

Your first paid event

Work through the checks. Mark unresolved items before opening sales.

Netherlands | English | Version 1.0 | 8 October 2026

Event: _____ Date: _____

01 Clarify your position

- ☐ **Check whether KVK registration is required.**
Describe your audience, pricing, independence and plans for repeat events.
- ☐ **Assess income tax and VAT separately.**
Record your answer or the question to take to KVK, Belastingdienst or an adviser.
- ☐ **Check any applicable right-to-work conditions.**
If residence restrictions apply to you, check permission for self-employment.
- ☐ **Confirm venue and municipal requirements.**
Ask about relevant permission, notification, safety and activity restrictions.

02 Make the numbers work

- ☐ **List costs and usable capacity.**
Include venue, materials, staff, payment/platform fees and free places.
- ☐ **Calculate a realistic minimum sales target.**
Use confirmed tax and fee assumptions; check whether the target fits capacity.
- ☐ **Check cash timing and cancellation exposure.**
Know when deposits are due and when ticket proceeds become available.

Open question / owner: _____

Prepare to open sales

Use this page for the event information, booking flow and follow-through.

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03 Prepare the booking experience

- ☐ **Write the essential event information.**
Include date, location, language, suitability, accessibility and what is included.
- ☐ **Make pricing and cancellation information clear.**
Check the total buyer price and what happens if you or a participant cancels.
- ☐ **Verify payment onboarding and test the booking flow.**
Check organizer eligibility, required details and the confirmation a buyer receives.
- ☐ **Set up a practical records folder.**
Keep sales, receipts, fees, refunds and payout records together.

04 Plan delivery and follow-up

- ☐ **Choose promotion channels and label your links.**
Start with channels relevant to your audience; compare results after launch.
- ☐ **Prepare the event-day plan.**
Assign check-in, venue contact and participant communication responsibilities.
- ☐ **Plan appropriate post-event communication.**
Respect communication preferences; review feedback and financial results.

Before launch: who will resolve the remaining items?

Owner: _____ Review date: _____

Official starting points

KVK: business registration criteria

Belastingdienst: income tax and VAT

Business.gov.nl: event licences