

SPECIAL EVENT MARKETING

**You will learn all the
Logistics, Tips, Secrets and
Hard-Earned Advice from a
seasoned 30-year Event
Producer.**



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Reasons to Create an event:

- Education
- Celebrating
- Fun Day
- Fundraising
- Honoring

How to Plan

Assess and Find Your Resources
Line Up Support
Time Lines to be Followed

Build a Fire

How to be Flexible
How to Work Smart
How to Work Hard

Manage Your Scale

Watch Your Bite
Get Lucky
Follow Up

Who Should Join You

Sponsors
Grants
Event Coordinators
Infrastructure
Marketing
Volunteers
Event Support

IT'S ALL ABOUT THE DETAILS!

IN DEPTH ADVICE ABOUT:

- Budgets
- Business Plan
- Sponsorships
- Guidelines
- Vendors
- Exhibitors
- Marketing
- Collateral
- Press Releases
- Volunteers
- Monitor Spending
- Working With BOD
- Permits and Approvals
- Grants
- Trading For Sponsorships
- Pre-Event Meetings
- Infrastructure Needs
- Running The Event
- Set Up Tips
- Extra Profit Centers
- Accounts Payable
- Post Event Reporting
- Profit & Loss
- Gratitude

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