

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.

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Our Passion

To increase the survival rate...
Accelerate the growth rate...
And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching
- Best question or comment wins!

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

Creating Money-Making Events

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The Key Performance Areas



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The Key Performance Areas



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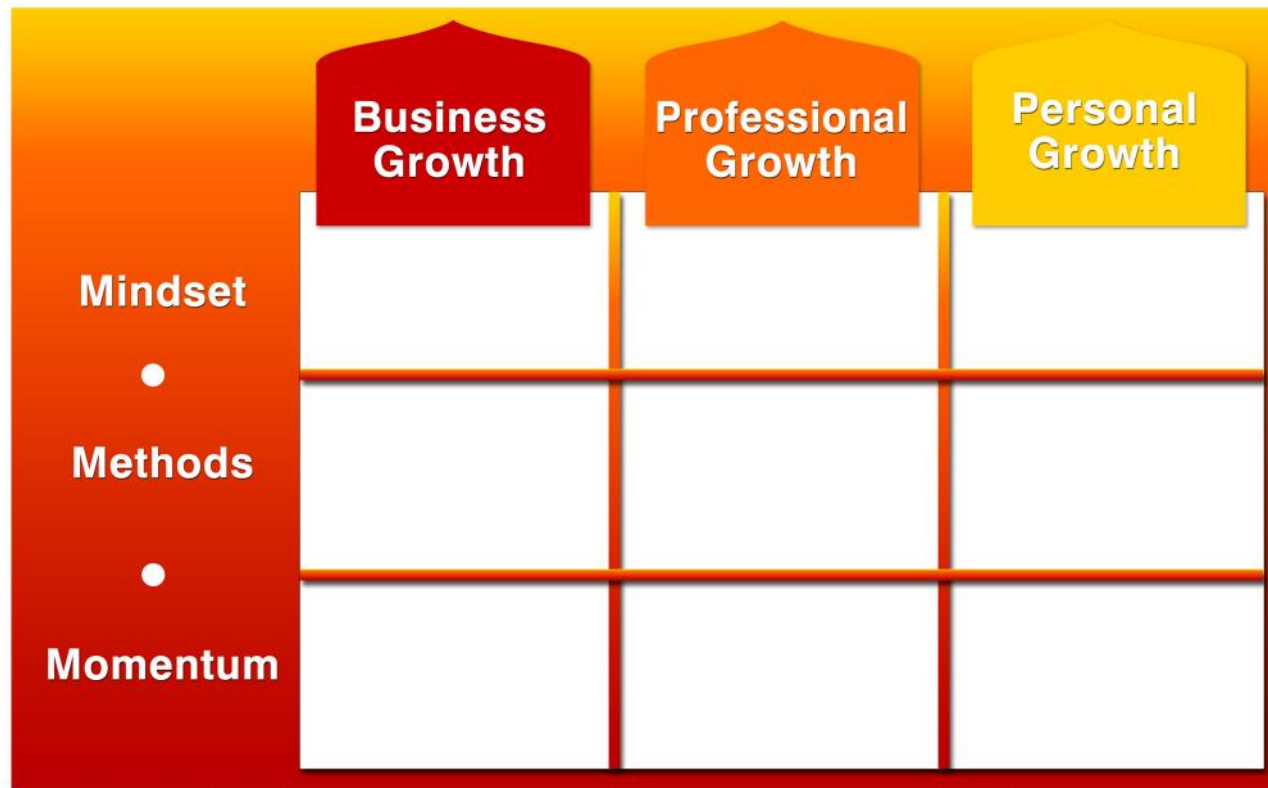
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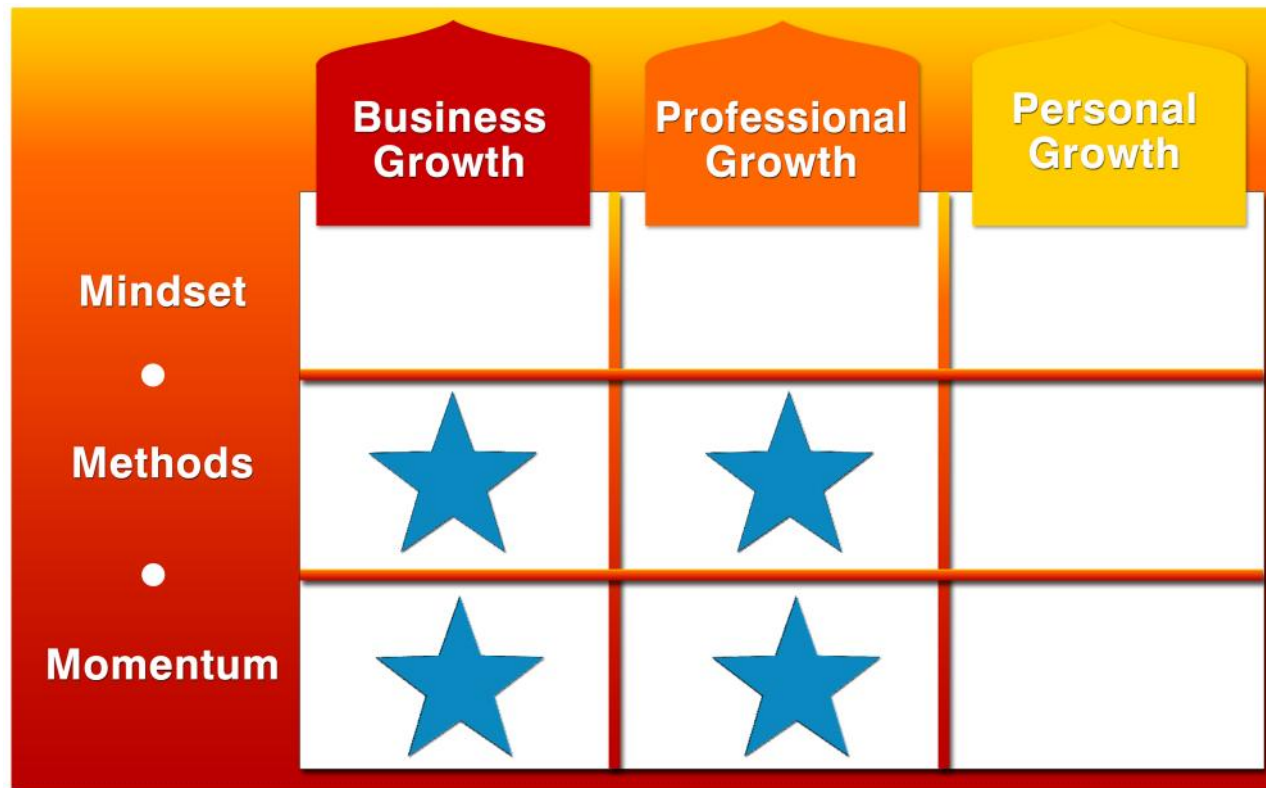
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Agenda

- Event Benefits
- Event Resources
- Event Types
- The Purpose
- The Product
- 3 Stages of Event Planning
- Lessons Learned
- The Bottom Line

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Let's Have an Event!

Provides a myriad of amazing, phenomenal opportunities:

- One of the best mediums for building personal connections
- Tons of fun – for audience *and* team
- Fantastic environment for learning and sales

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We're Having an *Event*?

- Requires many hours of detail-oriented prep
- It's a TEAM EFFORT
- Affects every KPA and almost every function in your company
- Can be very costly
 - Expenses, equipment, time, travel, productivity impacts, lost work-days, and more

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Event Types: the Short List

- Business Focused:
 - Workshops, education and trainings, seminars, networking, brand building, sales presentations, management meetings, team building, and more
- Industry Focused:
 - Conventions, trade shows, education and trainings
- Consumer Focused:
 - Fairs, carnivals, stage shows

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Start With the WHY

- Be clear on the PURPOSE of the event
- It's a busy world and attendees are busy, too
- Will the ends justify the mean?
- Will you recoup your costs in some way?
- Will you be able to offer more to your audience at the end of the event?

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An Event IS a Product

- An important part of your product funnel
- Integrated with your sales and marketing funnels
- Can, and will, transform over time
 - Customer experiences
 - Intention and purpose of event
 - Sales results
 - Team inputs

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Event Management Stages

- Plan it out...
- Three stages:
 - **Pre-event:** Includes all the activities and time-frame from idea conception up to live event
 - **Event real-time:** Includes the actual event management activities
 - **Post-event:** Beginning after the final applause has finished

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Pre-Event

- Establish parameters, product offerings, sales needs, support team, speakers, vendors, sponsors, techs, etc.
- Marketing: takes time to put people in seats
- Attendee communications and registration
- Determine location, travel, budgets, speaker needs, equipment, materials and other resources
- **Always Remember the Why!**

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Preventive Maintenance

General Rule of Thumb:

95% of all event mishaps, mistakes, and all other drama can be avoided with the right planning and execution!

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Event Real-Time

- Setup and tear-down
- Team, speaker, VIP, attendee support/processes
- Audio/visual, technical, venue coordination
- Meals, breaks, material distribution, clean-up
- Sales processes, event exercises, etc.
- Emergencies
- BE PRESENT!

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Post-Event

- Compile metrics
 - Closing ratios, sales numbers, COGs, event profitability, etc.
- Sales, customer service, product fulfillment
- After-event marketing and attendee communication
- Team meeting

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Lessons Learned

- Review metrics – was it worth it?
- Can expenses be lowered? Should the budget be increased?
- What worked? What didn't work? How can it be improved? How can you add more value?
- What are the **top 2 or 3** things that could be addressed that would provide the biggest impact the next time?

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The Bottom Line

- Can provide a plethora of benefits to your business, to your cash flow, and to you as a speaker and person of influence
- As products, they must be monitored, gauged, and finessed to obtain wanted results
- Require a team effort, a project management mindset, and a wide-range of resources

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The WHY

EVERYTHING YOU DO in planning, executing, and after the event should be done with primarily one goal in mind:

To Satisfy the WHY!

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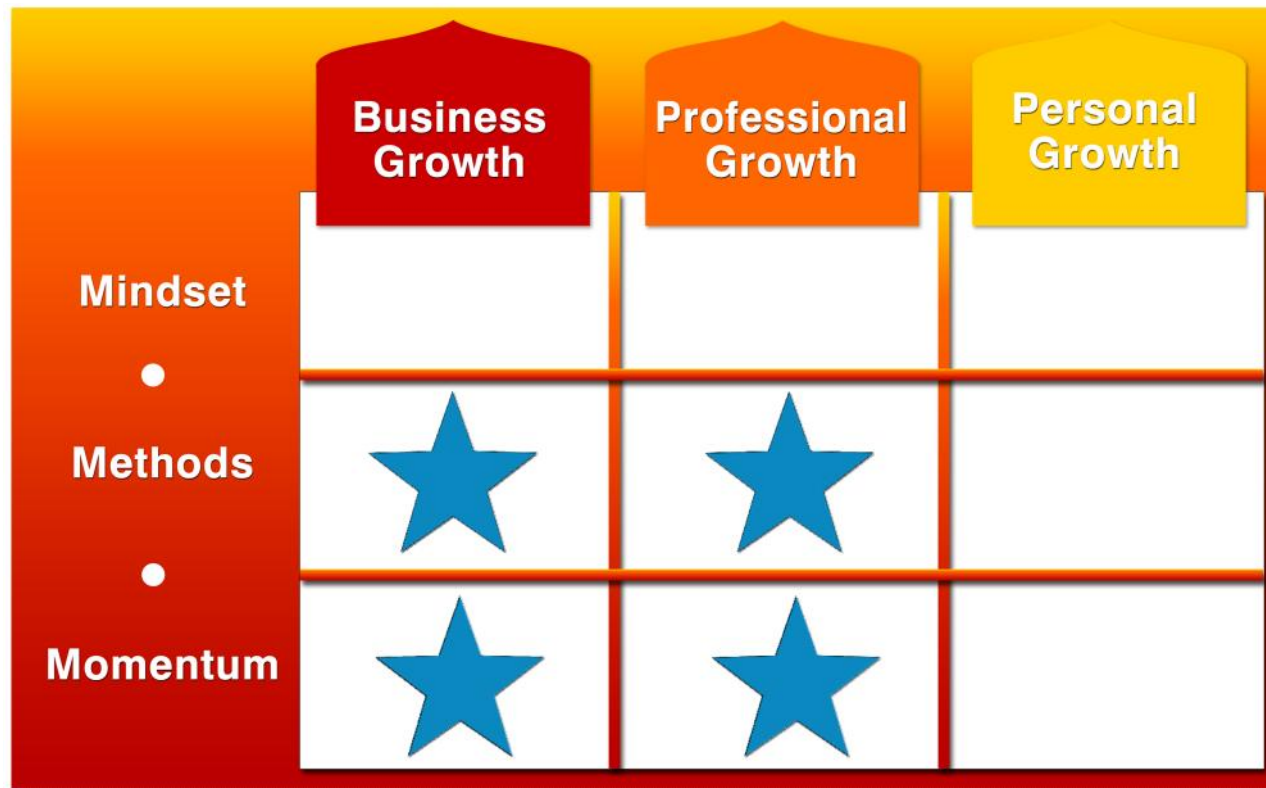
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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X

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Our Support Systems

- Business Growth
- Personal Growth
- **The Awakened CEO System
for Integrated Growth**

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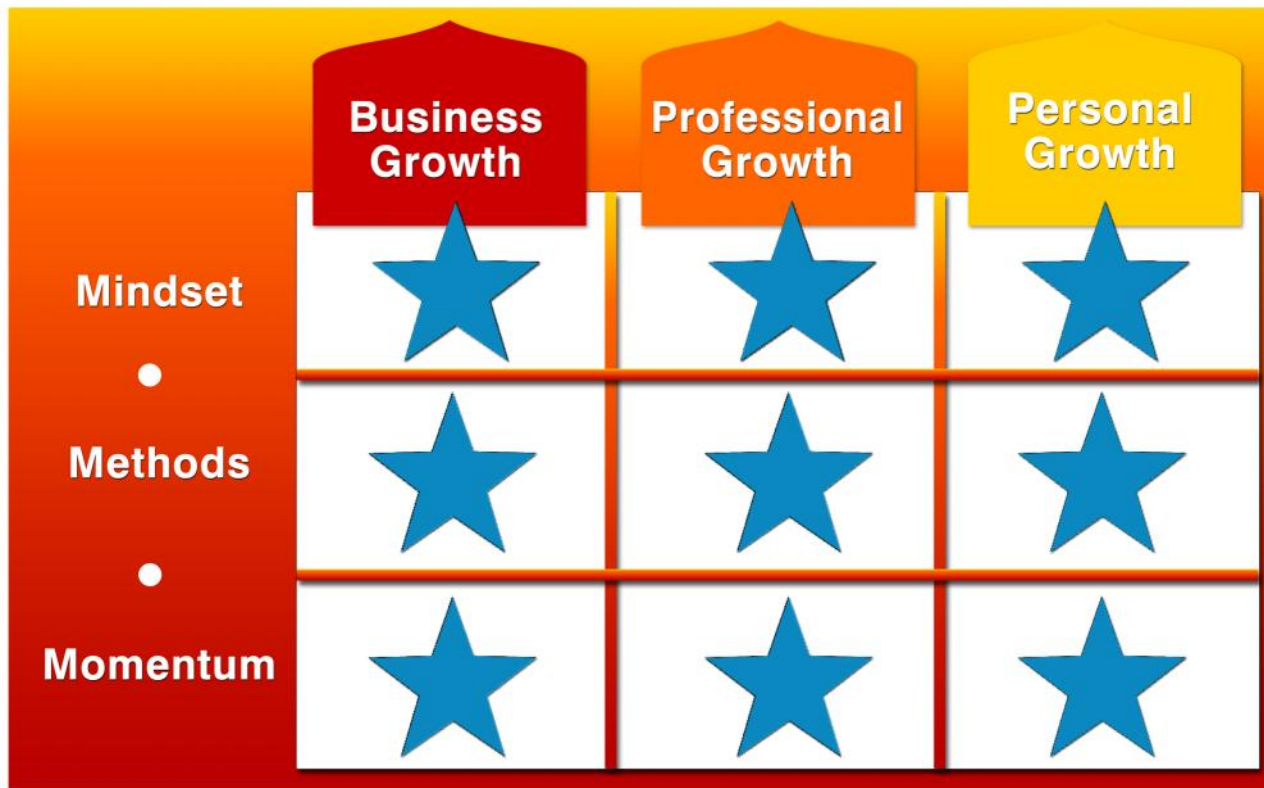
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PH: Next Office Hours: Nov. 28th

- Topic is: Live Group Coaching
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- **Best question or comment wins!**
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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