

Event Type: 2-Day Seminars



Level of Difficulty: **D D D D D**

Prime Directive: Up-sell attendees into mid-tier offerings or schedule discovery conversations

Secondary Benefits:

- Cement strong client relationships
- Position yourself as trusted advisor
- Create “tribe” of loyal fans
- Ignite social media buzz
- Gather quality photos, video and testimonials
- Stage swaps become possible
- Boost brand cache
- Increase your perceived value (and fees)
- Cultivate urgency and activate ideal clients to take next step



Ideal Size:

25-150



Budget Needed:

\$5,000-\$40,000



Lead Time

7-9 months

Target Audience:

- Entrepreneurs and small business owners
- Mid-level professionals and decision makers
- Small teams
- Enthusiasts



Venue Options:

- Hotels
- Universities and colleges
- Meeting and convention spaces
- Wedding venues (during the week)

Fill Strategies:

- Sales calls
- Webinars and teleseminars
- Sponsoring at other events
- Sponsor ticket commitments
- Bonus tickets offered with other programs
- Email marketing
- Speaking at other events
- Affiliates and JVs
- Direct mail
- Bring - a-Friend/ Colleague tickets

Logistics & Team Support:

- Customer service ongoing
- Venue contract negotiations (room block)
- Travel logistics come into play
- Medium to heavy A/V requirements
- Participant training materials
- Ideal team is 4 to 5
- Sales team member essential



\$\$\$ Monetization Strategies:

- Event registrations (\$297- \$2,500)
- Main stage sales offer
- Repackage as info product
- Schedule Discovery sessions
- Up-sells and cross-sells
- Back-of-the room sales
- Live-streaming
- Certification and licensing
- VIP upgrades
- Sponsorships
- Exhibitors

BONUS TIP: Build sufficient time into your agenda to seed and sell