

1 Organization

Final Top 3

1. _____
2. _____
3. _____

C.A.S.E. (copy and steal everything) Top 3 From Others

1. _____
2. _____
3. _____

Top 3 Money Makers

1. _____
2. _____
3. _____

Your Top 3 Events

1. _____
2. _____
3. _____

3 How can you add DRASTIC to your event?

Dollars
Raiment
Authority
Sound
Thirst
Illumination
Sound
Calories

PreEvent Teaser & Marketing

What would the attendees want to get out of this event? Start painting that picture

5 Sensing

What can you do to be creative using the five senses?

Sound
Taste
Touch
Smell
Sight

Event

Competition

What has the competition done that you should copy? Do different? Not do?

Napoleon Thinking

Always Award an Attendee

4 Electron Marketing

YouTube, E-mail - Potentially Useful Info, Blog, Facebook, eZine

5 What would Disney Do?

Theme, Fun, Party, Cross sell the other Disney park (sell the next event)

Nicole Factor Your Event

Push the extremes of your event. What would Nicole Kidman do versus Anna Nicole?

Classy-Cheesy
Louder-Softer
Bigger-Shrink

Post Event Marketing

What will cause them to relive the event?

Black Soap
Souvenirs
Pictures
Newsletter
Apparel
Awards

6 Your Final Event

Title: _____

Example:
The Really Cool Chamber Event - The 5 elements of a great _____
(Right brain - creative, fun) (Left Brain - analytical, detail)

Description of event: _____

Cool Stuff You Are Going To Do: _____