



in the Events Industry

Tips For Calculating Your Day Rate As A Freelancer



01



Determine Your Costs

Before setting a rate, calculate your total expenses:

- **Living Costs:** Rent, utilities, insurance, etc.
- **Work Costs:** Equipment, software, professional memberships, and certifications.
- **Travel Costs:** Transportation, accommodation, and meals during projects.
- **Taxes and Savings:** Set aside around 20-30% of your income for taxes and future investments.



02



Understand the Role

Adjust your rate based on:

- The **specific job responsibilities** and complexity of the task.
- The **sector** you're working in; corporate events often have larger budgets than community or charity events.
- The **duration of the project**—long-term gigs might justify a discounted rate, while short-term jobs could require a premium.



03



Evaluate the Perks

Consider what the employer provides:

- Will you have to cover your own **travel and accommodation**?
- Are **meals** included?
- Are you expected to use **personal equipment** or purchase additional tools?



04



Benchmark Against Industry Standards

Research what others in your role and region charge. Websites like Glassdoor, LinkedIn, and **industry forums** can provide **insights**.



05



Apply a Formula

Here's a simple calculation:

1. **Annual Salary Target:** Decide how much you want to earn in a year.
2. **Number of Working Days:** Subtract holidays, weekends, and days you expect to spend finding work (typically 220-250 days a year).
3. **Day Rate:**
 - **Formula:** Annual Salary Target ÷ Number of Working Days.
 - Add 20-30% to account for sick days, holidays, and unforeseen gaps between projects.



06



Adjust for Expertise and Value

Your unique skills and experience add value, so:

- Increase your rate if you bring specialised **expertise**.
- Highlight your **portfolio** to justify higher rates.



07



Be Flexible and Confident

Negotiation is common. Set a minimum rate you won't go below but leave room for **discussion**, especially for projects offering valuable exposure or **networking** opportunities.





Questions to Ask Yourself

What job will I be doing? Different roles demand different rates.

What sector is the work in? Corporate gigs often pay more than community projects.

How long is the work for? Longer projects - lower rate; shorter ones - a premium.

Where will I be staying? Factor in accommodation costs if you're travelling.

Will I be fed? Food expenses can add up—don't forget to include them!

Is travel covered? If not, calculate it into your fee - (flights, train, taxis, petrol, etc.).

Do I need to use or buy any of my own equipment? This can significantly impact your costs.

What is the budget? Know what's available before negotiating.





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