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## CLIENT GOOD FIT GUIDE

### **Are we ready to work together?**

This is a helpful orientation to assess whether we'll be the right fit for each other and how we can effectively work together. Let's form a great partnership, right from the get-go!

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# SHOULD WE WORK TOGETHER?

I put together this guide so you can understand who I am and decide if I'm the right fit for your business or organization, the same way I will decide if your project is the right fit for me. I have over six years of experience in the event material design space and the best work comes from clients who have the following elements:

- 1 Mission** – Events with a clear point of view and messaging will result in the strongest supporting materials.
- 2 Target market** – Understanding who you're trying to reach is crucial and affects the event branding immeasurably.
- 3 Budget** – You don't have to be throwing a massive gala, but my time is best spent on events where I can develop a really comprehensive branding strategy and work through all of your communication materials to get you the results you need. Investment in event material projects start at \$1,500.
- 4 One point of contact** – Look, you have a team or a board that will need to sign off, there's no getting around it. However, I will need to work with one point person on your project and feedback should be solicited from a larger body of people only at strategic stages. Design by committee is the weakest design.
- 5 Respect** – I work hard to establish clear deadlines and prioritize my client work and that event date isn't getting pushed back. I ask that you provide complete content, assets, or feedback when indicated on our timeline so we can do extraordinary work together without rushing final files to the printer at the last possible second. Stuff comes up in the event world (and getting sponsors to commit is a nightmare), but a client who will partner with me to keep everything moving forward is a must.

# WHAT YOU CAN EXPECT FROM ME

## 1 **Fresh takes and complete event branding** –

I will consider several elements of your event and your business or organization's overall branding to create a beautiful and flexible system for our project. Event branding will be used all throughout the communication campaign and extend to day-of materials and follow-up pieces. The materials created for your event will be professional and cohesive.

**2 Professionalism** – This is my job because I love it fiercely. I will respect your time and show up to your materials ready to tackle them and create incredible solutions. I stick to deadlines, answer questions, and support you in a partnership built to improve your event.

**3 Candor** – You can count on hearing my honest opinion and recommendations. I'm not here to tell you what you want hear. It's always your decision on how to proceed with my feedback and recommendations. After all, you're paying for my expertise, and I want you to get your money's worth. I'll also be forthright about what's realistic and what's not when it comes to achieving your goals.

**4 Balance** – I work best when I am able to set business hours for myself. These will be clearly established and my clients are my top priority during them. I do not work for my clients outside of these hours, so please don't count on it. (I have been known to design event programs in my brain at night, though, honestly.)

# WHAT I CAN EXPECT FROM YOU

**1 Business partnership** – To best serve the project, I need to be treated as a partner, not a vendor. I dig into the materials far beyond “this is our venue, please use blue.” This means understanding a lot of the messaging and goals of the event so I can provide recommendations and great design.

**2 Organization** – Projects that go off the rails and are disorganized aren't fair to me or my other clients. Moving forward through the process is crucial and doubling back frequently almost never means good work is being produced.

**3 Provide content and meet deadlines** – It's crucial that you are able to return feedback or send content in time for the project to continue moving forward smoothly. I understand that frequently you're gathering program material from several different people (plus tracking down sponsor logos, I feel you), but deadlines need to be met to keep the project on track.

**4 Open communication** – I want to hear whenever you're uncomfortable with something or confused. If you have objections, please speak to me directly about them rather than waiting until we've locked in too many elements to course-correct.