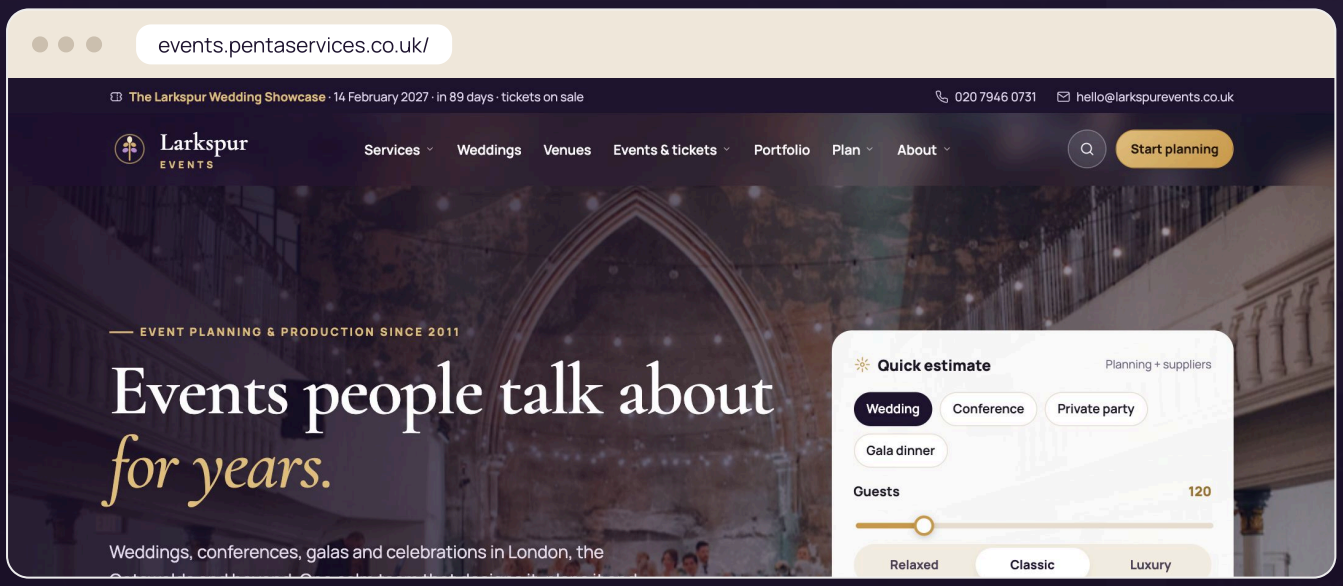
penta SERVICES

November 2026

WEBSITE GUIDE FOR EVENT PLANNERS AND EVENT MANAGEMENT COMPANIES

An event planning website that *turns dreamers into booked discovery calls*

Ready-made, fast and built to be found on Google and AI assistants. Budget planner, venue finder, ticket booking and a 5-step enquiry included. We adapt it to your company, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: events.pentaservices.co.uk

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TRY THE LIVE DEMO

events.pentaservices.co.uk

Larkspur Events is a fictional company. Every name, venue, event, price, figure and review in the demo is a sample that we replace with your own.

1,250+	180+	15	4.9/5
Events delivered	Trusted venues & suppliers	Years planning events	Average client rating

1 · AT A GLANCE

People planning an event *shop around before they call*

A couple planning a wedding, an office manager organising a conference or a family planning a sixtieth all search Google, ask ChatGPT and compare planners. They want to see your work, understand the cost and know you are free on their date.

What visitors check

- Have you planned events like mine, and do they look good?
- Roughly what will it cost, and what are your fees?
- Are you free on my date, and which venues do you know?
- Who will plan it, and how easy is it to get started?

What this website gives them

- A budget planner with a line-by-line estimate in seconds
- Six service pages, a portfolio with stories and a photo gallery
- A venue finder, a wedding date checker and package prices
- A 5-step enquiry that ends in a booked discovery call

26
Ready pages, including 6 service and 3 event pages

2
Homepage styles: all events and weddings

3
Planning tools: budget, checklist and seating

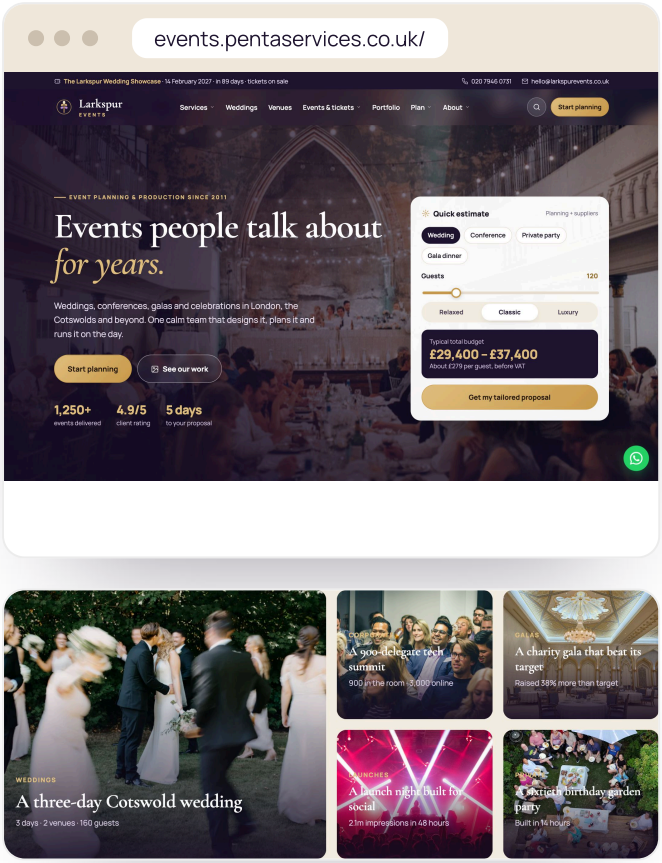
5
Steps in the enquiry, from event type to booked call

Made for

- Event planners and event management companies
- Wedding planners and coordinators
- Corporate event and conference organisers
- Party and celebration planners
- Event production and AV companies
- Festival and outdoor event organisers

The homepage, *section by section*

One page that answers the three big questions: have you done this before, what will it cost, and how do I start.



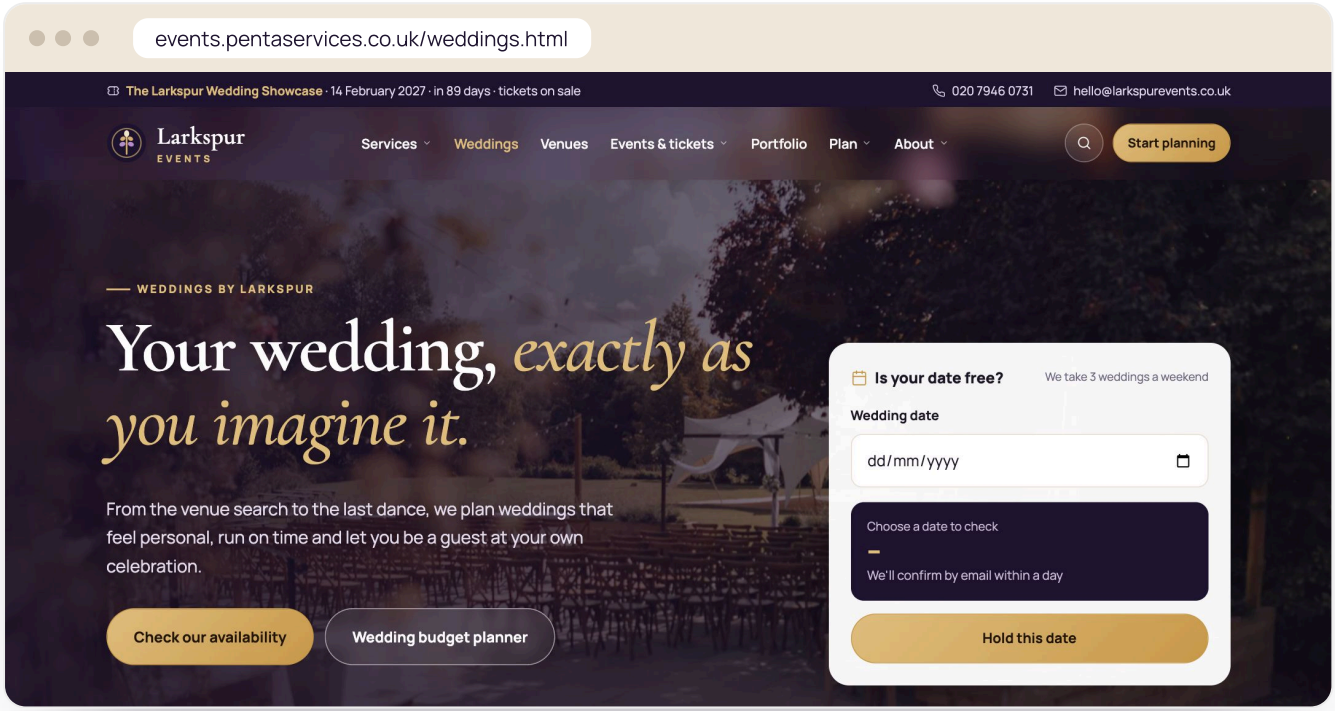
1. **Photo hero with quick estimate**
   A rotating full-screen photo, two buttons, key figures and a live budget estimate by event type, guests and style.
2. **Six services**
   Large photo cards for weddings, conferences, parties, galas, launches and festivals, with the starting fee.
3. **Why us and figures**
   Photo collage, your promises, years in business and animated counters.
4. **Upcoming events**
   Your own public events with live countdowns, tickets sold and a Book tickets button.
5. **Portfolio and process**
   Five case studies in a mosaic and five steps from first call to the day.
6. **Venues, reviews and tools**
   Favourite venues, a review carousel and a preview of the budget planner.
7. **FAQ, journal and call to action**
   Answers, articles and a final invitation to book a call.

WHY IT MATTERS

People choose a planner with their eyes first. Big photos and real case studies build trust, and an instant budget estimate in the first screen turns curiosity into an enquiry.

A second homepage *for weddings*

Weddings are the biggest search for event planners. This page speaks to couples directly and is ideal for advertising, wedding fairs, Instagram or partnerships with venues.

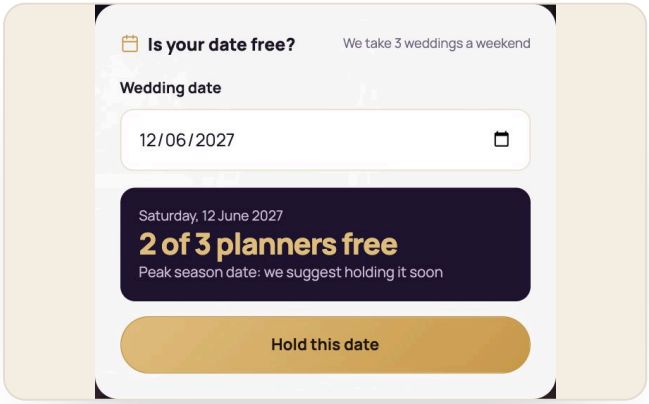


1 **Wedding hero**
A romantic headline, a wedding budget link and key figures.

2 **Is your date free?**
Couples pick their date and see instantly how many planners are available, with a button to hold it.

3 **Packages, styling and checklist**
Three wedding packages, a styling gallery with lightbox and the planning checklist.

4 **Planners, venues and reviews**
The wedding team, favourite wedding venues, couples' reviews and wedding FAQs.



Wedding date checker

Services and *service pages*

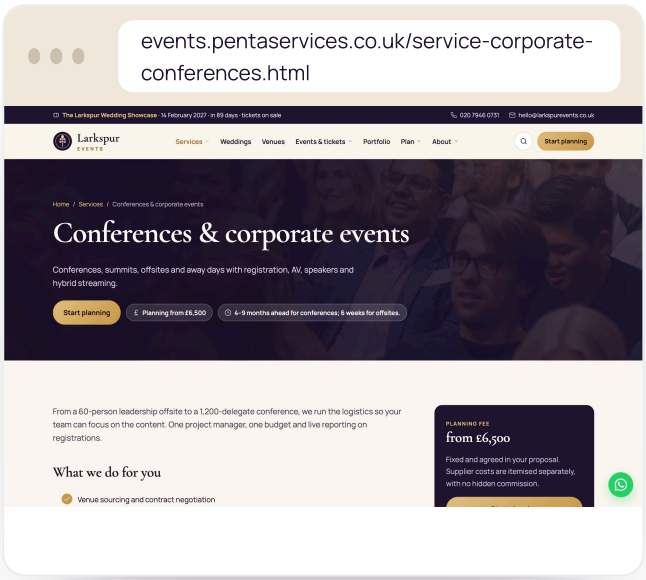
An overview of everything you plan, plus a separate page for each service, written to answer the questions people search for.



Services overview

1 **Service cards**
Photo, category, starting fee and a short description that appears on hover.

2 **Find the right service**
A table matching common events to the right service, lead time and fee.



Service page: conferences & corporate events

3 **What we do for you**
A checklist of what the client actually gets, who it is for and when to book.

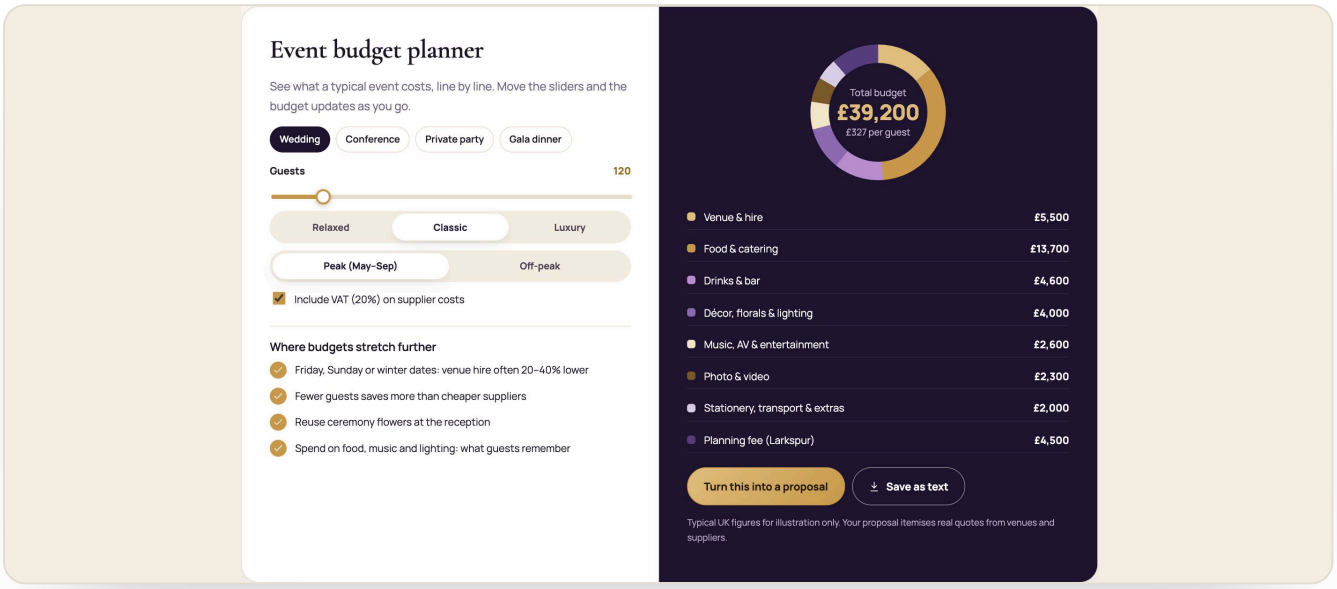
4 **Fee box**
A sticky panel with the planning fee and a button that opens the enquiry for that service.

5 **Case study and questions**
A matching portfolio story, FAQs for the topic and the packages.

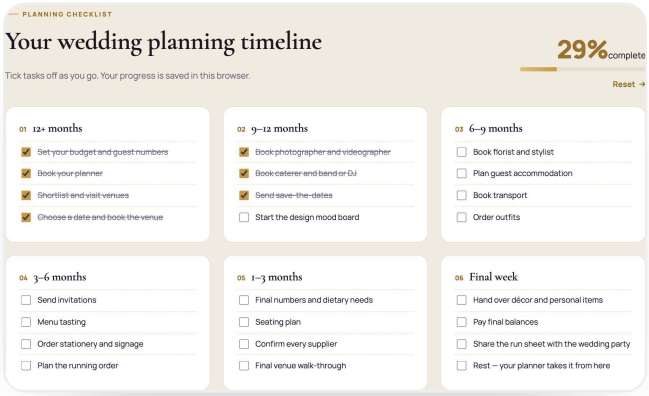
6 **Related services**
Three other services, so visitors keep exploring.

Three tools *that plan alongside your clients*

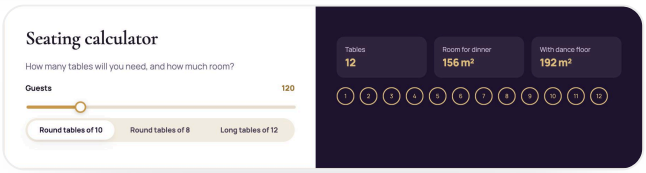
Free tools are why people come back to a planner's website. Each one ends with a clear next step: turn it into a proposal.



Budget planner with breakdown



Planning checklist



Seating calculator

1 **Planning checklist**
Six stages from 12 months to the final week. Ticks are saved in the browser, with a progress bar.

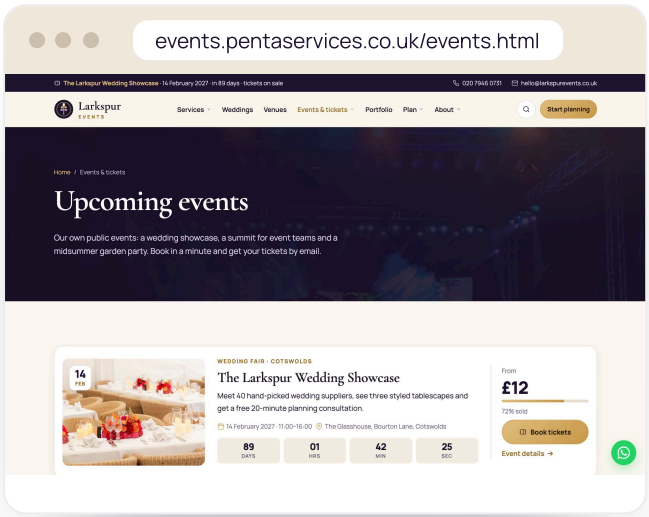
2 **Saves visits**
Couples return to tick tasks off, and see your name every time.

3 **Seating calculator**
Guests and table type give the number of tables, the room size and a table preview.

4 **Budget planner**
Event type, guests, style, season and VAT give a total, a cost per guest, a donut chart and eight budget lines, with a download.

Sell tickets *for your own events*

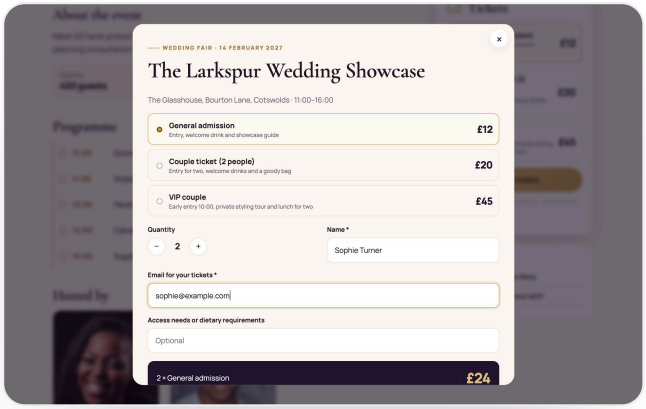
Wedding fairs, summits, garden parties: many planners run their own events. The website lists them and takes bookings without a separate ticketing site.



Upcoming events

1 **Events list**
Date badge, venue, live countdown, tickets sold and the lowest price.

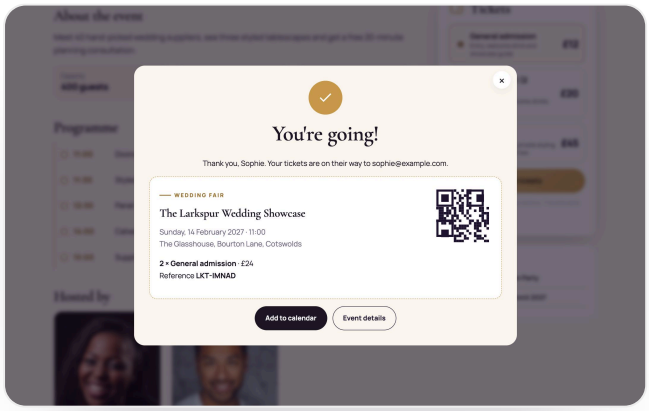
2 **Event pages**
Programme, hosts, map, ticket FAQs, Event structured data and add to calendar.



Ticket booking

3 **Ticket booking**
Choose the ticket type and quantity, see the total, and add access or dietary needs.

4 **Confirmation**
A ticket with a QR code, a reference and an add-to-calendar file.



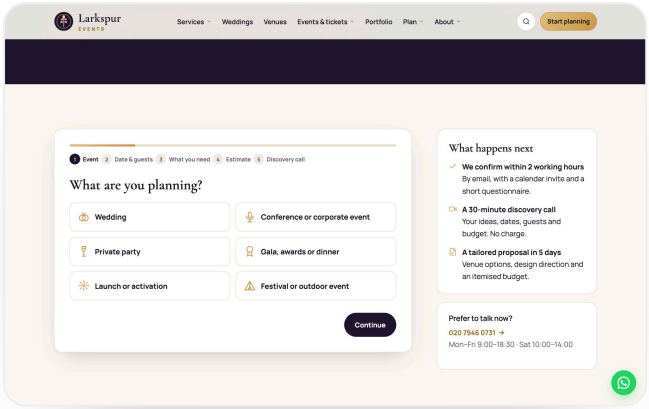
Ticket confirmed

READY FOR PAYMENTS

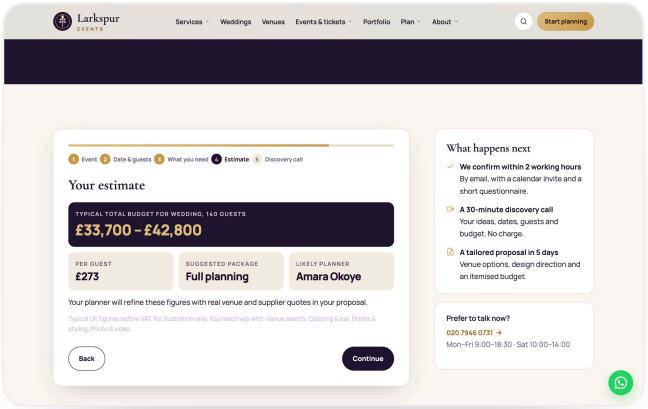
In the demo no payment is taken. For your site we connect Stripe, PayPal or your ticketing platform, so tickets are paid and emailed automatically.

An enquiry that *ends in a booked call*

Instead of a long contact form, visitors answer five short steps. They get an instant budget estimate, and you get a qualified enquiry with every detail.



Step 1: the event



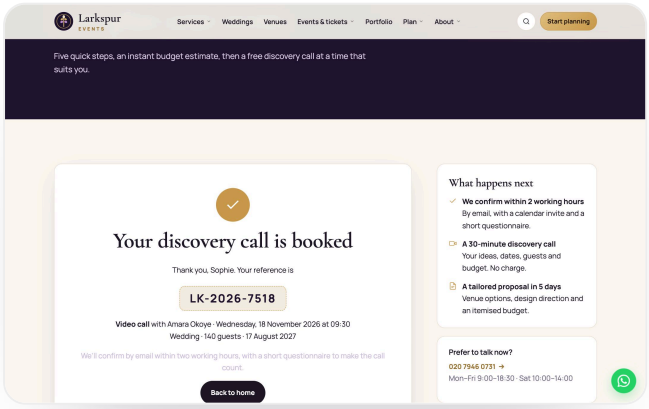
Step 4: the instant estimate

1 **What are you planning?**
Six event types, also pre-selected from service pages, the budget planner and packages.

2 **Date, guests and needs**
Event date, region, guest slider, ten services to tick, style and budget.

3 **Instant estimate**
Budget range, cost per guest, suggested package and likely planner, with tailored notes.

4 **Book the call**
Planner, video, phone or studio, date and time slot.



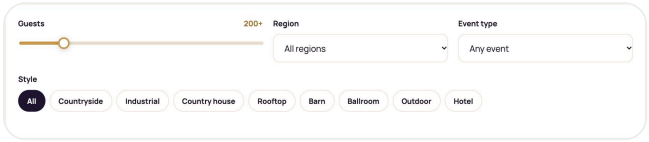
Discovery call booked, with a reference

WHY IT MATTERS

Each step asks one easy question, so far more visitors finish than with one long form. Your planner starts the call already knowing the date, guests, budget and needs.

Venue finder *and your portfolio*

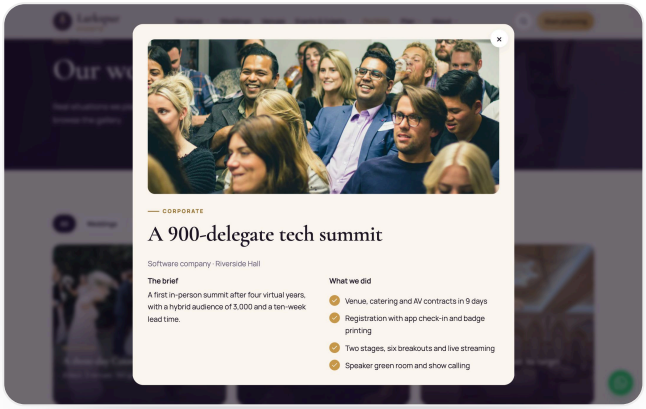
Show the venues you know and the events you have delivered. Both are filterable and open into detailed pop-ups.



Venue finder

1 **Venue finder**
Filter by guests, region, event type and style, with a live count.

2 **Venue pop-up**
Capacity, hire price, what it suits and a Check availability button.



Case study pop-up

3 **Case studies**
The brief, what you did, the result and a key figure, marked as illustrative.

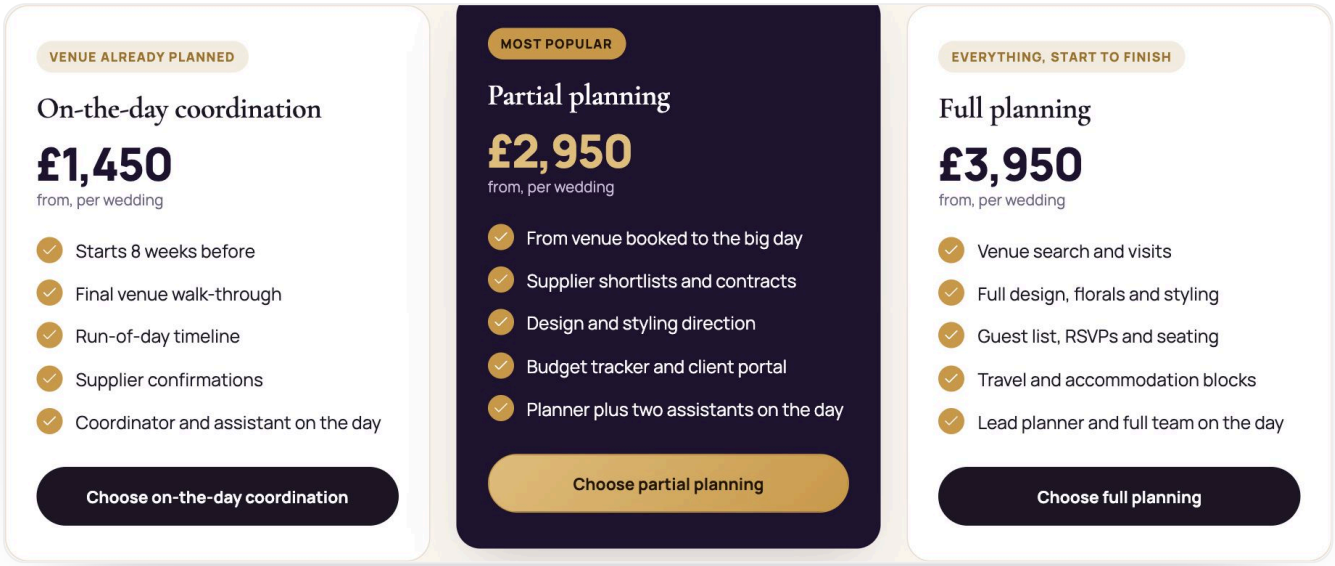
4 **Filters**
Weddings, corporate, galas, private, launches and outdoor.



Gallery with filters and a full-screen lightbox

Clear packages *and the people behind them*

Clients want to know what they get for the money and who will look after them.



Packages with tabs

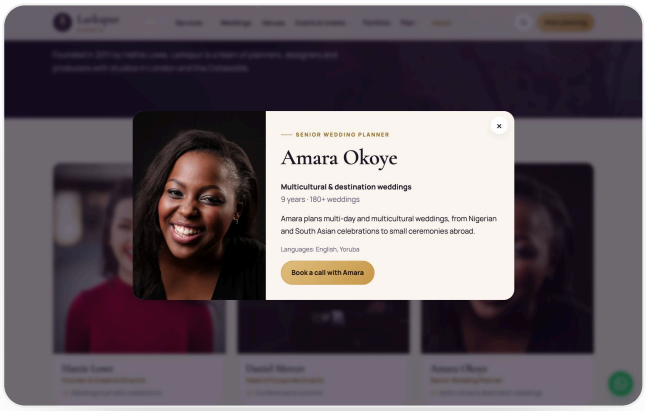
1 Package tabs

Weddings, corporate and parties, three packages each, with the most popular highlighted.

2 Fees at a glance

Every service with its starting fee and lead time, plus payment terms.

Event	Planning fee	Typical lead time
Wedding planning →	from £3,950	12–18 months ahead is ideal; 6 months is possible.
Conferences & corporate events →	from £6,500	4–9 months ahead for conferences; 6 weeks for offsites.
Private parties & celebrations →	from £2,450	2–6 months ahead.
Galas, awards & dinners →	from £8,900	6–12 months ahead.
Product launches & activations →	from £7,500	8–16 weeks ahead.
Festivals & outdoor events →	from £12,000	6–12 months ahead.



Planner profile

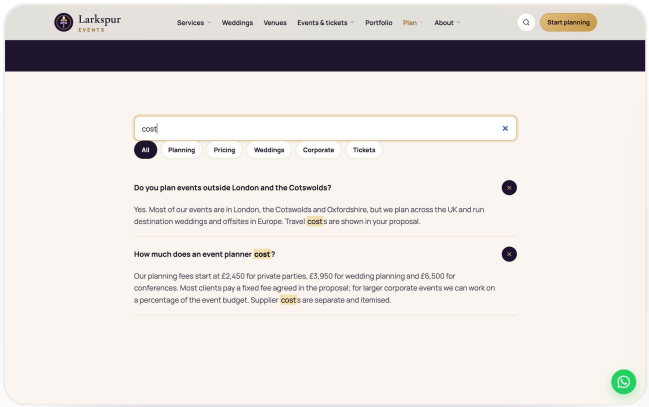
3 Team profiles

Photo, role, focus, experience and languages in a pop-up.

4 Book with a planner

Each profile opens the enquiry with that planner selected.

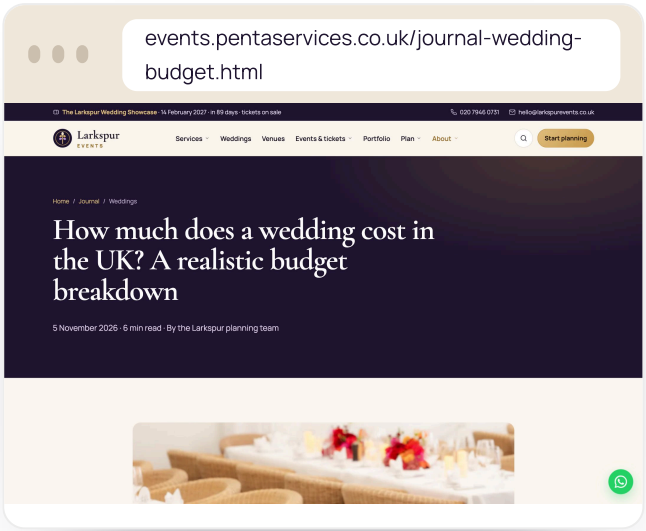
Answers, articles *and every way to reach you*



FAQ live search

1 **Searchable FAQ**

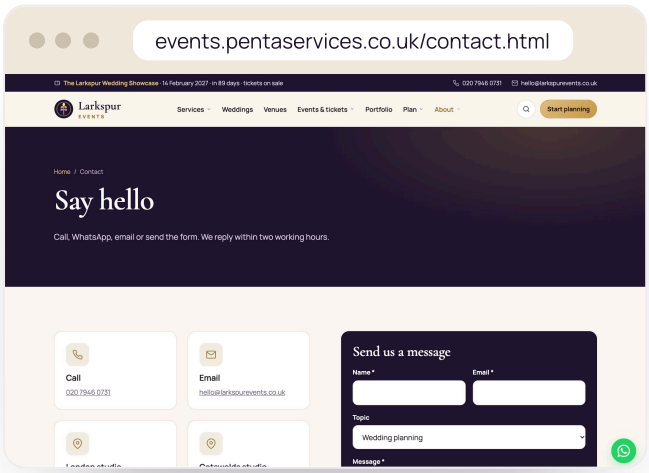
Visitors type a word and matching questions open with highlights. Topic filters and FAQ structured data.



Article: wedding budget

2 **Journal**

Planning articles on wedding budgets, conference checklists, choosing a venue and sustainable events, with topic filters and a newsletter sign-up.

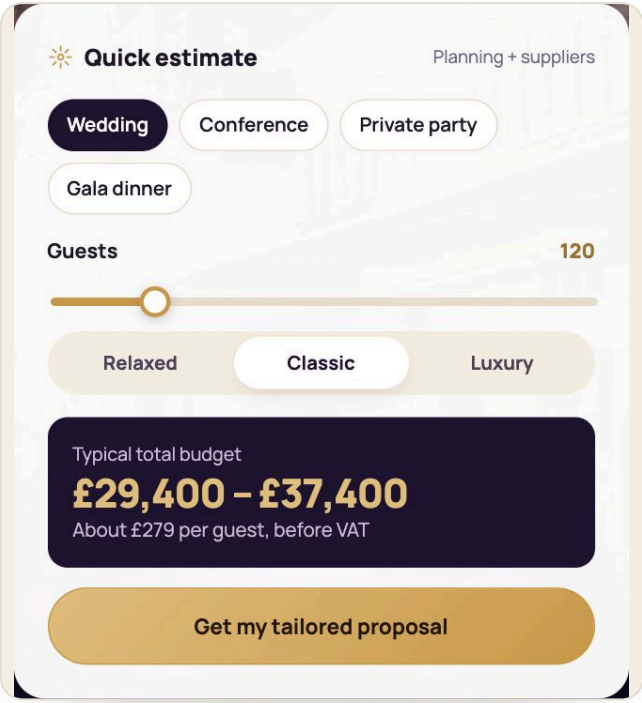


Contact page

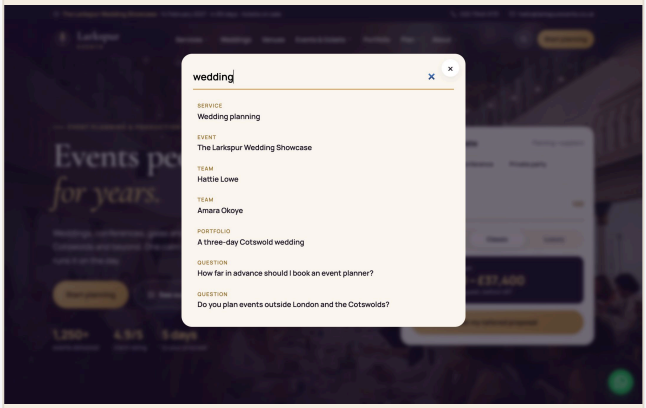
3 **Contact**

Two studios, hours, a contact form and short panels for privacy, terms and accessibility.

Features that *keep visitors engaged*



Quick estimate in the hero



Site search

Quick estimate in the hero

A budget range by event type, guests and style, before the visitor scrolls.

Site search

Searches services, venues, events, team, case studies, questions and articles (also Ctrl/Cmd + K).

Countdowns and announcement bar

The next public event with a live countdown at the top of every page.

WhatsApp, call and mobile action bar

A WhatsApp button, tap-to-call and a Call / Budget / Start planning bar on phones.

Fast and light

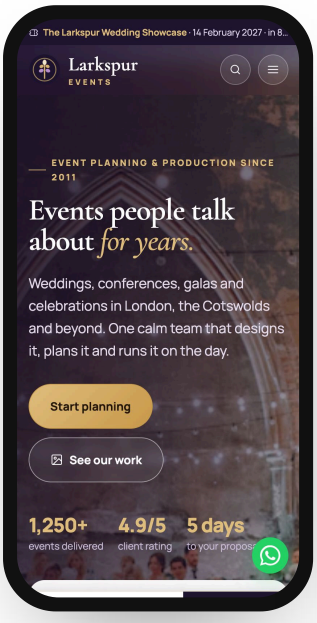
Plain code, compressed images and quick loading on phones.

Easy to update

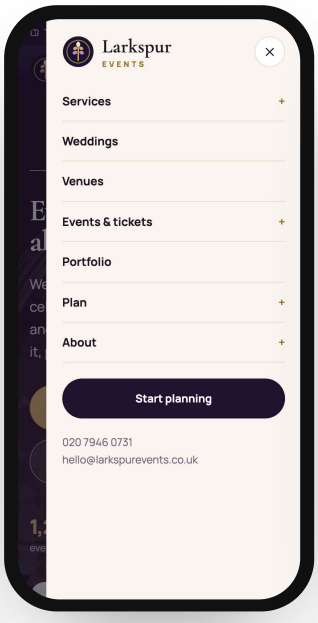
All content in one place: change a package price or add an event once and every page updates.

Designed *for the phone*

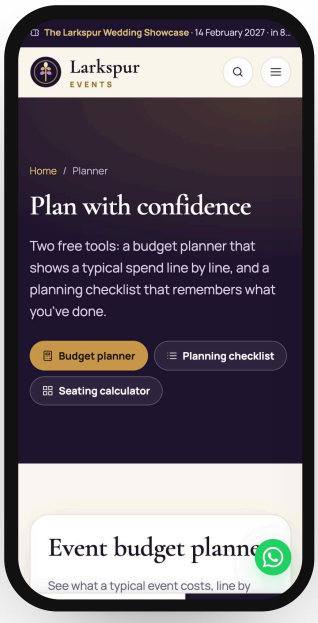
Most couples and party hosts plan on their phone, often in the evening. The menu folds into a side drawer, the tools and enquiry become thumb-sized, and a bar at the bottom keeps Call, Budget and Start planning one tap away.



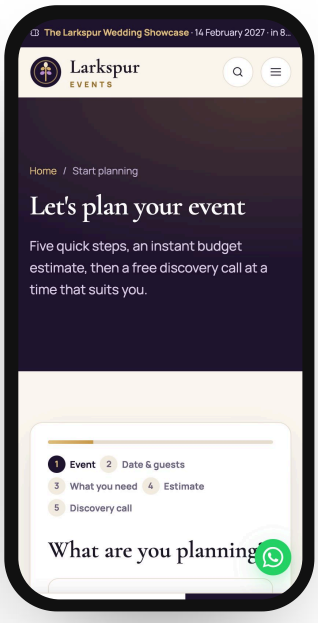
Homepage



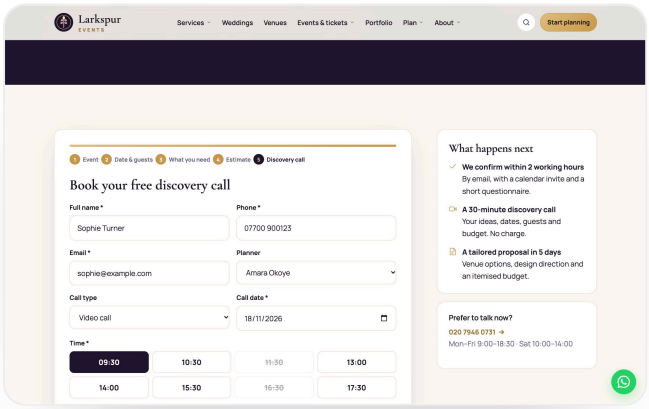
Menu

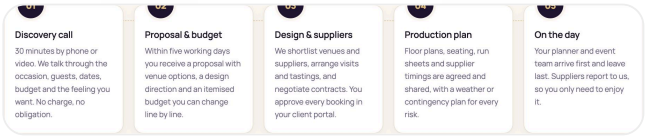


Budget planner



Enquiry





13 · BRAND AND SEARCH

Your brand, *Google and AI search*

The demo uses deep plum with champagne gold, Cormorant Garamond for headings and Manrope for text: elegant and calm, as people expect from someone trusted with their biggest day. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- LocalBusiness, Service, Event with ticket offers, FAQPage, Article and Breadcrumb structured data
- A separate page for each service and each public event
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first service pages and FAQs
- Planning articles AI tools can quote
- Consistent name, address and phone everywhere
- An llms.txt summary of your services and events

Searches the website is built around

event planner in [city] · wedding planner [region] · corporate event management company · conference organiser [city] · party planner near me · how much does a wedding planner cost · wedding budget calculator · event venues in [city]

WHY IT MATTERS

More and more people ask ChatGPT, Gemini or Google AI which planner to use and what an event costs. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

14 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourfirm.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

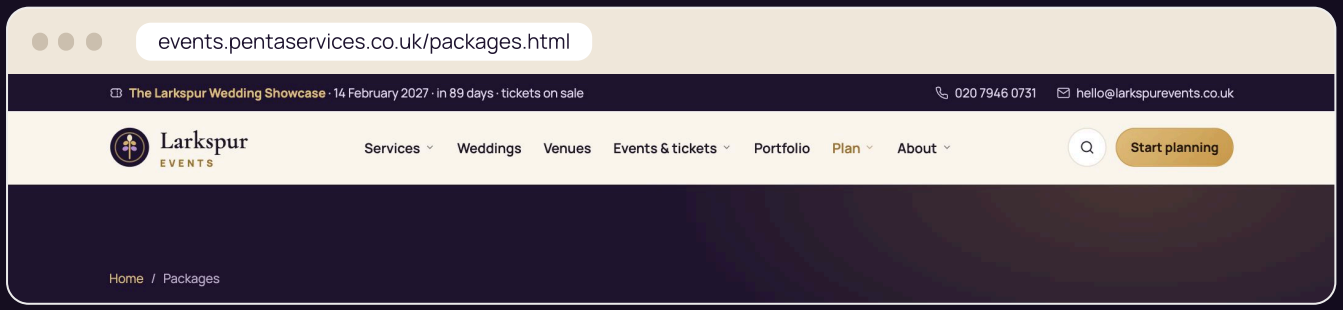
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£34 · US$45
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need *and what we do*

What we need from you

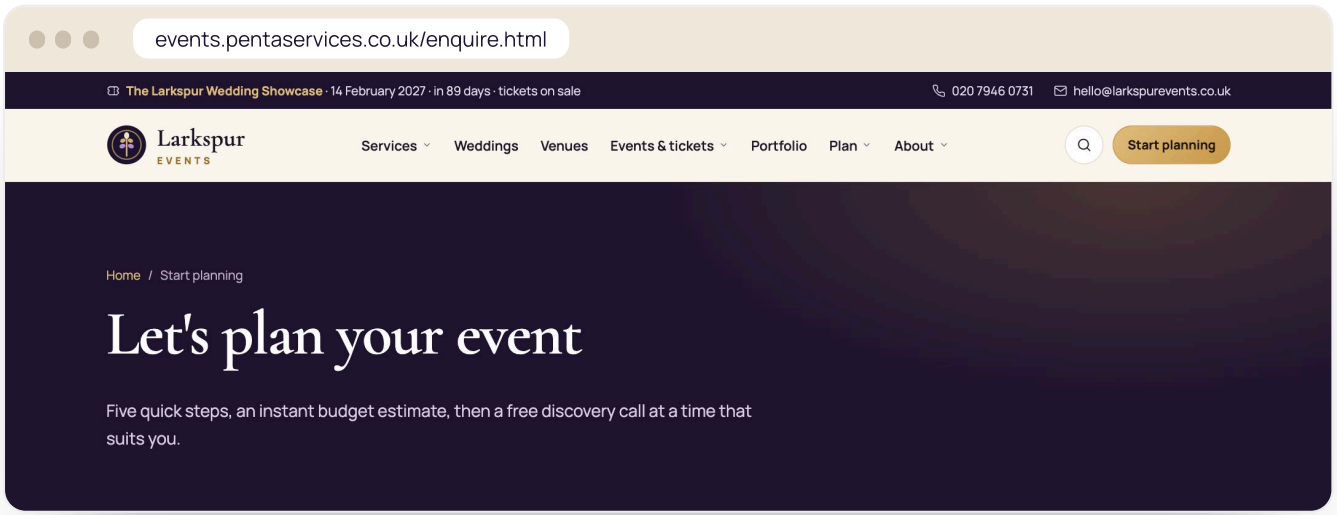
- Logo and colours, if you have them (otherwise we design them)
- Company name, studios, phone, email and areas you cover
- The events you plan, your packages and fees (or "on request")
- Your best event photos and short case studies
- Team profiles: role, experience, languages, photos
- Your own public events and ticket prices, if any

What we do

- Adapt the design to your brand
- Write and organise the pages with you
- Set up the enquiry, booking, tickets, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your company: the events you plan, venues, packages, team and languages. The budget figures can be changed to your real prices, hidden or replaced. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *fills your diary?*

1. **See the demo**
   Open the demo on your phone and computer. Try the budget planner, the enquiry and the ticket booking.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, services, packages, photos, case studies and team profiles.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: events.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. Beautiful work, clear prices and an easy first call.