1/24/2025
- Final Payment - Due Friday 1/31/2025

Payment Item Details (Second Deposit):

- Amount: \$250.00
- Due Date: 1/24/2025
- Status: Unpaid / Paid (Selected)
- Date Paid: 1/31/2025
- Notes (internal use):
- Options: Send Receipt (\$500.00), Request Payment (\$250.00), Request Payment (\$250.00)

Edit Payment Modal:

- Payment Name: Second Deposit
- Amount: \$250.00
- Due Date: 1/24/2025
- Status: Unpaid / Paid (Selected)
- Date Paid: 1/31/2025
- Notes (internal use):
- Immediately send payment receipt
- Update button

A red arrow points from the 'Request Payment' option in the payment list to the 'Immediately send payment receipt' checkbox in the modal.

Payments: History

Payment history will also be stored in this section for your records.

Steve's Reunion BOOKED

Messages Details Agreement **Payments** Tasks

Received:	\$2,000.00	<a>Stripe Dashboard
Outstanding:	\$5,200.00	
Total:	\$7,200.00	

Stripe Dashboard

Add Payment

Deposit PAID ...

Paid Wednesday 3/6/2024 via Stripe \$2,000.00

^ Payment Request History

Sent: Tuesday 2/27/2024	Viewed: Tuesday 2/27/2024
Sent: Tuesday 2/27/2024	Viewed: Tuesday 2/27/2024
Sent: Tuesday 2/27/2024	Viewed: Tuesday 2/27/2024

Final payment Request Payment ...

Due Wednesday 7/24/2024 \$5,200.00

Events and Expected Revenue

Upcoming events can be viewed in your [Events](#) section. Additionally, you can view the revenue your business is expected to generate from these events, along with overdue payments. Events can be filtered by Stages and date ranges to help prioritize your bookings.

Qualified, Tentative, Booked ▼ 3/20/2024 - 3/20/2025 📅 + Add Event The Event Venue

Addie's Reunion The Event Venue Fri. Jun. 14, 2024 40 guests <hr/> ● Qualified \$6,330.00	April's Banquet The Event Venue Fri. Jul. 12, 2024 100 guests <hr/> ● Qualified	Steve's Reunion The Event Venue Fri. Aug. 23, 2024 50 guests <hr/> ● Booked \$7,200.00
Ellen's Wedding Ceremony + Reception The Event Venue Sat. Sep. 21, 2024 100 guests OVERDUE <hr/> ● Tentative \$17,550.00	Jane's Party The Event Venue Fri. Sep. 27, 2024 100 guests <hr/> ● Qualified \$10,725.00	

Reports: Stage Summary

Reports

The Event Venue

Select Report: Stage Summary (dropdown) | Select Period: This Year (dropdown) | Start Date: 1/1/2024 (calendar icon) | End Date: 12/31/2024 (calendar icon) | Run Report (button) | Excel (button)

Qualified

Events (3)	Date	Attendees	Expected Revenue	Tax	Payments Received	Payments Outstanding	Refunds
Addie's Reunion	Fri, Jun 14, 2024	40	\$6,330.00	\$330.00	\$0.00	\$0.00	\$0.00
April's Banquet	Fri, Jul 12, 2024	100	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jane's Party	Fri, Sep 27, 2024	100	\$10,725.00	\$725.00	\$0.00	\$10,725.00	\$0.00
Totals:			\$17,055.00	\$1,055.00	\$0.00	\$10,725.00	\$0.00

Tentative

Events (1)	Date	Attendees	Expected Revenue	Tax	Payments Received	Payments Outstanding	Refunds
Ellen's Wedding Ceremony + Reception	Sat, Sep 21, 2024	100	\$17,550.00	\$550.00	\$0.00	\$17,550.00	\$0.00
Totals:			\$17,550.00	\$550.00	\$0.00	\$17,550.00	\$0.00

Booked

Events (1)	Date	Attendees	Expected Revenue	Tax	Payments Received	Payments Outstanding	Refunds
Steve's Reunion	Fri, Aug 23, 2024	50	\$7,200.00	\$200.00	\$2,000.00	\$5,200.00	\$0.00
Totals:			\$7,200.00	\$200.00	\$2,000.00	\$5,200.00	\$0.00

Easily report on your sales funnel with the [Stage Summary Report](#). View breakdowns of each event by Stage and key details: event name, date, attendees, expected revenue, tax, payments received, payments outstanding, and refunds.

Reports: Payments

Reports Grand Event Venue

Select Report: Payments | Select Period: This Year | Start Date: 1/1/2025 | End Date: 12/31/2025 | Run Report | Excel

Payments Received

Event	Payment	Paid	Source	Amount
Elaine's Party	Booking Deposit	Jan 3, 2025		\$100.00
Elaine's Party	Partial Payment	Jan 3, 2025		\$275.00
Total Received				\$375.00

Payments Due

Event	Payment	Due	Last Request	Next Request	Amount
Jerry's Meeting	January Rental Fees	Jan 1, 2025	Jan 1, 2025		\$675.00
Neumann's Party	Security Deposit	Jan 3, 2025	Jan 3, 2025		\$250.00
Elaine's Party	Balance	Jan 3, 2025			\$100.00
Elaine's Party	Security Deposit	Jan 3, 2025			\$250.00
Cosmo's Party	Security Deposit	Jan 5, 2025	Dec 29, 2024		\$400.00
Delores's Baby Shower	Security Deposit	Jan 5, 2025	Dec 29, 2024		\$400.00

The [Payments Report](#) displays upcoming and completed payments occurring within any specified timeframe.

Questions?

We're here to help!

eventective.com

sales@eventective.com

207.253.1653

