

Event Type: Power Breakfasts



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

Prime Directive: Schedule discovery sessions

Secondary Benefits:

- Raise profile with people of influence locally
- Position yourself as a center of affluence
- Test “hot buttons” with your target market
- Get your foot in the door for needs discovery
- Identify immediate sales opportunities



Ideal Size:

25-50



Budget Needed:

\$500-\$1,500



Lead Time

8 weeks

Target Audience:

- Decision makers from small to mid-size businesses, locally based non-profits and educational organizations
- Small business owners and entrepreneurs



Venue Options:

- Universities, especially those with executive MBA programs
- “Donated” meeting space from local businesses that share target market (CPAs, law firms, insurance firms, etc.)
- “Donated” meeting space from business magazines or newspapers
- Restaurants
- Business Incubators

Fill Strategies:

- Sexy topic good. Boring topic bad.
- Big-name guest or speaker
- CE credits available
- Local event calendar listings
- LinkedIn invitations
- JV partnerships



Logistics & Team Support:

- Ability to process registrations
- 1 assistant during planning phase and on-site
- Possible light A/V needs
- Minimal catering (think: bagels and coffee)



\$\$\$ Monetization Strategies:

- Ticket sales (\$35- \$125)
- In-kind sponsors coffee, meeting space, etc.
- Corporate sponsors (when it grows)
- Sales from discovery sessions

BONUS TIP: Partner with local business publication or networking organization for greater reach and credibility