



PERSONALIZED ONE-ON-ONE VIRTUAL EVENT STRATEGY COACHING



ARE YOU PLANNING A VIRTUAL EVENT AND...

- Uncertain about what to do to set yourself up for success?
- Overwhelmed by everything that has to be done?
- Terrified of losing money or spending it on the wrong things?
- Concerned that people will not participate and engage?
- Worried that no one will show up for your event?

WHAT IF YOU...

- Knew exactly "what's next" and "how-to"?
- Had access to templates, guides, checklists and action sheets?
- Had an expert to hold your hand through the process?

HOW WOULD IT FEEL TO...

- Be confident you were maximizing profitability and investing the RIGHT way?
- Plan memorable and profitable events with certainty?
- Host an engaging event that is an experience?
- Save hours of time without the investment in a full-service event planner?
- Take the guesswork out of what is required to execute virtual experiences?



**PERSONALIZED COACHING IS THE AFFORDABLE
SOLUTION GUARANTEED TO SET YOU UP FOR SUCCESS**



VIRTUAL EVENT STRATEGIC COACHING AREAS

HIGH LEVEL VIRTUAL EVENT STRATEGY

POTENTIAL TOPICS:

- Overall Strategy
- Goal Setting
- Identify & Connecting with Ideal Audience
- Niche & Topic
- Intentional Agenda Design

DOCUMENT DELIVERABLES

- Workbook: Dial in Your Event Niche & Target
- Guide: Getting Started Virtual Event Planning
- Spreadsheet: Timeline Calculator
- Checklist: Event Day
- Template: Intentional Enrollment Agenda
- Template: Run of Show

ENGAGEMENT STRATEGY

POTENTIAL TOPICS:

- Creating Connections
- Connection Breakouts
- Facilitation & Delivery
- Engaging in Chat
- Networking Opportunities
- Gamification
- Social Media Groups
- Swag & Giveaways

DOCUMENT DELIVERABLES

- Script: Community Kickoff & Closing Calls
- Guide: 6 Foundational Question Types & Guide
- Template: 4 Conversational Choreographies
- Toolkit: Virtual Meeting Facilitation

TECHNOLOGY STRATEGY

POTENTIAL TOPICS:

- Needs Analysis
- Platform Possibilities
- Integrations
- Production Enhancements

DOCUMENT DELIVERABLES

- Checklist: Zoom Configuration Settings
- Guide: Zoom Feature How-To
- Guide: Technology for Speakers

SPEAKER STRATEGY

POTENTIAL TOPICS:

- Speaker Identification
- Pitching your Speakers
- Setting your Speakers Up For Success

DOCUMENT DELIVERABLES

- Guide: Preparing to Pitch your Speakers
- Spreadsheet: Speaker Tracking
- Template: Speaker Info Kit
- Template: Speaker Agreement/Media Release
- Template: Speaker Checklist
- Template: Speaker Follow Up Email Scripts

VIRTUAL EVENT STRATEGIC COACHING AREAS

SPONSORSHIP STRATEGY

POTENTIAL TOPICS:

- Identifying the Perfect Sponsors
- Sponsorship Offerings
- Sponsorship Prospectus
- Pitching your Sponsors

DOCUMENT DELIVERABLES

- Guide: Event Sponsorship
- Spreadsheet: Sponsor Compatibility Matrix
- Spreadsheet: Sponsor Tracking
- Workbook: Preparing to Pitch Sponsors
- Guide: Crafting the Perfect Proposal

REGISTRATION & WEBSITE STRATEGY

POTENTIAL TOPICS:

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

DOCUMENT DELIVERABLES

- Workbook: Create & Sell Your All-Access Pass
- Checklist: High Converting Registration Site
- Toolkit: Creating your Event Website
- Template: Click Funnels Virtual Event Site

MARKETING & PROMOTION STRATEGY

POTENTIAL TOPICS:

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

DOCUMENT DELIVERABLES

- Guide: Virtual 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

MONETIZATION STRATEGY

POTENTIAL TOPICS:

- Creating Offer Stack
- Strategic Profit Pyramid
- Extending Your Offer (Sell From Stage)
- Additional Revenue Opportunities

DOCUMENT DELIVERABLES

- Guide: Crafting your Irresistible Offer
- Guide: Stage Conversion Blueprint

YOUR INVESTMENT

When you already have the team and resources in place to execute your event, personalized coaching is the most cost-effective way to set yourself and your team up for success. Coordinating a successful event requires expert strategy and many hands!

Our coaching teaches you and your team the strategy you need to get things done with intention and efficiency. How great will it feel to host your next event with confidence and certainty because you had expert knowledge throughout the planning process? How much simpler would your planning process be if you owned the resources and tools needed to expedite your success?

ELITE

\$3,500

20 Hours

Additional hours available for \$175 per hour

PREMIUM

\$3,000

15 Hours

Additional hours available for \$200 per hour

PLUS

\$2,250

10 Hours

Additional hours available for \$225 per hour

BASIC

\$1,250

5 Hours

Additional hours available for \$250 per hour

Not Sure How Many Hours You Need?!
No Worries! Let's Hop On A Call and Chat!

[Click to Schedule](#)

All packages include an additional 1 hour discovery call to identify the key topics and areas of coaching required.

Following the call, a strategy map and calendar will be created to ensure that you receive the most value, and maximize the time on the calls

OTHER WAYS WE SUPPORT YOU

FULL-SERVICE PLANNING & EXECUTION

Full-service planning is all-inclusive and include the most common event services and our full support. From concept to execution, we are involved every step of the way and will integrate and coordinate all of your event planning needs. Let us be your full support team from start to finish, from selecting the perfect venue to hiring the right vendors, all the way through the successful execution of your event.

COLLABORATIVE PLANNING & EXECUTION

We work together to create a successful event. This is the perfect solution for those that wish to take a hands-on approach when planning their event. You benefit from our knowledge and expertise, while also playing an integral role in the planning process. You are involved every step of the way to ensure that your mission and message are woven into every last detail. Our goal is for you to save time, money, and eliminate stress by supplementing your hard work with our expertise. Together, we can accomplish more!

A LA CARTE PLANNING & EXECUTION

Each business have their own skillset and needs. Not everyone needs every service we offer. We are here to fill the gaps and ensure that no stone remains unturned, and every box is checked. Our planning services are as inclusive as you need them to be. We will create a custom package tailored specifically for your business and your event. Select only the services you need, and none of what you don't.

EVENT DAY SUPPORT & TECHNOLOGY PRODUCTION

Do you need an extra set of hands-on event day to help coordinate your event and ensure that everything runs smoothly and on schedule? If you have the planning under control, we can take care of the rest! This package is ideal for those who want to be "present" at their event without having to worry about all the details, logistics, and technology. If you want to ensure that your event runs seamlessly as planned and have the ability to engage with your speakers and guests, having day of support is crucial.

YOUR VIRTUAL EVENT EXPERTS

We are **The Virtual Event Experts**. With over 35 years of collective experience, we have seen it all. We've broken through the noise and confusion. We've experienced and plan virtual events in a different way. We've identified the differentiators, we've analyzed what works and what doesn't and now we're able to bring that information to you and committed to your success.

Depending on your specific needs, a Virtual Event Expert will be assigned as your primary, however, it is likely that you will have the opportunity to engage with all three of us, as we all have our specific areas of expertise.



Wendi Freeman



Erin Loman Jeck



Kera Wasserbach

