

Good Morning, Sunshine! Waking Up Your Tired Events



Special events offer a great way for you to differentiate your product or service from your competitors. They can help you project your brand and incorporate your culture in a way that is memorable and fun. Events can also help you get to know your customers and potential customers but only if they are done right. Although special events can be costly, they are more costly if they are not incorrectly and don't showcase your best traits. If you're thinking about hosting an event either personally or professionally, ask yourself the following questions:

- ❖ Do you know what you're trying to achieve by hosting an event?
- ❖ What theme would drive your objectives home?
- ❖ Will your budget cover what you want to accomplish?
- ❖ Are you knowledgeable about venues, food & beverage, entertainment, invitations, and insurance needs?
- ❖ Can you remain calm when things go wrong, as they inevitably will?
- ❖ Is there someone who can execute your event from start to finish?
- ❖ If you've done this event before, are your guests tired of the "same old same old"?
- ❖ How can you wake up your tired events by putting a different spin on them?

If you are breaking out in hives just thinking about these questions, this workshop is for you and the event planners on your team. You'll learn how to maximize the money you spend on events and how to follow a few simple guidelines to ensure your event is truly a special event.

Taught by Sandy Sloane, CEO of *Solutions by Sloane*, who has over 30 years of experience planning every type of event under the sun...and in the snow, too!



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