



Why Do Corporate Events Cost More Than Private Parties?

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Different events have different objectives and with them come different costs. But what is it about the way you have to service a corporate event that makes it so that you're delivering an event worth £100k?

Different Needs, Different Costs

A crucial thing for you to wrap your head around is whatever corporate event you've been hired to attend to - gala, product launch, awareness piece, etc. etc. - is going to have a completely different need for your expertise than the way a private party will need you - be it birthdays, weddings, or a high school prom.

The need for a photo booth at any random private event is simple - making memories. When a private party hires your expertise, their expectations of the event rest on having a good time with their guests, taking fun pictures, and making lasting physical



memories of their big event. At the end of the day a good time and tangible memories is all they're looking for. So that's all you need to be charging for.

Now, the corporate event you've been hired to attend is an entirely different animal to handle. What a corporate event will expect from your event is a world away from those hiring you at a private party.

Your corporate client will likely expect a plethora of things from your business. One of these things is an entirely personalised

experience. What they will likely be looking to have is a booth completely retooled to align with their corporate brand from top to bottom so as to match their desired outcome for the event as much as possible. This could range from brandishing the booth with their logo to branding interfaces, overlays, and prints to their liking.

The level of personalisation being asked of you will naturally contribute to a higher cost than that of a private party which will likely take the booth as it is. The crux of why your client is hiring you for their event is brand engagement - from customers and employees - and brand awareness, if they aim to have their photos shared online.

There's also every chance that your client may have asked for more than a photo booth, and maybe they've asked you to deliver something new, something totally different, completely one-of-a-kind with the potential to launch their brand into the Twittersphere and get tongues wagging and keyboards clicking. Something like the [360X McNugget photo experiences](#) that made headlines summer 2019, or the stunning [annual photo booths at the Met Gala](#) that always set social media alight. Something to push their brand into the forefront of the conversation and get them more business.

Clearly an experience like this won't be something you'll be able to deliver on the cheap. This is where you can charge clients anywhere up to £100k+ for their event.

Costly Endeavours

To put it simply, you're no longer only charging for a photo booth rental. You're charging them for your expertise. You're charging them for a golden opportunity for their business.

Think of the situation like this: why is the top football player making £200k a week? Well the thing is what that footballer brings to their club in terms of how many shirts are sold, appearances, ticket sales, sponsorships, and the like, that £200k spent on them is made back in basically no time. When you highlight this idea to your clients, they'll be willing to shell any amount of money over to you - because your service is of incredible value.

Something to keep in mind is your all-important cost to serve (CTS). You're also shelling out quite a bit of money yourself on this event. Not just for rebranding your existing booths but for everything else your client would likely want of you. This includes everything we've previously talked about, but also data management for any



potential customers that interact with their brand - they'll be incredibly interested in this as it makes for potential clients of their own down the road. That's before even going into exactly what you'll need to purchase yourself for the one-of-a-kind,

Something to Remember

It's a point that's been made already in this article but it's an important reminder for yourself as the photo booth owner behind the event: **they are paying for your expertise and a golden opportunity for their brand.** Your corporate bookings are a different beast to your private parties and should be treated as such. This isn't a regular event. You can make big money here but so can your clients - and that idea alone is more than enough to justify however much you're charging.



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