

Virtual Event Budget Template

PLATFORM & TECHNOLOGY						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Virtual Event Platform License (Zoom/Hopin/Airmeet)			—		
2	Webinar Software Subscription			—		
3	Registration & Ticketing System			—		
4	Event App / Mobile Integration			—		
5	Networking / Breakout Room Tool			—		
SUBTOTAL		\$1,700.00	\$0.00	—	12.5% of total	
PRODUCTION & STREAMING						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Live Streaming Setup & Equipment			—		
2	Video Production / Studio Rental			—		
3	Stream Engineer / Technical Director			—		
4	Lighting & Green Screen Setup			—		
5	Pre-recorded Session Editing			—		
SUBTOTAL		\$2,700.00	\$0.00	—	19.8% of total	
SPEAKERS & TALENT						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Keynote Speaker Fee			—		
2	Panel / Breakout Speakers			—		
3	MC / Virtual Host			—		
4	Speaker Tech Support / Green Room			—		
SUBTOTAL		\$2,850.00	\$0.00	—	20.9% of total	
TECHNICAL SUPPORT						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	IT Support Staff (Day-of)			—		
2	Rehearsal / Tech Run Sessions			—		
3	Backup Internet / Failover Setup			—		
4	Cybersecurity / Access Control			—		
SUBTOTAL		\$850.00	\$0.00	—	6.2% of total	
DIGITAL MARKETING & PROMOTION						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Social Media Ads			—		
2	Email Marketing Campaign			—		
3	Event Landing Page			—		
4	Influencer / Partner Promotion			—		
SUBTOTAL		\$1,500.00	\$0.00	—	11.0% of total	
DESIGN & BRANDING						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Virtual Stage / Background Design			—		
2	Branded Overlays & Lower Thirds			—		
3	Digital Event Kit / Slide Templates			—		
4	Thumbnail & Promo Graphics			—		
SUBTOTAL		\$800.00	\$0.00	—	5.9% of total	
ATTENDEE ENGAGEMENT						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Virtual Gift / Swag Boxes (Shipped)			—		
2	Digital Gift Cards / Vouchers			—		
3	Gamification / Poll Tools			—		
4	Networking Activity / Virtual Games			—		
SUBTOTAL		\$1,450.00	\$0.00	—	10.6% of total	
POST-EVENT						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Session Recording & Editing			—		
2	On-Demand Content Hosting			—		
3	Post-Event Survey Tool			—		
4	Highlight Reel Production			—		
SUBTOTAL		\$950.00	\$0.00	—	7.0% of total	
CONTINGENCY						
#	Item	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Emergency / Contingency Reserve (10%)			—		
SUBTOTAL		\$850.00	\$0.00	—	6.2% of total	
GRAND TOTAL EXPENSES		\$13,650.00	\$0.00	—	Cost/Attendee: \$45.50	
REVENUE STREAMS						
#	Revenue Source	Estimated (\$)	Actual (\$)	Variance	Vendor / Notes	Status
1	Ticket / Registration Sales			—		
2	Sponsor Packages			—		
3	Digital Exhibitor Booth Fees			—		
4	On-Demand Access Fees			—		
5	Workshop / Masterclass Upsell			—		
TOTAL REVENUE		\$10,900.00	\$0.00	—		
NET PROCEEDS (Revenue – Expenses)		-\$2,750.00	\$0.00	—		