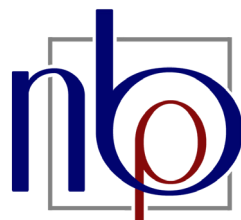




NICHOLAS “NICK” BARTLEY, M.Ed
Entrepreneur | Author | Speaker



WWW.NICKBARTLEYPRESENTS.COM



EVENT PLANNER | BRAND SPECIALIST | BUSINESS CONSULTANT

NICHOLAS "NICK" BARTLEY, M.Ed

   @V2LCEO



Nicholas "Nick" Bartley, M.Ed is a serial entrepreneur with 15+ years of "qualified" experience in meeting/event planning, graphic design & brand management, and business development consultation. He brings a wealth of knowledge and experience that contribute to his success in fully grasping a client's vision which include planning regional & national conferences (with up to 10,000+ attendees), designing logos, collateral and websites for clients across the country, managing a \$65M budget for a college, sponsorship acquisition, consulting with image & professional development for high school students up to young professionals, and the list could go on. His unique background of education, financial management, customer focus principles, and innovative event planning & creative design experiences will combine as an infusion of the perfect blend to accomplish his client's mission and goals for their respective project.

The Vision... After building a solid five year career foundation at Morehouse College, Nicholas decided to pursue this long awaited entrepreneurial endeavor...to own his own conference and special events planning & design company. In 2009 that dream was realized with a trust fall on faith that led to the formation of V2L Events, LLC, an event planning & management firm focused on highlighting the client's brand image through their events. Unique from his competitors, Nicholas was compelled to include direct graphic design services with all his client projects and by 2011 the demand fostered the development of the V2L Design Studio. The intent was to make V2L a "one-stop" branding solutions firm to assist with event planning, branding, and marketing in one seamless production package. Additionally, his commitment to assisting in business and entrepreneurial development led to creating The Entrepreneurial Cooperative (2012) and The 168 Life Project (2014).

The Brand... With understanding the importance and power of brand image and perception, the company celebrated its 5th year anniversary with a major rebranding strategy, which included changing its name to **The V2L Corporation, LLC**. The V2L Corporation is a premier service solutions company, with a nationwide roster of clientele, offering service solutions in the areas of event planning, branding, entrepreneurial development, and business consulting. Distinguished by its attention to detail, flawless execution, and altruistic customer service, V2L listens to the vision, demonstrates expertise, and aims to please clients to the fullest, no exceptions. V2L is where Visions come to Life!

The CEO... Nicholas obtained a Bachelor of Science degree in Mathematics from Morehouse College, a Master of Education degree in Educational Leadership from Georgia State University, and a Certificate of Hospitality Administration in Tradeshow and Event Planning from the J. Mack College of Business at Georgia State University. He has served in professional capacities as Budget Assistant, Budget Analyst and Director of On-Campus Recruitment & Special Events all at Morehouse College. His level of expertise involves infusing those experiences to create integrated business solutions that provide clients with a unique interaction that assists more than just planning an event or designing a website, but dissecting and providing information for business expansion and sustainability. Nicholas thoroughly feels his mission in business is to use his gifts and talents to enhance his client's brand image with an approach on providing holistic solutions and works diligently to exceed their expectations. His only goal is to execute THE VISION and lend expertise to transfer knowledge for long term success ... it's not just a transaction, it's a mutual partnership.



To learn more about Nicholas and V2L visit www.NickBartleyPresents.com or www.V2LCorporation.com



NICK BARTLEY *presents*

THE CEO Experience



THE FUNDAMENTALS OF EVENT PLANNING {PLANNING, MARKETING & MANAGEMENT}

Seminar Overview: This seminar is designed for individuals who have event planning responsibilities and aspiring hospitality/event planning service providers, with no formal training, who desire to learn industry tidbits that will foster event cost reduction and create an everlasting event experience. Learn how to translate the VISION and execute an experience that will accomplish established goals and objectives. The interactive exercises will engage participants on how to efficiently plan, manage, & promote an event and how to apply it in any social engaging setting.

INTRODUCTORY ROUNDTABLE:

If you plan it, they WILL come. Right?

A discussion on what happens when shortcuts (known and unknown) enter into the event planning process and what prevents expected outcomes from occurring. The premise is to provide an open and candid dialogue on how what we think in the event planning process doesn't always translate the same to the target audience. This roundtable will set the tone to identify and dispel common misconceptions and practices to assist those without formal training and/or substantial experience with planning events.

SEMINAR OUTLINE:

Part I: Event Planning

- **Foundation:** Development Basics : Best Practices : Programming
- **Event Finances:** Budget Development : Revenue Generation : Sponsorship
- **Contractual Obligations:** Vetting & Negotiation : Execution : Delivery
- **Logistics:** Venue Selection : Event Flow/Scheduling : Walk-thru's

Part II: Event Management

- **Vendor Coordination:** RFP Process : Selection : Communication : Payment
- **Onsite Production:** Guest Experience : Managing Participants : ShowTime
- **Team Roles:** Managing Staff, Volunteers, and Vendors
- **Post Event:** Vendor Close-out : Acknowledgements : Reports

Part III: Event Marketing & Promotions

- **Marketing^(The Plan):** Event Execution Plan : Strategy & Timing : Social Media Plan
- **Collateral:** Vision : Creation : Distribution
- **Promotions^(Execution):** Traditional vs Virtual : Advertising Options
- **Communication:** Strategy & Implementation : Etiquette : Follow-up

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Who Should Attend...

- Non-Professional Event Planners
- Aspiring Event Planners
- Corporate/Non-Profit Leaders
- General Audience

Benefits & Highlights

- Interactive learning environment
- Tailored seminars for your specific needs
- Engage in practical exercises
- Walk-thru the event planning process
- Learn negotiation tactics & skills
- Develop and event budget
- Monetize advertising/sponsorship opportunities

Registration Information

Register for this seminar online

www.NickBartleyPresents.com

- Click Seminars
- then click Register

Event Code: **Sem-EVNT**

Duration: **2 Hours**

Registration Fee: **\$75 \$55⁰⁰**

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THE CEO Experience



INTRODUCTION TO ENTREPRENEURSHIP

Seminar Overview: Special Joint Seminar with Limited Offerings: This seminar is designed for aspiring, part-time, and beginning Business Owners & Non-Profit Directors who are in need of guidance and knowledge of the necessary steps to take to manifest their entrepreneurial endeavors. Learn how to legitimize your business dealings and safeguard your VISION to convey the best positive perception to prospective clients and stakeholders. Participants will gain a holistic understanding of the entrepreneurial journey and its effects personally, professionally, and within the business community.

INTRODUCTORY ROUNDTABLE:

OMG! ... I am the CEO, but who's the BOSS?

This discussion takes a deep look at the psychological adjustment and various phases an individual will encounter as an Entrepreneur. Participants will learn the essentials of business plan writing, market research, and brand development. Additionally, gain an understanding of factoring in how this transition affects your mental attitude (in celebration and adversity), the physical wear and tear (is your body equipped), and business sustainability (the life span of your business venture).

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A Division of The V2L Corporation, LLC

Who Should Attend...

- Business Owners (beginner/part-time)
- Aspiring Entrepreneurs
- Student Business Owners
- General Audience

SEMINAR OUTLINE:

Part I: Vision & Administration

- Transforming your VISION into a Business Venture
- Business Plan Basics
- Forming a Legal Structure/Business Registration
- Intellectual Property Basics

Part II: Business Finance 101

- Developing Financial Policies and Procedures
- Understanding and Developing an Operating Budget

Part III: Branding Basics

- Developing Your "BRAND"
- Promotion: Brand Awareness
- Understanding Brand Identity
- Developing & Maintaining Virtual (Web) Presence

Benefits & Highlights

- Interactive learning environment
- Tailored seminars for your specific needs
- Engage in practical exercises
- Develop/Enhance your business pitch to the right audience
- Build a mock Operating Budget
- Learn Business Plan basics
- Learn how to express your vision for graphic creation

Registration Information

Register for this seminar online

www.NickBartleyPresents.com

- Click Seminars
- then click Register

Event Code: **Sem-ENTR**

Duration: **2 Hours**

Registration Fee: **\$75 \$55⁰⁰**

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THE CEO Experience



ENTREPRENEURISM & BUSINESS DEVELOPMENT

Seminar Overview: This seminar is designed to equip aspiring and novice entrepreneurs with the knowledge and information needed to start on the right track towards a successful and sustainable business venture. Understand ways to ensure your hobby and passion can effectively transform into a rewarding addition to the community while generating the necessary revenue for a lucrative operation.

INTRODUCTORY ROUNDTABLE:

Entrepreneurism: the Mental...the Physical...and Sustainability

This discussion takes a deep look at the psychological adjustment and various phases an individual will encounter as an Entrepreneur. There are many reasons for entering self-employment. Regardless the countless hours of preparation, business plan writing, market research, brand development, and the list goes on, have you stop long enough to factor in how this transition affects your mental attitude (in celebration and adversity), the physical wear and tear (is your body equipped), and business sustainability (the life span of your business venture).



Who Should Attend...

- Business Owners (beginner/part-time)
- Aspiring Entrepreneurs
- Student Business Owners
- General Audience

SEMINAR OUTLINE:

Part I: Vision & Administration

- **Transforming your VISION into a Business Venture**
 - Identifying your business and its uniqueness proposition
 - SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Building the Team
- **Business Plan Basics**
 - Articulating your Vision...even if you hire a writer!
- **Forming a Legal Structure/Business Registration**
- **Intellectual Property Basics**

Part II: Business Finance 101

- **Understanding and Developing an Operating Budget**
- **Financial Management 4 Business**
 - Pricing services and projecting Revenue
 - Fundraising
- **Fundamentals of Business Finance**

Benefits & Highlights

- Interactive learning environment
- Tailored seminars for your specific needs
- Engage in practical exercises
- Develop/Enhance your business pitch to the right audience
- Learn how to build an Operating Budget and project revenue
- Learn Business Plan basics

Registration Information

Register for this seminar online
www.NickBartleyPresents.com

- Click Seminars
- then click Register

Event Code: **Sem-BUS**

Duration: **2 Hours**

Registration Fee: **\$75 \$55⁰⁰**

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NICK BARTLEY presents

THE CEO Experience



BRAND DEVELOPMENT & MANAGEMENT

Seminar Overview: This seminar will provide an in-depth and hands-on approach to understanding the concept of brand development from the perspective of service offerings, customer service delivery, representative graphics & collateral (logos, corporate identity, virtual presence), and your basic protections. Learn how to develop the message of your vision for an effective graphic presentation that can be effective in your marketing strategies and promotional activities.

INTRODUCTORY ROUNDTABLE:

Business Perception: What is it? ... How to Protect It?

This discussion will bring to light the Degrees of Separation between a business, its owner, and any affiliated staff. The notion that Business and Personal are completely separate in the professional realm is one that is totally up to the general public. The Public Relations perspective should play a major part in how your brand is developed and maintained whereas it has everything to do with knowledge and understanding one has of the business relations of the owner(s) and staff. So let's talk candidly about how to maintain a positive business image...and we aren't talking about just pretty graphics and collaterals.

SEMINAR OUTLINE:

- **Development: Building a "BRAND"**
Defining YOUR Brand
Service Delivery, Brand Maintenance & Enhancement
- **Promotion: Brand Awareness....Your Message & Delivery**
The Appeal...Creating Your Story (Uniqueness Proposition)
Substance...Proper representation and meaning (Value Proposition)
Engage...Identifying your target market and catering to their needs
Inform...Choosing the appropriate vehicles for effective delivery
- **Brand Identity: Graphic Representation role & function**
Your Logo...it's more than just letters and pictures
Communicating Your Vision "EFFECTIVELY" to Graphic Producers
- **Virtually YOU! Developing & Maintaining Web Presence**
Domain Registration & Hosting 101
Developing a Website Vision
Developing and Managing Content
- **Social Media for Business**
Intro, Intent & Strategy...What they Are and ARE NOT
Walk-thru of popular Apps (Facebook, Twitter, YouTube, LinkedIn, Etc)
- **Intellectual Property 101**

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Who Should Attend...

- Corporate/Non-Profit Leaders
- Aspiring Entrepreneurs
- Aspiring Graphic Designers
- General Audience

Benefits & Highlights

- Interactive learning environment
- Tailored seminars for your specific needs
- Engage in practical exercises
- Develop/Enhance your business pitch to the right audience
- Hands-on SM set-up & tutorial
- Learn how to express your vision for graphic creation
- Develop a Marketing plan outline

Registration Information

Register for this seminar online

www.NickBartleyPresents.com

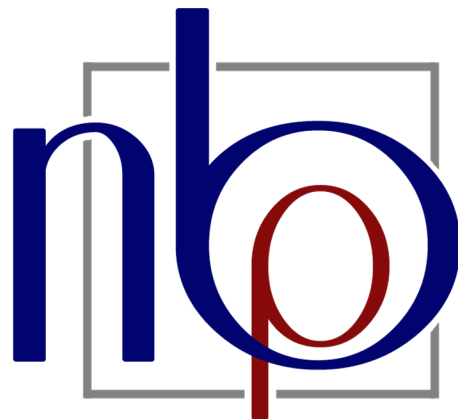
- Click Seminars
- then click Register

Event Code: **Sem-BRND**

Duration: **2 Hours**

Registration Fee: **\$75 \$55⁰⁰**

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