

Budget planning and management

Lorraine Reese
Head of Conferences and Events

What is a budget?

An estimate of income and expenditure

Income = Registration, sponsorship, etc.

Expenditure = Venue, catering, etc.

Balance = income – expenditure

Event budgets

	A	B
1		Budget
2	Income	
3	Registration	£1,000.00
4	Sponsorship	£ 200.00
5	TOTAL	£1,200.00
6		
7	Expenditure	
8	Venue	£ 200.00
9	Catering	£ 500.00
10	TOTAL	£ 700.00
11		
12	BALANCE	£ 500.00

1

	A	B	C
1		Budget	
2	Income		
3	Registration	£1,000.00	
4	Sponsorship	£ 200.00	
5	TOTAL		£1,200.00
6			
7	Expenditure		
8	Venue	£ 200.00	
9	Catering	£ 500.00	
10	TOTAL		£ 700.00
11			
12	BALANCE		£ 500.00

2

	A	B	C	D
1		Budget		
2		Income	Expenditure	Balance
3	Registration	£ 1,000.00		
4	Sponsorship	£ 200.00		
5				
6				
7	Venue		£ 200.00	
8	Catering		£ 500.00	
9				
10	TOTAL	£ 1,200.00	£ 700.00	£ 500.00

3

Income

- **Registration:** Member/Non-member, full event/one day, cancellation fees, discounts etc.
- **Event extras:** Accommodation, dinners, w/shops, outings etc.
- **Sponsorship:** Sponsors, exhibitors, grants
- **Other extras:** Merchandise, proceedings etc.

Expenditure

- **Venue:** Room hire, AV, cleaning, security etc.
- **Delegate costs:** DDR, catering, accommodation, badges, bags, pens etc.
- **Speaker costs:** Travel, accommodation, DDR, honorarium
- **Event costs:** Marketing, printing, courier, insurance
- **Technology:** Registration, website, abstracts
- **Other:** CPD, prizes, staff costs, bank charges, VAT

Event budgets

	A	B
1	Expenditure	
2	Room hire	£1,000.00
3	AV	£ 500.00
4	Catering/DDR	£3,000.00
5	Dinner	£ 500.00
6	Entertainment	£ 400.00
7	Posterboards	£ 300.00
8	Courier	£ 200.00
9	Total expenditure	£5,900.00

1a/3

	A	B
1	Expenditure	
2	<i>Venue costs</i>	
3	Room hire	£ 1,000.00
4	AV	£ 500.00
5		£ 1,500.00
6	<i>Delegate costs</i>	
7	Catering/DDR	£ 3,000.00
8	Dinner	£ 500.00
9		£ 3,500.00
10	<i>General costs</i>	
11	Marketing	£ 400.00
12	Posterboards	£ 300.00
13	Courier	£ 200.00
14		£ 900.00
15		
16	Total expenditure	£ 5,900.00

1b

	A	B	C
1	Expenditure		
2	<i>Venue costs</i>		
3	Room hire	£1,000.00	
4	AV	£ 500.00	
5			£1,500.00
6	<i>Delegate costs</i>		
7	Catering/DDR	£3,000.00	
8	Dinner	£ 500.00	
9			£3,500.00
10	<i>General costs</i>		
11	Marketing	£ 400.00	
12	Posterboards	£ 300.00	
13	Courier	£ 200.00	
14			£ 900.00
15			
16	Total expenditure		£5,900.00

2

Fixed / Variable costs

Fixed = **Constant:** room hire, marketing, etc.

Variable = **Changeable:** per person (pp) costs such as catering, badge/bag, etc.

Fixed / Variable costs

Delegate cost =

£115.00 +

(£2,900 / #dels)

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 2.00
8	<i>Per person cost</i>	£ 115.00
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	Total	£2,900.00

Fixed / Variable costs

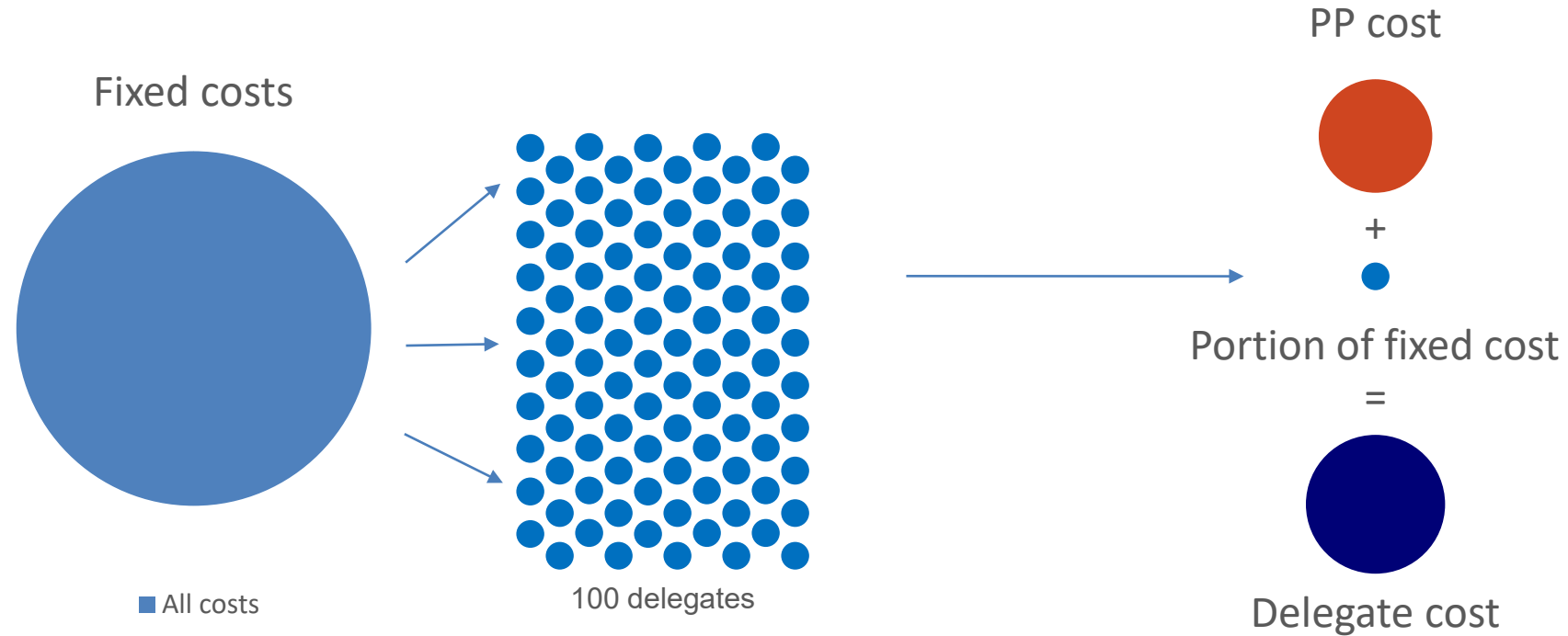
Delegate cost =

$$\text{£}115.00 + \text{£}29.00 = \underline{\text{£}144.00}$$

$$(\text{£}2,900 / 100 = \text{£}29.00)$$

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 2.00
8	<i>Per person cost</i>	£ 115.00
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	Total	£2,900.00

Fixed / Variable costs



Event budgets

	A	B	C	D
1	INCOME			
2		Quantity	Cost	Totals
3	Registration			
4	Non-member	10	£ 200.00	=B4*C4
5	Member	20	£ 100.00	£2,000.00
6	Student	10	£ 50.00	£ 500.00
7	<i>Totals</i>	40		£4,500.00

Event budgets

	A	B	C	D
1	INCOME			
2		Quantity	Cost	Totals
3	Registration			
4	Non-member	10	£ 200.00	£ 2,000.00
5	Member	20	£ 100.00	£ 2,000.00
6	Student	10	£ 50.00	£ 500.00
7	<i>Totals</i>	40		£ 4,500.00
8				
9	Extras			
10	Dinner	30	£ 25.00	£ 750.00
11	Accommodation	25	£ 80.00	£ 2,000.00
12	<i>Totals</i>			£ 2,750.00
13				
14	EXPENDITURE			
15	Delegate catering	=B7	£45.00	£ 1,800.00
16	Dinner	30	£25.00	£ 750.00
17	Accommodation	25	£80.00	£ 2,000.00
18				£ 4,550.00

Event budgets

	A	B	C	D
1	INCOME			
2		Quantity	Cost	Totals
3	Registration			
4	Non-member	10	£ 200.00	£ 2,000.00
5	Member	20	£ 100.00	£ 2,000.00
6	Student	10	£ 50.00	£ 500.00
7	<i>Totals</i>	40		£ 4,500.00
8				
9	Extras			
10	Dinner	30	£ 25.00	£ 750.00
11	Accommodation	25	£ 80.00	£ 2,000.00
12	<i>Totals</i>			£ 2,750.00
13				
14	EXPENDITURE			
15	Delegate catering	40	£45.00	£ 1,800.00
16	Dinner	30	£25.00	£ 750.00
17	Accommodation	=B11	£80.00	£ 2,000.00
18				£ 4,550.00

Per person cost

- **Catering:** DDR, dinner, drinks reception etc.
- **Meeting supplies:** Badge (bag, pen, notebook etc.)
- **Technology costs**
- **Bank charges** 1.95% to 3.2% => 2.25% average
- **Irrecoverable VAT** 86% => $14\% \times 20\% = 2.8\%$

Registration fees

Delegate cost = £115.00 + £29.00 = £144.00

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 3.00
8	<i>Per person cost</i>	<i>£ 115.00</i>
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	<i>Total</i>	<i>£2,900.00</i>
18		
19	<i>Fixed costs per person (100)</i>	<i>£ 144.00</i>

Registration fees

Delegate cost = £115.00 + £29.00 = £144.00

Add irrecoverable VAT = £144.00 x 1.03 = £148.32

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 3.00
8	<i>Per person cost</i>	<i>£ 115.00</i>
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	Total	£2,900.00
18		
19	<i>Fixed costs per person (100)</i>	<i>£ 144.00</i>
20	Add irrecoverable VAT @ 3%	£ 148.32

Registration fees

Delegate cost = £115.00 + £29.00 = £144.00

Add irrecoverable VAT = £144.00 x 1.03 = £148.32

Add bank charges = £148.32 x 1.0225 = £151.66

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 3.00
8	<i>Per person cost</i>	<i>£ 115.00</i>
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	Total	£2,900.00
18		
19	<i>Fixed costs per person (100)</i>	<i>£ 144.00</i>
20	Add irrecoverable VAT @ 3%	£ 148.32
21	Add bank charges @ 2.25%	£ 151.66

Registration fees

Delegate cost = £115.00 + £29.00 = £144.00

Add irrecoverable VAT = £144.00 x 1.03 = £148.32

Add bank charges = £148.32 x 1.0225 = £151.66

Round up to 5 = £155.00 =CEILING(B21,5)

	A	B
1	Expenditure	
2		Cost
3	Variable costs	
4	Catering	£ 35.00
5	Accommodation	£ 75.00
6	Technology	£ 2.00
7	Supplies (badge, bag etc)	£ 3.00
8	<i>Per person cost</i>	<i>£ 115.00</i>
9		
10	Fixed costs	
11	Venue hire	£1,000.00
12	AV	£ 500.00
13	Marketing	£ 500.00
14	Entertainment	£ 400.00
15	Posterboards	£ 300.00
16	Courier	£ 200.00
17	<i>Total</i>	<i>£2,900.00</i>
18		
19	<i>Fixed costs per person (100)</i>	<i>£ 144.00</i>
20	Add irrecoverable VAT @ 3%	£ 148.32
21	Add bank charges @ 2.25%	£ 151.66
22	Student cost:	£ 155.00

Registration fee


Linked cells

	A	B	C	D
1	INCOME			
2		Quantity	Cost	Totals
3	Delegates	100	£ 115.00	£ 11,500.00
4	TOTAL INCOME			£ 11,500.00
5				
6	EXPENDITURE			
7	Variable costs			
8	Catering	100	£35.00	£ 3,500.00
9	Accommodation	100	£75.00	£ 7,500.00
10	Technology	100	£2.00	£ 200.00
11	Supplies (badge, bag etc)	100	£3.00	£ 300.00
12	<i>Sub-total</i>			£ 11,500.00
13	Irrecoverable VAT @ 3%		£ 345.00	£ -
14	Bank charges @ 2.25%		£ 258.75	£ -
15	TOTAL EXPENDITURE			£ 11,500.00
16				
17	Balance			£ -
18				

Variable costs: £115

Balance

Registration fees

- **Student:** Variable cost, rounded up to nearest £5
- **Members:** 
- **Non-members:** Member + £100

	A	B	C	D	E	F		A	B	C		A	B
11			Supplier Name/s	Number	Unit Cost £	Total £	1					Income	
12							2					Delegates & extras	£123,090.25
13			INCOME				3					Sponsorship	£12,000.00
14			Sponsorship and Donations				4		Income	Expenditure		Exhibition	£3,925.00
15	Sponsorships & Advertising			1	1,000.00	1,000.00	5					TOTAL	£139,015.25
16				1	2,500.00	2,500.00	6						
17						-	7					Expenditure	
18			Total Sponsorship Income			3,500.00	8					Venue & main conference	
19							9					Venue hire	£17,250.00
20			Registrations - Delegate Fees				10					Security, cleaning etc?	£250.00
21			Full Member	29	260.00	7,540.00	11					AV	£13,675.12
22			Non Members	21	360.00	7,560.00	12					Catering	£47,428.00
23			Student Member	25	155.00	3,875.00	13						
24			Total Delegates				14						
25							15						
26			Accommodation (delegates)				16						
27			Conference dinner				17						
28			(Other)				18						
29			Late fees				19						
30			Cancellation fees				20						
31			Total extras				21						
32							22						
33			Total Registration Income				23						
34			TOTAL INCOME				24						
35			EXPENDITURE				25						
36			Speakers'				26						
37			Travel	1	2,900.00	2,900.00	27						
38			Accommodation and Subsistences	1	5,123.40	5,123.40	28						
39			Other Expenses			-	29						
40			Total Speaker Cost			8,023.40	30						
41							31						
42			Venue Hire	1	1,250.00	1,250.00	32						
43			AV hire	1	-	-	33						
44			Posterboards	1	300.00	300.00	34						
45			Student helpers	0	150.38	-	35						
46			Total Venue Cost			1,550.00	36						
47							37						
48			DDR or catering	75	86.52	6,489.00	38						
49			Accommodation	25	234.84	5,871.00	39						
50			Social Programme - Conference Dinner	75	30.00	2,250.00	40						
51			Social Programme - Drinks	75	20.00	1,500.00	41						
52			Social activity	0	-	-	42						
53			Poster Prize	0	-	-	43						
54			Bursaries	0	-	-	44						
55			Total Delegate Costs			16,110.00	45						
56							46						
57			Insurance			300.00	47						
58			General Expenditures			550.00	48						
59			Irrecoverable VAT			-	49						
60			Estimated technology costs	75	3.00	225.00	50						
61			Total Event Costs			1,075.00	51						
62							52						
63			Staff costs				53						
64			Staff Travel and Subsistences			-	54						
65			TOTAL EXPENDITURE			26,764.40	55						
66			Initial Meeting Balance			1,585.60	56						
67			Estimated Bank Charges			553.13							
			Meeting Balance			1,026.48							

	C	D	E	F
		CAD to \$		USD exchange
			1.0866	CAD exchange
	2015	2015	2015	2015
	USD	CAD	£	Total £

	A	B	C	
19	Accommodation			
20	Catering costs		£0.00	
21	Dinner costs			
22	Site visits		£600.00	
23	Programme committee costs			
24	Travel expenses		£0.00	
25	Accommodation			
26	Catering costs		£0.00	
27	Dinner costs			
28	Site visits		£600.00	
29	Venue costs			
30	Room Hire inc Exhibition Area		£1,040.00	
31	Additional catering costs			
32	AV + Technicians		£600.00	
33	Printing costs			
34	Printing of programme books		£1,000.00	
35	Publicity and Marketing		£800.00	
36	Item costs			
37	Abstract system		£300.00	
38	Badges, lanyards & bags		£500.00	
39	Other			
40	CPD		£36.00	
41	Poster boards		£500.00	
42	Courier		£400.00	
43	Prizes		£0.00	
44	Grand Total		£42,125.00	£42,114.00
45				
46				
47			Surplus/Def	£11.00

	A	B	C	
57	TOTAL			£115,615.29
58	SURPLUS			£23,333.36

	Summary	Speakers	Staff	General	Workings - Costing	Speaker allowances	Budget	Registration Fees	Speaker Expenses	TOTALS	Sponsors
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	A	B	C	D	E	F
1					Actual	
2		Income	Expenditure	Notes	Income	Expenditure
3	Income					
4	Registration Income	£33,125.00			£21,635.00	
5	Accommodation income				£7,799.00	
6	Sponsorship & exhibition	£9,000.00			£7,935.00	
7	Speaker costs					
8	Travel expenses		£10,300.00			£6,582.50
9	Catering costs					£1,890.00
10	Dinner inc wine					£910.00
11	Accommodation		£0.00	Covered under venue and catering costs		£1,794.00
12	Delegate costs					
13	Catering costs		£26,038.00	Based on £35 DDR for 300 + drinks reception & dinner		£8,260.00
14	Drinks reception pre-dinner			for all attendees		£511.25
15	Dinner inc wine					£2,972.50
16	Accommodation					£7,372.31
17	Staff costs					
18	Travel expenses		£0.00	Currently included in speaker costs		£0.00
19	Accommodation					£414.00
20	Catering costs		£0.00			£210.00
23	Dinner costs					£70.00
24	Site visits		£600.00			£0.00
25	Programme committee costs					
26	Travel expenses		£0.00			£188.10
27	Accommodation					£207.00
28	Catering costs		£0.00			£210.00
29	Dinner costs					£105.00
30	Venue costs					
31	Room Hire inc Exhibition Area		£1,040.00	DDR see catering		£1,040.00
32	Additional catering costs					£2,380.00
33	AV + Technicians		£600.00	TBC - guestimate		£600.00
34	Printing costs					
35	Printing of programme books		£1,000.00			£421.62
36	Publicity and Marketing		£800.00			£0.00
37	Item costs					
38	Abstract system		£300.00	Based on 100 abstracts at £3		£381.00
39	Badges, lanyards & bags		£500.00			£439.20
40	Other					
41	CPD		£36.00			£37.80
42	Poster boards		£500.00	TBC - guestimate		£604.00
43	Courier		£400.00			£475.80
44	Prizes		£0.00	To be sponsored		£300.00
45	Grand Total	£42,125.00	£42,114.00		£37,369.00	£38,376.08
46						
47		Surplus/Def	£11.00		Surplus/Def	-£1,007.08

	A	B	C	D
4	Income		pax	
5	Delegates & extras	£123,090.25	426	£120,000
7	Sponsorship	£12,000.00		£70,000
8	Exhibition	£3,925.00		£7,500
9	TOTAL	£139,015.25		£197,500
10				
11	Expenditure			
12	<i>Venue & main conference</i>			
13	Venue hire	£17,250.00		£7,500
14	Security, cleaning etc?	£250.00		£0
15	AV	£13,675.12		£3,000
16	Catering	£47,428.00		£52,000
17				
18	<i>Workshops (Tue)</i>			
19	Venue hire	£1,300.00		
20	AV	£600.00		
21	Catering	£350.00		
22				
23	<i>Welcome Reception (Tue)</i>			
24	Venue hire	£0.00		£0
25	Catering - drinks	£1,337.50		£1,000
26	Catering - canapes	£1,680.00		£1,500
27				
28	<i>Dinner (Wed)</i>		221	
29	Catering	£11,500.00		£12,400
30	Band & disco	£1,546.30		
31	Awards	£324.50		
32	Awards - cash prizes	£350.00		
33	AV - dinner (lights, sound etc)	£0.00		£0
34				
35	<i>Delegates</i>			
36	Design, Print & Mailing	£7,458.90		£10,156
37	Delegate packs x500	£889.49		£1,194
38	Badges	£396.27		£342
39	Proceedings	£2,722.71		inc above
40				
41	<i>IT</i>			
42	Conference software	£528.75		£4,888
43	Bank charges	£1,674.00		£1,674
44				
45	<i>Misc</i>			
46	Expenses - travel, site visits etc	£0.00		£0
47	Staff accommodation & subsistence	£0.00		£0
48	Additional Signage	£200.00		£0
49	Photographer	£646.25		£500
50	Insurance	£0.00		£883
51	Printing	£587.50		£300
52	Couriers	£100.00		
53	Video	£2,820.00		
54				
55	TOTAL	£115,615.29		£97,635
56	SURPLUS	£23,399.96		£99,865

Tips for managing costs

- **Know your audience**
 - No-shows
 - Unpaids
- **Spend accordingly**
 - Catering (inc special diets)
 - Accommodation
 - Print

Tips for managing costs

- **Potential items to change costs**
 - Catering
 - AV/production
 - Print
 - Entertainment
 - Décor



Budgets

- **Include as much as possible**
- **Know your numbers**
 - Past events
 - Contracts
- **Keep it up to date**
- **Adapt if necessary**

Things **will** change

Thank you

@LorraineMReese

lorraine.reese@biochemistry.org



BIOCHEMICAL
SOCIETY

Advancing molecular biosciences