

# How to Produce Public Seminars that are actually Profitable!

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

Notes:

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

### FORMAT:

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

My Format Preference is:



### HOW DIFFERENT:

### 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](http://www.admitoneproducts.com), [www.mimeo.com](http://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: [ContagiousCoaching.com](http://ContagiousCoaching.com)*

[www.contagiouscompanies.com](http://www.contagiouscompanies.com)

[www.contagiousconferences.com](http://www.contagiousconferences.com)

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



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Notes:

## 3. ASSESS REVENUE OPTIONS...all of them

Who are you looking for? (and who do you know?)

**Office DEPOT.**

*Taking Care of Business*

- Sponsors, Vendors, Partners
- National: \_\_\_\_\_
- Local: \_\_\_\_\_
- \_\_\_\_\_



What do you think they are expecting from you?

\_\_\_\_\_

\_\_\_\_\_



Central Florida Campus

How many are you willing to ASK?

Do they all have to pay  
..... or can they partner?

The top three people I am willing to ask for 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 MANAGEMENT™.

Producing Public Seminars takes:

Have I assessed:

- Target Market
- Message
- Differences
- Budget Needs
- Revenue Opportunities
- Persistence and Attitude

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**WHY** do you want to do it?

**What's the GAP?**

**What do you WANT?**

**What HELP** can you get?

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

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# Conference/Public Seminar Expense/Revenue Template

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