

# Sample How-To Excerpt

speed, simplicity, and effective use of technology.

(For Book)

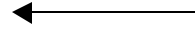
Adapted from:

Johnson, Bill (1999) Festival and Special Event Management, Australia: John Wiley and Sons.

(For Magazine)

Adapted from:

Johnson, Bill (1998) "Pricing Strategies for Special Events," *Facility Manager*, 71 (5) (December).



**Source Citation** for either Book **OR** Magazine

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price, you may (1) charge the same price, (2) adopt a cost leadership strategy and charge slightly under that price, or (3) promote the value of the event and charge a higher price.

- Form pricing strategy  
Consider the three types of pricing strategies: the revenue-oriented strategy, which sets a price that will maximize revenue from the target market; the operations-oriented pricing strategy, which balances supply and demand by lowering prices during times of low demand and raising prices during peak demand; and the target market strategy, which prices accordingly to the selected target market.
- Do the rubber band test  
Determine whether the event price is elastic or inelastic. If it is elastic, lowering the price will increase demand. If it is inelastic, changing the price will have no effect on demand.
- Remember customer satisfaction  
Don't forget to consider customer satisfaction with the price. This includes not only cash, but also convenience, security, credit card acceptance,

# Sample How-To Excerpt

## Pricing for Events

← Title different from article's original title

By Nicki Schneider  
Entertainment Management

← Author of excerpt

## Creating Price Strategies That Make Sense

← Subtitle

As a future entertainment manager, pricing is one of the most crucial decisions you will face.

← Relate to audience/reader

Festival and Special Event Management recognizes that your pricing decision will greatly affect the success of the event.

← Identify issue/challenge of situation

Here are the major points to consider when pricing a special event:

- Analyze costs  
Analyze costs you and the consumer will incur. The venue will have fixed costs (i.e. loan payments) and variable costs (i.e. labor wages for staff). Consumers will have costs that are both cash related (i.e. cost of babysitter, food and beverage, ticket) and noncash related (i.e. time spent at the event, an opportunity to be doing other activities).
- Compare  
Compare prices for similar venues and events. Once you have the standard industry

How to section