

Event Type: Retreats

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

Prime Directive: Monetize your expertise while nurturing client relationships

Secondary Benefits:

- Incorporate into high-end programs as irresistible bonus
- Solidify trusted advisor status with clients
- Leverage off-the-chart “Stick factor”
- Cultivate strategic relationships with heavy hitters
- Generate market buzz
- Up-level your pricing power



Ideal Size:

6-10



Budget Needed:

\$15,000-\$45,000



Lead Time

12 month

Target Audience:

- Senior executives
- Well-established business owners
- Celebrities and A-listers
- Affluent individuals
- Adventurers, thrill seekers and enthusiasts



Venue Options:

- Boutique, luxury accommodations
- Exclusively “resort & spa” hotels
- Privately owned villas and high-end homes
- Exotic destinations

Fill Strategies:

- Sales calls
- Emphasize exclusive experience
- Qualified referrals
- Personal emails
- Upsell out of small group intensives
- Up-sell out of other live events
- Refer-a-colleague package deals
- Incorporate as bonus into another program
- Maximize use of photos and video
- Sell to single company for entire executive team



Logistics & Team Support:

- Pre-retreat concierge level service to support client travel planning
- On-site administrative support
- On-site concierge support for clients



\$\$\$ Monetization Strategies:

- Retreat registrations (\$5,000 and up)
- On-location needs discovery with one-stop decision makers
- Up-sell attendees into long-term programs/services
- Forge business deals (JVs, strategic alliances, sponsorships, etc.)

BONUS TIP: Re-sign participants into next retreat while in the experience