

Line Item (s)	Quantity	Item Cost	Total Cost
Speaker (s)	7	\$400	\$2,800
Videographer	1	\$1200	\$1200
Photographer	1	\$140	\$140
Website (business account upkeep)	1	\$624	\$624
Digital Marketing (Ads on Facebook/Instagram	2 months	\$1000	(\$1000)
Registration (Typeform)	1	\$100	\$100
Zoom (Pro/Webinar)	1	\$460	\$460
Equipment - Microphone	2	\$62	\$124
Equipment - HD webcam	2	\$125	\$250
Equipment - camera/phone stands	2	\$40	\$80
			\$6778

**Note: Please refer to this site for average costs of promoting posts on Instagram
<https://www.webfx.com/social-media/how-much-does-it-cost-to-advertise-on-instagram.html>

** As for Facebook it looks like when you start the process of making an ad you can set the duration of how long you want it to run and the budget. So the costs for that will be based on how much we want to spend personally.
<https://www.facebook.com/business/ads>