

## Financial Forecast for Conference

### Income Statement Example

Financial Forcase for Conference Income Statement Example

	Year 1	Year 2	Year 3
<b>Revenue</b>			
Conference Fees	\$17,600	\$19,800	\$22,000
Booth Sponsorships	\$2,000	\$2,500	\$3,000
General Sponsorships	\$1,000	\$1,000	\$1,000
<b>Total Revenue</b>	<b>\$20,600</b>	<b>\$23,300</b>	<b>\$26,000</b>

### Expenses

#### Start-up Costs

<b>Start-up Costs Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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#### Direct Costs

Salaries & Benefits	\$7,125	\$7,481	\$7,855
Plenary Speakers	\$5,000	\$5,000	\$5,000
Plenary Speakers Travel	\$3,000	\$3,000	\$3,000
Supplies	\$300	\$300	\$300
Food	\$2,560	\$3,024	\$3,528
Marketing and Registration			
Website	\$1,000	\$1,000	\$1,000
A/V Equipment	\$0	\$0	\$0
Conference Space	\$0	\$0	\$0
<b>Direct Costs Total</b>	<b>\$18,985</b>	<b>\$19,805</b>	<b>\$20,683</b>

#### Indirect Costs

Rent for Office	\$300	\$315	\$331
IT Support	\$300	\$315	\$331
Website	\$30	\$32	\$33
Accounting	\$300	\$315	\$331
Webinar Software	\$36	\$38	\$40

<b>Indirect Costs Total</b>	<b>\$966</b>	<b>\$1,014</b>	<b>\$1,065</b>
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<b>Total Expenses</b>	<b>\$19,951</b>	<b>\$20,820</b>	<b>\$21,748</b>
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<b>Net Income</b>	<b>\$649</b>	<b>\$2,480</b>	<b>\$4,252</b>
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Conference Revenue

Revenue

	Member Attendees	Non Member Attendees	Total Attendees	Member Fee	Non Member Fee	Revenue
Conference Fees	48	32	80	\$200	\$250	\$17,600
Year 2	54	36	90	\$200	\$250	\$19,800
Year 3	60	40	100	\$200	\$250	\$22,000

	Booths	Fee	
Booth Sponsorships	4	\$500	\$2,000
Year 2	5	\$500	\$2,500
Year 3	6	\$500	\$3,000

General Sponsorships	1	\$1,000	\$1,000
Year 2	1	\$1,000	\$1,000
Year 3	1	\$1,000	\$1,000

Year 1 Total	Year 2 Total	Year 3 Total
\$20,600	\$23,300	\$26,000

## Conference Startup Costs

### Startup Costs

A/V Projector--This could be a startup cost, but the members are providing the A/V for the conference.

## Direct Costs

Staff		Monthly	Yearly	Wage	Yearly	Year 2	Year 3
		Worked Hours	Worked Hours		Expenses		
Staff	Salaries						
	Employee 1	20	240.00	\$15.00	\$3,600		
	Employee 2	5	60.00	\$35.00	\$2,100		
	Employee 3		0.00	\$25.00	\$0		
	Employee 4		0.00	\$30.00	\$0		
	Employee 5		0.00	\$35.00	\$0		
<b>Total Salaries</b>					\$5,700	\$5,985	\$6,284
Benefits (25%)		0.25			\$1,425	\$1,496	\$1,571
<b>Total Salaries and Benefits</b>					<b>\$7,125</b>	<b>\$7,481</b>	<b>\$7,855</b>
<b>Expenses</b>	Plenary Speakers				\$5,000	\$5,000	\$5,000
	Plenary Speaker Travel				\$3,000	\$3,000	\$3,000
	Supplies				\$300	\$300	\$300
	Food (Breakfast, Buffet Lunch, Snack and Drinks)				\$2,560	\$3,024	\$3,528
	Marketing and Registration Website				\$1,000	\$1,000	\$1,000
	A/V Equipment--Provided by Members						
	Conference Space--Provided by Members						
<b>Total Direct Cost Expenses</b>					<b>\$18,985</b>	<b>\$19,805</b>	<b>\$20,683</b>
<b>Indirect Costs</b>							
		Monthly	Annual	5 Percent Allocation	Costs		
	Rent for Office	500	6000	0.05	\$300	\$315	\$331
	IT Support	500	6000	0.05	\$300	\$315	\$331
	Website	50	600	0.05	\$30	\$32	\$33
	Accounting	500	6000	0.05	\$300	\$315	\$331
	Webinar Software	60	720	0.05	\$36	\$38	\$40
<b>Total Indirect Cost Expenses</b>					<b>\$966</b>	<b>\$1,014</b>	<b>\$1,065</b>

1.05 Assumes 5% increase each year

Assumes 5% increase each year for food					
Food	Attendees	Brkfst	Lunch	Snack	Total Food
	80	\$10	\$15	\$7	\$2,560
	90	\$11	\$16	\$7	\$3,024
	100	\$11	\$17	\$8	\$3,528

1.05 Assumes 5% increase each year

## Glossary

**Break-Even Point:** This is point at which revenue and expenses (or costs) are equal and there is no net loss nor net gain. A product or service has reached the break-even point when it has enough revenue to cover total costs.

**Capital Equipment:** Items of considerable value and durability that are used to provide a service or to make, market, keep or transport products. For example, U.S. accounting rules consider capital equipment that costs more than \$5,000 and has an extended lifetime of over one year to be a fixed asset of a business.

**Direct Costs:** are the costs needed to produce or deliver a product or service such as, equipment fees, service subscriptions and inventory replacement. Examples of direct costs include payroll, fuel, travel, etc. They are often recurring costs, that exists as costs that are repeated with each delivery or production of the product or service.

**Indirect Costs:** (also called "Overhead or Administrative Expenses") are typically expenses related to general administration of the project or organization. For example accounting services, board expenses, insurance premiums, office space rent, utilities, supplies and technology.

**Net Income:** Net income is equal to total revenue minus total expenses. The net income of a product or service illustrates the financial outlook of a product or service and in most cases excludes start-up costs.

**Operating Costs:** are the expenses which are related to the operation of a business. They are the cost of resources used by an organization just to maintain its existence. Operational costs include both direct and indirect costs.

**Pro Forma:** Financial forecast based on assumptions or decisions that influence the financial outlook of a product or service.

**Revenue:** The funds generated from sale of goods or services associated with the main operations of an organization before any costs or expenses are deducted.

**Startup Costs:** Startup costs include onetime costs that are incurred during the development of your product or service. This may include capital equipment, software purchase, legal fees, consulting fees and so forth. These costs are sometimes called research and development costs (R&D).