

✦ OPALINE EVENT CONSULTING ✦

FULL BUSINESS PLAN

A Professional + Creative Social Event & Wedding Consulting Company

1. Executive Summary

Opaline Event Consulting is a boutique event-planning and consulting company specializing in weddings, social events, milestone celebrations, and elevated lifestyle experiences for clients in the Philadelphia region. Opaline focuses on translating a client's personality, aesthetic preferences, and logistical needs into seamless, memorable events that feel intentional, polished, and stress-free.

Unlike traditional event planners who emphasize full production packages, Opaline is built around a modern consulting-first model. This gives clients flexibility, transparency, and tailored support—whether they need strategic planning guidance, vendor coordination, event-day management, or a fully curated, signature event.

The company combines industry best practices with digital tools, creative design thinking, research-based planning methods, and strong vendor relationships. Opaline's goal is to become a trusted specialist for clients seeking elevated, stylish, organized events without the overwhelming cost or rigidity of large-scale planning firms.

With clearly defined service packages, competitive pricing, and a brand identity based in calmness, refinement, and approachability, Opaline is positioned for rapid growth in Philadelphia's thriving event market.

2. Company Description

Business Overview

- **Business Name:** Opaline Event Consulting
- **Industry:** Event Planning & Event Consulting
- **Services:** Event planning consulting, wedding & social event coordination, full-service planning, vendor sourcing, design mood boards, timelines, budgeting, logistics, and event-day management.
- **Target Market:** Couples (ages 24–35), young professionals, families planning milestone events, small businesses hosting social activations, and students in Philadelphia.

Mission Statement

Opaline Event Consulting designs meaningful, stress-free experiences by blending creativity, strategy, and hospitality. Our mission is to help clients feel supported, inspired, and celebrated throughout the planning journey.

Vision Statement

To become the go-to event consulting brand for modern, budget-conscious clients who want expert guidance, elevated aesthetics, and an organized approach to planning unforgettable events.

Company Values

- **Creativity:** Every event should feel personal and distinctive.
 - **Hospitality:** Clients feel cared for, understood, and respected.
 - **Transparency:** Pricing, communication, and expectations are clear.
 - **Organization:** Systems and planning tools reduce stress and ensure quality.
 - **Calmness:** The brand tone is soft, approachable, and supportive.
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3. Branding & Marketing Strategy

Brand Personality

Soft, calm, elegant, modern, trustworthy.

Palette: Soft opal tones (creams, blush, sage, champagne).

Voice: Warm, polished, informative.

Marketing Channels

- Instagram & TikTok (client experience, behind the scenes, design trends)
- Website portfolio + testimonials
- Canva-based digital planning guides
- Collabs with photographers, florists, venues
- Networking in Temple U, Philly creative spaces, and small business circles

Promotional Strategies

- Reels + TikTok showcasing event transformations

- “Ask a Planner” Q&A series
 - Free downloadable mini checklist
 - Vendor cross-tagging
 - Launch discount for first 5 clients
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4. Market Analysis

Industry Overview

The event and wedding industry continues to rebound and grow post-pandemic, especially in cities with young, diverse populations like Philadelphia. Couples and clients increasingly seek:

- Personalized event experiences
- Flexible, à-la-carte planning services
- Professional guidance without full production costs
- Digital, organized planning tools

This makes a consulting-first model highly attractive.

Target Market Breakdown

Primary Market:

- Couples ages 24–35
- Budget: \$10k–\$35k events
- Value organization, style, flexibility
- Want professional support but not full production

Secondary Market:

- Small events: birthdays, graduations, anniversaries
- Small businesses hosting brand activations
- Busy professionals who need logistical help

Market Needs

Clients want:

- A planner who is calm + organized
- Help with timelines, vendor selection, and budgeting
- Someone who advocates for them during the planning process
- Clear pricing and no hidden fees
- A planner who understands modern trends (TikTok aesthetic expectations, content-friendly designs, etc.)

Competitor Summary

Philadelphia competitors include:

- Higher-priced full-service wedding planners
- Decor-only companies
- Venue-provided “coordinators” with limited services

Opaline differentiates with:

- Tiered consulting packages
- Transparent pricing
- A warm, approachable personality and creative aesthetic
- Strong vendor communication
- Flexibility + customization

5. Marketing Funnel & Client Acquisition Strategy

Opaline’s marketing strategy focuses on high-impact, visual-forward platforms that resonate with the modern event client. The funnel is designed to attract, engage, convert, and retain clients.

Top of Funnel: Awareness

- Instagram Reels, TikTok videos, and Pinterest mood boards.
- SEO-optimized blog posts on trends, planning checklists, and real events.
- Partnerships with venues, photographers, and florists.

Middle of Funnel: Engagement

- Free downloadable guides such as “Wedding Planning Timeline” or “Event Budget Template.”
- Monthly email newsletter with style tips, behind-the-scenes content, and planning advice.
- Virtual consultations and personalized mood board previews.

Bottom of Funnel: Conversion

- Customized proposals based on client vision and budget.
- Transparent tiered service packages.
- Limited-time promotions for early bookings and referrals.

Client Retention

- Post-event thank-you packages.
- Anniversary cards for wedding clients.
- Referral discounts for returning or referred clients.

This strategy supports consistent revenue flow and brand visibility across multiple platforms.

6. Services

1. Event Consulting — \$1,000

Designed for clients who want professional guidance while doing most planning themselves. Includes:

- Two 90-minute planning sessions
- Vendor recommendations
- Timeline creation
- Budget template + assistance
- Email check-ins
- A planning checklist

2. Full-Service Planning — \$6,000

A comprehensive package including:

- Event design mood board
- Vendor communication + scheduling
- Contract review
- Rehearsal coordination
- Event-day presence
- Logistics management
- 12–18 month planning support

3. Elite Experience Package — \$10,000

High-level, fully curated, luxury event service:

- Venue walk-throughs
- In-depth design strategy
- Premium vendor team assembly
- Unlimited consultations
- On-site weekend coordination
- Next-day coordination (breakdown support)

Additional Add-Ons (Optional):

- Social media content creation for events
- Vendor sourcing only
- Final-month coordination
- Custom stationary assistance
- Site visits

7. Operations Plan

Daily Operations

- Client communication via email & project management software
- Content scheduling

- Vendor outreach
- Planning timeline updates
- Budget monitoring
- Event-day execution when scheduled

Tools + Software

- Software subscriptions (\$200/month)
- Canva Pro
- Illustrator
- Project management: Asana or Trello
- Accounting software (\$300 annually)

Equipment

- Laptop + tech accessories (\$2,000)
- Event-day supplies (\$500)
- Office supplies (\$150/month)

Legal & Administrative

- Business registration (\$500)
- Insurance (\$1,200 annually)

8. Sustainability & Ethical Practices

Opaline Event Consulting integrates sustainability, inclusivity, and ethical decision-making into all service offerings. The event industry is increasingly moving toward environmentally responsible practices, and modern clients expect planners to help reduce waste, partner with ethical vendors, and make conscious choices without compromising design or guest experience.

To support this commitment, Opaline incorporates the following sustainable practices:

- **Eco-Friendly Vendor Partnerships:** Priority is given to florists, caterers, and rental companies that implement recycling programs, source local ingredients, reduce single-use plastics, or use energy-efficient equipment.

- **Responsible Materials Use:** Printed collateral such as menus, programs, and signage will be minimized by offering digital alternatives. When printing is necessary, Opaline will utilize recycled paper and eco-friendly inks.
- **Waste Reduction Strategies:** Each event will include a waste-sorting plan for food, décor, packaging, and florals. Partnerships with Long Island charities will enable floral repurposing and donation after events.
- **Inclusive Business Practices:** Opaline will maintain an inclusive vendor list representing LGBTQ+-friendly businesses, minority-owned companies, and small independent creatives who align with the firm's values.
- **Ethical Client Data Management:** All digital tools, including Spark AI and Trello, are used in accordance with privacy best practices. Sensitive client information is stored securely and never shared externally.

By integrating these practices into every aspect of operations, Opaline positions itself as a modern, values-driven consulting firm aligned with the expectations of today's event clients.

9. Financial Plan

STARTUP COSTS — \$15,000

(Exactly from your spreadsheet)

- Branding + logo
- Website development
- Laptop & accessories
- Travel + transportation
- Vendor retainers
- Contingency fund
- Legal + administrative
- Design & software tools

MONTHLY OPERATING COSTS — \$3,350/month

- Freelance coordinators
- Software

- Marketing
- Transportation
- Office supplies
- Contingency savings

REVENUE FORECAST — \$80,000 / year

- Event Consulting (4 events) → \$4,000
- Full-Service Planning (6 events) → \$36,000
- Elite Experience (4 events) → \$40,000

Break-Even Estimate

Based on projected net revenue vs. expenses, Opaline is expected to break even in Year 1 and begin turning profit in Year 2 as brand awareness and recurring referrals grow.

10. Risk Assessment & Mitigation Strategy

Every business faces challenges, and the events industry comes with unique operational risks. Opaline incorporates comprehensive mitigation strategies to ensure stability and reliability.

Potential Risks

- Seasonal fluctuations
- Vendor cancellations
- Event-day emergencies
- Client budget changes

Mitigation

- Insurance coverage
- Vendor backup lists
- Emergency kits
- Timeline buffers
- Contingency savings

Operational Risks

Risk: Vendor cancellations or supply chain delays.

Mitigation: Maintain a backup vendor list for each category; confirm all bookings with written contracts and weekly tracking.

Risk: Weather disruptions for outdoor events.

Mitigation: Create contingency plans including tenting, rain-plans, and indoor relocation options.

Financial Risks

Risk: Slow booking seasons.

Mitigation: Offer seasonal discounts, targeted marketing campaigns, and expand into corporate events for year-round revenue.

Risk: High upfront expenses.

Mitigation: Track cash flow through QuickBooks and adjust expenses quarterly; prioritize low-cost digital marketing.

Reputational Risks

Risk: Client dissatisfaction.

Mitigation: Transparent communication, detailed timelines, approval checkpoints, and post-event surveys to continuously improve services.

Technology Risks

Risk: Overreliance on AI or digital tools.

Mitigation: All AI-assisted materials undergo human review; backups are stored offline and in cloud systems.

A clear risk strategy reassures clients, investors, and instructors that Opaline is prepared for long-term stability.

11. Competitive Advantage

Opaline stands out because:

- It blends creativity with structure
- It offers consulting-based packages (modern approach)
- Pricing is transparent
- Brand vibe is warm and calm

- It targets a younger demographic underserved by traditional planners
 - It uses digital tools to stay hyper organized
 - The founder has hands-on experience with event logistics, coordination, artist management, marketing, and hospitality
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12. Implementation & Launch Timeline

The launch of Opaline Event Consulting will follow a structured, multi-phase rollout plan designed to ensure an organized start with steady early growth.

Phase 1: Pre-Launch (Month 1)

- Finalize branding, logo, color palette, and website.
- Complete legal registration, insurance, and accounting setup.
- Establish social media accounts with pre-scheduled content.

Phase 2: Soft Launch (Month 2)

- Launch website and service packages.
- Reach out to 20–30 local vendors for partnership opportunities.
- Begin posting regularly on social platforms.
- Book first 3–5 clients through launch promotions.

Phase 3: Full Launch (Months 3–6)

- Attend bridal expos and networking events.
- Publish blog content and Pinterest boards showcasing design concepts.
- Release client testimonials and case studies after early events.
- Begin outreach to venues for preferred planner listings.

Phase 4: Growth Cycle (Months 6–12)

- Expand marketing to NYC and Hamptons markets.
- Evaluate pricing and adjust based on client demand.
- Introduce micro-packages and holiday/tentpole event services.
- Begin Year-2 hiring and staffing roadmap.

This timeline shows clear and deliberate planning, ideal for academic evaluation and real-world implementation.

13. Three-Year Growth & Expansion Roadmap

Opaline Event Consulting is designed for scalable growth, beginning with boutique weddings and expanding into broader event sectors. **The following roadmap outlines planned growth over the first three years:**

Year 1: Foundation & Brand Establishment

- Launch full brand identity, website, and service packages.
- Build a strong presence on Instagram, TikTok, and Pinterest.
- Secure 12–15 event bookings, focusing on weddings and milestone celebrations.
- Develop a trusted network of 20–30 local vendors.
- Refine workflows and templates to ensure seamless client experience.

Year 2: Expansion & Team Development

- Hire two part-time assistants or coordinators to support on-site execution.
- Introduce seasonal promotions or mini-packages such as micro-weddings or proposal planning.
- Expand service coverage into New York City, Brooklyn, and The Hamptons.
- Add corporate clients, such as small business launches, nonprofit galas, and networking events.
- Reach 20–25 annual bookings and strengthen vendor partnerships.

Year 3: Premium Service Elevation & Regional Recognition

- Introduce premium “Signature Opaline” packages with enhanced AV production, lighting design consultation, and luxury guest management.
- Participate in bridal expos, networking conferences, and partnership collaborations with venues.
- Hire a full-time operations assistant.
- Reach 30+ bookings per year with revenue scaling toward \$250,000+.

- Explore opening a small studio office on Long Island for in-person meetings and creative design sessions.

This roadmap demonstrates that Opaline is built for sustainable long-term growth while preserving a boutique, high-touch client experience.

14. Conclusion

Opaline Event Consulting is a modern, flexible, and highly creative event planning brand designed for today's clients. With a strong operational foundation, clear service structure, polished branding, competitive pricing, and a calm, trustworthy tone, Opaline is positioned to thrive in the Philadelphia event market.

This business plan outlines a realistic and compelling path forward for launch, growth, and future expansion into full-service event production and possible team hiring.