How to Produce Public Seminars that are actually **Profitable!**

(...and maybe even a little contagious!)

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1. FIRST, we have to make a few decisions:

FORMAT:

My Format Preference is:

- 1. Conference with speakers/break outs
- 2. Training Class
- 3. Public Seminar
- 4. Trade Show

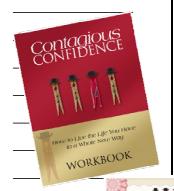




MARKET/MESSAGE:

Gender Specific **Industry Specific Buying Power Specific**

My Target Market Preference is:



*Special Resource: How to Make it Big in the Seminar Business, Karasik How to Develop and Promote Successful Seminars and Workshops, Shenson

2. What is Your BUDGET???

How much are you willing to spend to be different?

Budget Considerations:

- √ Venue
- Catering
- Printing (www.admitoneproducts.com, www.mimeo.com)
- Marketing

My Budget Number or Need is:

"If you want to make more money, you have two choices: increase revenue, reduce expenses."

*Special Resource: Contagious Coaching.com

www.contagiouscompanies.com

www.contagiousconferences.com

Toll Free: 1-866-382-0121 Fax: 407-877-8366

How to Produce Public Seminars that are actually **Profitable!** (...and maybe even a little contagious!) 3. ASSESS REVENUE OPTIONS...all of them Who are you looking for? (and who do you know?) Taking Care of Business Sponsors, Vendors, Partners National: Local: EMBARQ" What do you think they are expecting from you? **University of** Phoeníx[™] Central Florida Campus How many are you willing to ASK? Do they all have to pay The top three people I am willing to ask for or can they partner? sponsorships are: *Special Resource: ContagiousConferences.com 4. EVALUATE YOURSELF...seriously How quickly we reach success, build what we want, and create a new venture is often driven by our internal view of ourselves, our efforts, our creativity, and our persistence. It's about our INTERNAL VOICE MANAGEMENTTM. **Producing Public Seminars takes:** Have I assessed: ☐ Target Market **□** Message WHY do you want to do it? ☐ Differences **□** Budget Needs What's the GAP?

What do you WANT?

What HELP can you get?

*Special Resource: Contagious Confidence, M. Wofford; CORE® Profile

www.contagiouscompanies.com www.contagiousconferences.com

www.contagrouseome

☐ Revenue Opportunities

☐ Persistence and Attitude

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Conference/Public Seminar Expense/Revenue Template

EXPENSES:	August	Sept	Oct	TOTALS	REVENUE:			
Graphic design:					Sponsorships	:		
Web design:					Sponsor	1		
Additional Staff:					Sponsor	2		
Printing:					Sponsor	3		
Location:					Sponsor	4		
Catering:					Sponsor	5		
Marketing:								
Marketing:								
Marketing:								
Marketing:					TOTAL:			
Table Décor:								
Videography:					Seats/Registr	ations:		
Tickets:						Totals	Price Points	
Give Aways:					Sponsors			
Other expenses:					Early Bird			
Other expenses:					Regular Price			
Other expenses:					Vendor Tables			
Other expenses:					Comp/Give Aways			
					Volunteers			
TOTAL EXPENSES:					Total Paid Registrations			
Break Even:					Total Attendance			
Paid Registration Goals:							_	
Sponsor/Vendor Revenue:					Sponsor/Vendor Revenue			
Actual paid registrants:					Actual Paid Registrations			
Total attendance:					Sponsors/Vendor Tabl	е		
			•	-	Sub-TOTAL REVENUE			
					Product Sales Total			
Profit/Loss					TOTAL REVENU			