



*Strategic Brilliance*

**ONE-ON-ONE  
EVENT  
ACCELERATOR**

**MISSION:** Create unique, life-changing experiences through in-person and virtual events that sparks engagement, inspires change, and impacts lives, communities, and organizations.



# WELCOME!

**Hi! I'm Wendi, the founder and owner of Be Bright Events, a boutique event planning, management, and consulting company.**

From the very beginning, I knew I wanted to work with entrepreneurs whose sole focus was to empower and inspire others. I find joy every day in helping others spark engagement, create change, and enrich lives, communities, and organizations through their events.

My team and I are experienced event professionals who thrive on creating events that enhance the experience of everyone that attends through emotional connection, intellectual stimulation, and physical excitement. We thrive in reducing the stress for our clients by managing all the moving pieces to ensure that their events run smoothly from conception through execution

Through advanced preparation, project management, excellent communication, attention to detail, and the willingness to always go the extra mile, we get the opportunity to turn our client's vision into a reality.

We want to be your go-to source for growth, resources, inspiration, and innovation.

I'm excited to have you as a part of the Be Bright Events family!

All the best,

A handwritten signature in black ink that reads 'Wendi'.





# Personalized **EVENT ACCELERATOR**

**Whether you've already assembled a dynamic team and gathered your resources, or you're navigating the initial stages of event planning, the Event Accelerator program will be a game-changer in setting your event up for success.**

**Effective event coordination isn't just about having the resources – it's about strategic direction and expert guidance.**

**Our Strategic Event Accelerator Program equips you with the necessary strategies, timelines, and documents to ensure every task is approached with intention and efficiency.**

**Imagine the ease and confidence that comes from having access to proven resources, tools, timelines, and templates designed to streamline your path to success.**

**Think about the sense of accomplishment and confidence you'll feel when hosting your next event, backed by the knowledge and support of expert consultation.**

**Dive into our expert areas outlined in the following pages, and explore how The Event Accelerator will not only set you up for success but also, transform your event planning experience.**

## ARE YOU PLANNING AN EVENT AND...

- Feeling uncertain about the steps to ensure a successful outcome?
- Overwhelmed by the sheer volume of tasks that need to be accomplished?
- Unclear about the costs involved and how to effectively budget for your event?
- Anxious about the possibility of financial loss or misallocating funds?
- Concerned about participant engagement and interaction at your event?
- Worried about unforeseen challenges and the unknown aspects of event planning?

## WHAT IF YOU...

- Had a roadmap, knowing 'what's next' & 'how-to' for each phase of planning?
- Collaborate with an experienced event producer, where you can share your ideas and receive innovative suggestions and strategies that enhance your vision?
- Gain access to a suite of resources including templates, guides, checklists, and action sheets, all designed to streamline your planning process?
- Partner with an expert who guides you through each step, offering a supportive hand to

## HOW WOULD IT FEEL TO...

- Have a comprehensive checklist that clearly outlines every task for your event and the optimal time to execute them?
- Have the confidence that your financial decisions are maximizing profitability and that your investments are being made wisely and effectively?
- Plan and execute memorable events with absolute certainty, knowing every detail is precisely as it should be?
- Save countless hours of your valuable time, achieving the same level of detail and excellence without the full investment in a full-service event planner?
- Eliminate the guesswork from all your event planning logistics, streamlining the process for efficiency and effectiveness?

**THE 1:1 EVENT ACCELERATOR PROGRAM IS THE AFFORDABLE SOLUTION TO PLAN YOUR EVENT WITH CONFIDENCE, CLARITY, AND CERTAINTY!**

# Expert Areas

## HIGH LEVEL STRATEGY

### POTENTIAL TOPICS

- Overall Strategy
- Goal Setting
- Timeline
- Ideal Audience
- Niche, Topic, & Content
- Intentional Agenda Design

### TOOLS & TEMPLATE DELIVERABLES

- Guide: Getting Started Event Planning
- Workbook: Dial in Your Event Niche & Target
- Template: Timeline Calculator
- Template: Run of Show
- Template: Agenda Wire Frame
- Tool: Drag and Drop Agenda Builder

## PLANNING & LOGISTICS

### POTENTIAL TOPICS

- Venue Sourcing
- Contract Negotiations
- Budgeting
- 3rd Party Vendors
- Food & Beverage
- Design & Decor
- Attendee Gifts & Swag
- Liability & Event Insurance

### TOOLS & TEMPLATE DELIVERABLES

- Guide: Venue Sourcing & Contract Negotiations
- Template: Venue RFP
- Template: Budget Calculator
- Access to our preferred vendors
- Template: Menu Planner
- Template: Attendee Waivers

# Expert Areas

## REGISTRATION & WEBSITE

### POTENTIAL TOPICS

- Pricing / Ticket Tiers
- Registration Site
- Design & Copy
- Integrations
- Event Dashboard

### TOOLS & TEMPLATE DELIVERABLES

- Workbook: Create & Sell Your All-Access Pass
- Toolkit: Creating your Event Website
- Checklist: High Converting Registration Site
- Templates: Lead Pages Registration Websites
- Templates: Lead Pages Dashboards

## MARKETING & PROMOTIONS

### POTENTIAL TOPICS

- Social Media
- Email Marketing
- Paid Advertising
- SEO
- Community
- Cross-Promotion

### TOOLS & TEMPLATE DELIVERABLES

- Guide: Event Marketing Playbook
- Swipe File: Social Media Promotion
- Swipe File: Facebook Ads and Headlines
- Email Templates: Promotional Email Sequence
- Email Templates: Post Registration Sequence
- Email Template: Know Before You Go
- Email Template: Post Event Email

# Expert Areas

## SPEAKERS

### POTENTIAL TOPICS

- Speaker Identification & Sourcing
- Speaker Suggestions
- Pitching Speakers
- How To Set Speakers Up For Success

### TOOLS & TEMPLATE DELIVERABLES

- Guide: Preparing to Pitch your Speakers
- Swipe Copy: Pitch Examples
- Guide: Delivering Powerful Virtual Presentations
- Template: Speaker Tracking
- Template: Speaker Info Kit
- Template: Speaker Agreement/Media Release
- Template: Speaker Checklist
- Template: Speaker Follow Up Email Scripts

## SPONSORS

### POTENTIAL TOPICS

- Identifying the Perfect Sponsors
- Sponsorship Offerings & Pricing
- Sponsorship Proposal/ Prospectus
- Pitching your Sponsors
- Virtual Sponsorships

### TOOLS & TEMPLATE DELIVERABLES

- Roadmap: Event Sponsorship
- Guide: Crafting the Perfect Proposal
- Workbook: Preparing to Pitch Sponsors
- Template: Sponsor Compatibility Matrix
- Template: Sponsor Tracking
- Templates: Canva Sponsorship Prospectus
- Template: Sponsorship Agreement
- Template: Confirmed Sponsor Kit



# Expert Areas

## AUDIO VISUAL & TECHNOLOGY

### POTENTIAL TOPICS

- Audio Visual Needs Analysis
- Identify Requirements
- Hybrid Strategy
- Virtual Event Platforms
- Production Enhancements

### TOOLS & TEMPLATE DELIVERABLES

- Checklist: Zoom Configuration Settings
- Guide: Zoom Features Step-By-Step Guide
- Guide: Technology for Speakers

## EXPERIENCE & ENGAGEMENT

### POTENTIAL TOPICS

- Event Emcees
- Community Growth
- Creating Connections
- Virtual Breakouts / In-Person Ice Breakers
- Virtual Facilitation & Delivery
- Attendee Experiences
- Networking Opportunities
- Gamification
- Attendee Feedback

### TOOLS & TEMPLATE DELIVERABLES

- Script: Community Kickoff & Closing Calls
- Guide: 6 Foundational Question Types & Guide
- Template: 4 Conversational Choreographies
- Checklist: Event Emcee Hiring
- Roadmap: Post Event Survey
- Template: Know Before You Go Email
- Template: Attendee Testimonial Questions



# Expert Areas

## REVENUE GENERATION

### POTENTIAL TOPICS

- Setting Ticket Prices
- Creating A VIP Package
- Creating Your Offer
- Profit Pyramid
- Extending Your Offer (Sell From Stage)
- Additional Revenue Opportunities

### TOOLS & TEMPLATE DELIVERABLES

- Guide: Crafting your Irresistible Offer
- Guide: Stage Conversion Blueprint
- Template: Revenue Projections
- Template: Profit Pyramid
- Template: Enrollment Event Agenda

## EVENT AUDIT

### POTENTIAL TOPICS

- Branding
- Messaging
- Website
- Marketing
- Agenda
- Room Design
- Menus
- Sponsorship Packages
- Experiences

### WHY WOULD I WANT THIS

If you already have the major components underway and looking for ways to level up, enhance, and want an expert to review the plans you have in place, suggest areas for improvement, and search for potential mishaps. OR,

If you've previously hosted an event and really want to raise the bar for your next one by reviewing everything you previously did.

# What You Get

## ✓ COMPREHENSIVE DISCOVERY

This call will serve as the foundation for our meetings and helps us establish objectives and priorities in an effort to maximize our time together. This call will not count toward your strategy consulting hours.

## ✓ 6 HOURS PLANNING/ STRATEGY CALLS

These calls can be allocated and used in the way that best serves you and your planning efforts. They can be strategy calls, working calls, task and timeline calls, and can vary in duration based on your needs and where you are in the planning process.

## ✓ TIMELINES & TEMPLATES

We will create a comprehensive task list with deadlines and load into our cloud based project management system so you always know what needs to be done and the order in which to do them. You will also gain access to the exact tools, templates, and resources we use with our full-service clients. After each call, take your learnings and begin executing immediately. Never start with a blank page again.

## ✓ COMPLETELY CONFIGURABLE

Pick and choose strategic topics as you need them. Our time will be spent based on your specific needs at the time of each call. You don't know what you don't know and we refuse to confine you to a box.

## ✓ VOXER SUPPORT

Things are going to come up as you are planning, and we don't want you to have to wait until your next call. With Voxer support you can eliminate roadblocks and solve quick hits and keep the ball rolling

## INVEST IN YOURSELF & YOUR EVENT

Save \$750 - Pay In Full

**\$5,997**

3 Monthly Payments

**\$2,249**

**BOOK YOUR FREE  
CONSULTATION NOW!**

# NEXT STEPS



## Unlock Event Success! Embrace Success with The Event Accelerator

Having the right strategies will ensure that you and your event are set up for success and will take your business to the next level.

Our Strategic Event Accelerator Program is meticulously designed to provide you with the essential strategies, timelines, and documents needed for efficient and intentional planning. It offers more than just guidance; it's about equipping you with a comprehensive toolkit to maximize every aspect of your planning efforts. This means eliminating guesswork entirely.

My team and I will ensure that you have all the support you need to **be inspiring, be empowering, & be extraordinary!**

Schedule a **FREE 30-min Consultation** to find out more about how we can support you. We're happy to answer any questions and excited for the opportunity to support you with your event planning!

**CLICK TO  
SCHEDULE YOUR CALL**



Listen To What  
Our Clients Are Saying



# ABOUT WENDI FREEMAN

Wendi Freeman is a passionate creator of transformative and unforgettable experiences that ignite engagement, inspire change, and enhance the lives of individuals, communities, and organizations. With a unique blend of dedication and creativity, she excels in crafting safe spaces that foster emotional connections, personal growth, and community building.

No event is too big or small for Wendi and her team. With an impressive track record of over 15 years, Wendi has masterfully orchestrated a wide variety of gatherings. Her portfolio includes conferences, workshops, retreats, trainings, and masterminds, adeptly catering to both intimate settings and large-scale conferences with hundreds of attendees.

Wendi's expertise shines in curating tailored events for a wide spectrum of clients, including speakers, entrepreneurs, non-profits, small businesses, training institutes, and corporate entities. Her skill in aligning each event with its unique platforms and purpose-driven missions facilitates continuous growth and impactful experiences.

Beyond her extensive event planning, Wendi shares her expertise through strategic consulting, guiding clients to align their event objectives with all the necessary steps and optimal methods to achieve them to enhance their overall impact. Deeply committed to her clients' success, Wendi ensures that every event reaches and exceeds its potential. This is achieved through meticulous planning, innovative strategies, and a keen focus on delivering exceptional results.

When she's not creating transformational events, Wendi can be found immersed in the beauty of nature, exploring new destinations, delving into a good book, or discovering great restaurants and gourmet experiences. At the core of her endeavors is a deep commitment to living out her purpose: creating impactful events that facilitate positive change. Guided by her motto, **"Making a difference one event at a time,"** Wendi infuses this principle into every aspect of her work, ensuring each event is more than just a gathering, but a transformative experience.



Wendi's extensive experience as both a planner and an attendee equips her with a deep understanding of her clients' purpose, objectives, vision, and goals. This comprehensive perspective allows her to turn their aspirations into tangible realities. As the driving force behind Be Bright Events, Wendi offers unmatched expertise, combining impeccable organization with a commitment to excellence for everyone she serves. Her methodology is a blend of personal growth principles, innovative ideas, mindset development, and customized strategies, all designed to cater to the distinct requirements and success of each client.