



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.



Who Should Attend...

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

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

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**