



# Profit From Live Events

## RUN OF SHOW SAMPLE

### LARGE CONFERENCES / LIVE EVENTS (3 DAYS)

**Day 0 is the day before your event starts.** Most Likely attendees are traveling. You want to have something for them at hotel registration.

- Welcome letter
- Welcome gift (something that sets the mood of the live event)
- Hold Welcome reception – if you choose this be sure to tell attendees to arrive by a specific time

#### **Day 1 Registration (60 minutes)**

Continental Breakfast

Registration Team is on duty

Attendees given recognition ribbons as they register and get their swag bag

Ticket for door prize given

Exhibit Booths open

#### **Session 1 (90-minutes)**

Opening Session

Set intentions

Go through logistics

Give some stuff away

Upgrade people to VIP

Powerful experiential exercise to set the tone

Mention next step sessions and invite team to stage so they know who they are

#### **30 minute Networking Break**

You leave stage and Emcee comes up to do announcements

Exhibit booths are open

Next step sessions sign up

#### **Session 2 (90-minutes)**

Come back to an experiential activity

Teach First Set of Content and coordinating worksheets



Hear from two people at the microphone before going to lunch about morning

**90-Minute Lunch Break**

You leave stage and Emcee comes up to do announcements

Exhibit booths are open

Next step sessions happen during the back half of lunch

Lunch Table Topics

Instructions for VIP luncheon if all don't get lunch

**Session 3 (90-minutes)**

Client or emcee introduces you back to stage

Panel sessions are great after lunch

If no panel doing something lively and interactive

**30 minute Networking Break**

You leave stage and Emcee comes up to do announcements

Exhibit booths are open

Next step sessions

**Session 4 (90-minutes)**

Content Session 2 and coordinating worksheets

45 minutes to teach, 45 minutes to do the work

**30-minute Break**

You leave stage and Emcee comes up to do announcements

Exhibit booths are open

Next step sessions

**Q & A Session (45-Minutes)**

Q and A segment

Summarize day

Review where they started and where they are now

**Dance Party or Social Media Break (30 Minutes)**

Get them up, moving and excited, get some testimonials and have people take selfies together

**90-Minute Dinner Break**

You leave stage and Emcee comes up to do announcements

Exhibit booths are open

Next step sessions



Dinner Table Topics

**Session 5 (90 Minutes)**

Bonus Session no real content so that people who can't stay don't miss the content. I usually do something on mindset and experiential on evening 1



## **Day 2**

### **60 minutes Networking Break**

Continental Breakfast  
Exhibit Booths Open  
Next Step Sessions

### **Opening Session 6 (30 minutes)**

Review Day One and Q & A Segment  
Aha's from last night  
Reactions at microphones

### **Session 7 60-Minute Session**

Business Makeovers or First Speaker if Having other Main Stage Speakers

### **30-minute Networking Break**

You leave stage and Emcee comes up to do announcements  
Exhibit booths are open  
Next step sessions – all sessions must be complete by now

### **Session 8 (90 minutes)**

Mindset or Money Consciousness Session (in preparation for your offer)  
Business Makeover if you haven't done at least one yet

### **90 minute Lunch Break**

You leave stage and Emcee comes up to do announcements  
Exhibit booths are open  
Next step sessions  
VIP Lunch instructions  
Lunch table topics

### **Session 9 (90 minutes)**

Experiential Activity kick off after lunch  
Success Panel and Offer – Get ready for enrollment  
60 minutes for panel | 30 minutes for offer – practice, practice, practice

### **30 minute Networking Break**



You leave stage and go to enrollment center and Emcee comes up to do announcements/ emcee directs people to enrollment center  
Exhibit booths are open

**Session 10 (90 minutes)**

Q & A and business makeovers or something fun and light hearted  
DO NOT MENTION OFFER  
Makeovers

**90 minute Dinner Break**

You leave stage and Emcee comes up to do announcements  
Emcee mentions suite session for those on the fence or would like to chat with you about next step  
Exhibit booths are open  
Next step sessions  
Dinner Table Topics

**Session 11 (90 Minutes)**

Panel  
Your Name Unplugged  
Something Light and Experiential

**Session 12 (75-Minutes)**

Invitation only  
Preferably in your suite  
For those who are considering but need to speak with you before they enroll



Day 3

**60 minutes Networking Break**

Continental Breakfast  
Exhibit Booths Open

**Opening Session 13 (90 minutes)**

Invite new clients to stage – share one word  
Review Day Two and Q & A Segment  
Last time to mention offer from Day 2 – Overcome objections in advance  
Aha's from last night  
Reactions at microphones  
Powerful coaching exercise for the room

**30 minute Networking Break**

You leave stage and Emcee comes up to do announcements  
Exhibit booths are open

**Session 14 (90 minutes)**

Breakout Sessions or Content  
If breakout sessions, sessions for 60 minutes and then release to lunch

**90 minute Lunch Break**

You leave stage and Emcee comes up to do announcements  
Exhibit booths are open  
VIP Lunch instructions  
Lunch table topics

**Section 16 (90 minutes)**

Content Session and coordinating worksheets  
Great place for other speakers if you've taught everything you need to teach

**30 minute Networking Break**

You leave stage and Emcee comes up to do announcements  
Exhibit booths are open

**Session 16 (90 minutes) Wrap Up Closing Session**

Experiential Activity