



Pricing Structure

Stretched bandwidth? Short on time? I can help! I specialize in building Cvent/event registration sites so you can focus on other, more important tasks (and I love to do it). Please find an outline of my pricing structure below. Not seeing what you need?

Feel free to contact me anytime at leanne@leannevelky.com or 617.285.4873 for custom quotes/proposals.

Registration Site Build (complete build, soup to nuts – idea to launch)

General rule of thumb: the more functionalities, paths, speakers, agenda items, customizations etc., the higher the fee. I do my best to assess fair fees for every project and will always ensure you feel you're taken care of throughout the process!

Simple \$1,800-\$2,500	Moderately Complex \$2,500-\$10,000	Complex Starts at \$10,000
1 registration path and up to 3 invitation lists. Client is fairly self-sufficient - can send their own emails and add their own invitees but needs help getting the basic registration site built and ready to launch.	2-3 registration paths and 3-4 invitation lists, moderate usage of additional functionalities. Project also falls into this category if client requires extra support through the launch process including me sending emails, uploading extra emails, invitees, etc.	4+ registration paths or invitation lists, use of many functionalities (ex. Payments, sessions, badge design, lots of custom CSS work etc.) and/or use of foreign languages. ((You will know if your site is complex. If there are a lot of moving parts and client requires extra support, the project will fall into the complex category.))

**Note: any site requiring foreign language will automatically fall into "complex" and will be assessed a minimum \$8,000 fee*

After we launch your site, I won't just abandon you! Basic updates required to the main functionality of your site are included in your site build fee.

Consulting:

Need just a few hours to help you clean up your pre-existing registration site or input emails to your site for you? I offer ad-hoc consulting hours at a rate of **\$175/hour**. Please note that the consulting hour rate does not apply to site builds as builds are complex and assessed an overall project management fee not equal to standard hours.

Post-launch Management:

Any ongoing, significant changes to a site after it's live, will incur fees based on my hourly consulting rate of \$175/hr. This may include adding more pages, emails, sponsor logos, editing contact records, training the team and more. Please refer to my SOP for Consulting Hours document for clarification.

Please note that I do not manage your attendees after your site is live. Attendee management is the responsibility of the client/planner.



Event Apps:

I do support your mobile app build! I generally charge **\$5,000** to build out your app. However, depending upon the complexity of the app (lots of document uploads? Custom schedules? Surveys? Photo uploads? Each item adds to the complexity of your app), the price may vary (increase/decrease) slightly.

Rush Fees:

Any project that requires my immediate attention, with less than 48 hours turnaround time, will incur an *additional* rush fee of \$500.

Cvent Training, In-Office Days or On-Site Day Rate:

I am happy to help you train or onboard new employees who have either never used Cvent before or have minimal experience in the system (or maybe your employees need a refresher or want to go deeper into a certain subject). I provide both remote and live trainings.

I also charge my “day rate” if you want to have me on-site with you to help manage the App and/or Registration desk at your event.

- \$195/hr
- \$1,800 per day (I block my calendar so you have me to yourself for the day)
+travel, lodging & meals over event dates, if I am to be on-site with you

Guides and Documentation:

Cvent’s help section is filled with wonderfully helpful documents – everything from how to get started to more complex issues. Their customer support line is also very helpful. I am happy to answer questions as needed but generally **do not** create customized documentation for clients. Additionally, your Cvent account manager should be able to help with this if you need it for a certain scenario.

PAYMENT TERMS:

Thank you for understanding that I am a small business and I appreciate your prompt payment of all invoices, within 30 days of invoice date. Payment via check or bank transfer is preferred. A 3.5% processing fee will be added to any invoices where client prefers to pay with a credit card instead of by check. Please advise in advance of invoice receipt if credit card credit card must be used,