

Event Type: Large Conferences



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

Prime Directive: Sell high-end mastermind programs or monetize your platform with sponsorships and exhibitors

Secondary Benefits:

- Cement your role as an industry thought leader
- Become a go-to media expert in your field
- Drive increased demand and up-level your pricing power
- Establish strategic relationships With major centers of influence
- Generate massive market buzz
- Leverage tangible post-event "Halo" effect



Ideal Size:

150-500
(and up)



Budget Needed:

\$50,000
(and up)



Lead Time

14-18 months

Target Audience:

- Industry or trade specific professionals
- Small teams
- Small business owners
- Wealth seekers
- Consumers at large (With specific focus)



Venue Options:

- Conference hotels
- Large meeting venues

Fill Strategies:

- Sales calls
- Email marketing
- Sponsoring at other events
- Retargeting banner ads
- Calendar listings
- Sponsor-required ticket sales
- Bring-a-friend/colleague tickets
- CE or learning credits
- Speaking at other events
- Print and radio ads
- Direct mail
- Media publicity
- Early-bird discounts
- Affiliate and JV promos

Essentially... Everything and the kitchen sink

Logistics & Team Support:

- Venue contract negotiations- HUGE Consideration
- Ongoing registration. Cancellation and change requests
- Experienced event planning company
- Experienced conference A/V team
- Personal assistant support for you
- Registration desk | back-of-the-room team
- Marketing team
- Sales | business development team
- Sponsor | exhibitor liaison



\$\$\$ Monetization Strategies:

- Event registrations
- Sponsorships
- Upsells into high-end programs
- Pre- and post-conference workshops
- Back-of-the-room sales
- Live-streaming
- VIP upgrades
- Exhibitors
- Speak-to-sell speaker splits
- Membership and certification programs
- DVD recordings of the event

BONUS TIP: Filling the event is your **BIGGEST** concern- everyone underestimates the sustained effort it takes to fill the room