



5 EASY
WAYS TO MAKE YOUR NEXT
LIVE BUSINESS EVENT A
SUCCESS



JACQUELINE H.
WALLER

5 Easy Ways to Make Your Next Live Business Event a Success.

“There is nothing sweeter than putting yourself in front of your ideal clients who truly want what you have to offer. Public Speaking is a powerful way to easily attract “new” clients “who want what you have.” (Pulled from a Ted Talk) When you speak in public, you automatically garner respect, because you are presenting front the platform of the expert and there, you are naturally granted trust. You can efficiently attract new clients because your attendees are interested in your topic; they want to learn from you and are likely to be looking up to you to help them solve their problem. There are many reasons to have a business event that will drive you lifetime customers. In order to have a successful event it is important to be prepared up front. We are going to show you 5 easy ways to have a successful live business event. When you get started to have your processes in place, start with a checklist and go over it to make sure you have everything you need.

Purpose of the event

When you are organizing your event and thinking about what you want to accomplish, think about the value you want to bring to your audience, this will help you decide if you want it to be a free event, how many people you want there and how you set the event up.

Ways of having a successful business event includes:

Supplies are integral in being prepared

Depending on the size of the event, however, some of the basics for an event of 50 people or less you need, disposable name tags your attendees can write on, markers, pens, surveys and a laptop with excel pulled up to get the additional names and emails of those who did not sign up.

You either need to bring or see if the space you have your event has a projector. Computer for your slides and a Clicker to change your slide, Some type of tripod

like a Joystick for Social Media Live Streaming and or recording. These are just some of the starting points to get you up and running.

Marketing is the cornerstone of having a successful event

What is the purpose of the event? Are you looking to drive more customers or to expand your brand? Think audience value, impact, and relevance to what your audience is looking for, that is why surveys are so important. A great event poorly promoted is event failure. What are the compelling reasons to attend your event? If you are having a free event expect 1 out of every 3 people to show up.

Write up your title and have at least 3 bullet points of information you want to go over.

Share the flyer and information all over social media, IG, FB, LI and any other platform you are on

The sites we use for promoting our stuff is (Some are local to Atlanta, but will give you some ideas on how you can promote it for your area):

- ❖ Your own email database
- ❖ events.11alive.com/createevent
- ❖ www.eventful.com
- ❖ ajc-secure.pointslocal.com/new-create
- ❖ www.atlantadowntown.com/events/submit
- ❖ www.aliganble.com/
- ❖ www.nextdoor.com

Partner with local networking companies that host events on a regular basis in your area. This works when you send out regular emails to your clients as well.

Text messages to your clients, friends, and family and ask them to share online as well.

You can also partner with a non-profit for your event which will allow you to have free radio and TV advertising through PSA's.

Presentation

Be creative in design and words, numbers and images. Plan the presentation with the end in mind and make sure to always have some type of CTA (Call to Action).

Location

Decide what type of event space is right for you.

Are you open and willing to pay for the space? If so then make sure the solutions you are offering will drive you profit, either directly at the event or enough people that will close it out. You can also ask for partners to sponsor it as well.

The other option is a free space like a library or partnering with www.connectingatl.com as a Speaker and have access to different free spaces around Atlanta and the surrounding areas.

Start with some of these basic steps to getting your events started. This will help you figure out what is best for your business model and how to proceed. Don't worry if the very first event isn't a big success there, you will learn how to drive people to your event, and it will grow over time.