

*How to Host a Successful*  
**Local Event**



## Brought to You by [Free-Ebooks-Online](#)

**This ebook/report may be given away. It may not be sold or modified in any manner.**

### **Disclaimer**

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical, or professional advice of any kind. No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss, or damage) directly or indirectly arising from the use of this product. Use at your own risk. Note > Publisher may receive commissions on promoted products.

### **Related Info Products**

[Facebook Ads University](#) - How to Run, Optimize and Scale Facebook Ads

[Salehoo Wholesale & Dropship Directory](#) - Find Low-Cost Products for Resell Online

[The Business Owners Survival Guide](#)

[Turnkey Advertising Business](#) - Launch Your Own Ad Business In Minutes

For many business people, the mere thought of hosting a local live event fills them with a feeling of cold dread. You may think you are too shy or don't have the skills to plan and present a local event. However, the truth is that anyone can do it provided they follow a few essential steps.

If you have ever been to a local event that left you buzzing with ideas and enthusiasm, you know how exciting these occasions can be for those able to attend. And if you ever bought anything at a live event, even just a t-shirt, you will get an idea about how lucrative for-profit local events can be.

If you discovered all new products and services, got excellent bargains, and met with great people you wanted to do business with, you will understand how effective local events can be. It is great to use the social networks online, but there is nothing quite like interacting face to face with others to help you take your business, profits or career to the next level.

In this guide we will outline the essentials for hosting a local event to help you plan like a pro even if you have never hosted one before. In case you are not sure about the advantages of hosting a local event, let's discuss these first.

## **The Benefits of Hosting a Local Event**

There are many benefits to local events, both for you as the host and for your participants. In this guide we will be focusing on events that you can earn income from. In terms of your own career, you might decide to offer a public talk on a topic you know will be of interest to the typical person working in your niche or industry.

### **Know Your Niche**

If you are an author, you might host a book signing and talk or one-day seminar. This puts you center stage, showing all you know about a topic you are passionate about. This kind of event gives you instant expert status, one that can not only give you profits but local press coverage as well, for even more sales.

If you are working as a freelancer or consultant, hosting a live event can make all the difference between an empty calendar with a few low-paying clients, to a contacts list packed with high-paying customers eager to hire you.

If you have a car showroom and things get pretty slow at certain times of year, a live event can get prospects in the door and might even get them to drive out with a brand new car.

If you love doing arts and crafts, a local event in your store or workshop can put you on the map. As the holidays approach, you might even wish to host a Christmas bazaar. If you do not have enough items to cope with a huge surge in sales, consider banding together with other vendors - though not your direct competitors - to share costs of the space you wish to rent. All the vendors can then help with the marketing to get people to come and buy.

Knowing your niche, that is, the needs and desires of people interested in what you have to offer, should be your starting point when planning a local event. Targeting the event to an eager audience is sure to get them to respond to your message and any items you are trying to sell.

### **Back-of-the-Room Sales**

Even a free-to-attend event can make you money if you have a number of products you can sell for what are called back-of-the-room sales. If you don't sell tangible products, you can craft special offers for your

services for attendees only. They will not only get to interact with you at the event, but get insider pricing as well.

What kind of items are good for back-of-the-room sales? If you are an author, sell relevant books. If you are an expert in your industry, consider putting together a membership site, course packs, DVDs and other information products related to the material you will be presenting at your local event. You might even be able to sell a DVD of the event once it takes place.

### **Take Your Business to the Next Level**

"But wait," you say, "I am really shy. How can I possibly host a local event?" The truth is, you can't afford not to if you want to take your business to the next level. Hosting a successful event will boost your confidence, making you eager to host another. Even if your first event does not go perfectly, you will learn valuable lessons which will help you do better next time.

There is nothing as effective for networking and finding new prospects and customers as showing local customers who you are, what you excel at, and what it would be like doing business with you.

A local event makes you more visible in the community, which can establish your credibility in the eyes of others. This in turn will boost your reputation. With enhanced reputation, you won't have to chase so much business. Your live event will serve as a free sample of who you are, what you know, and how your experience can help your prospects achieve their goals.

Local events do not just have to cater to consumers. Offer business-to-business (B2B) events with live demonstrations of the latest technology, for example, and see them come running. This will also show you are in the know and current on all of the latest trends and technology.

As great as all these money-making opportunities sound, you will not be able to access them unless you start with the essentials. Most of us get so fixated on the logistics of a local event that we neglect the most important part of it: our audience.

Next, let's look at why you should put your target audience front and center when it comes to planning and organizing your local event.

### **Getting Organized: Deciding on the Kind of Event to Host**

You may think that just because you are organizing the local event, you will be the most important person there. Wrong. The most important person - in their own mind and in yours - will be each and every attendee who walks through the door.

The people who come to a local event are the ones who make or break it. By knowing your niche/industry very well, you probably have a pretty clear idea of what the ideal customer in your niche is looking for and perhaps even how much they are willing to pay for it. When you are planning your local event, it should "speak to" your target audience in a number of ways, with no disconnect between event, topic and venue.

If you are hosting a Christmas bazaar, for example, it should look fun and festive and be held in a central location so your invited guests and also foot traffic can come in to see what is available. An old run-down warehouse on the outskirts of town is definitely not going to impress your target audience.

If you have a shop of your own, you can host there in small groups. Decide on a sensible date and time, and the duration of the event/s - such as the weekend after Thanksgiving and each weekend leading up to Christmas itself.

A one-day seminar on getting rich flipping houses that is held in a dingy school gym will not impress either. A nice hotel function room would be much more suitable. The presentation should be multimedia, with a PowerPoint presentation for example. This will mean ordering electricity, a projector and screen, podium, clicker and so on. A whiteboard or easel with paper and pens would also be handy.

If the seminar is going to be all day, you will need to build breaks into the timetable. This will also mean refreshments before, and at least once during the event. What will they do for lunch when they attend? Will they all need to go out to try to hunt up something locally, or eat at the venue? Consider offering a working boxed lunch with a presentation they can just watch without taking notes, or a Q and A session to help them make the most of an information-packed day.

Now that we've covered the most important ways to cater to your intended audience in terms of type of event, format, duration and venue, you will be one step ahead in attracting the right niche audience who will come to your event and perhaps even become your customer.

If you are a local business owner, use any of the suggested formats above, or get creative and try these:

- How-to classes, such as quilting or woodworking
- Food-related events, such as tastings, lessons on how to cook, wine tasting and so on
- Sports events, such as how to improve your putt or get a better backhand in tennis
- Fitness events, such as how to tone and trim with yoga, or resistance bands for beginners

Decide which your target audience is most likely to attend and start planning your presentation, activities and items to be sold based on the time frame you have and the venue you will be using. Let's

look next at the kind of presentations you can give in order to attract your potential customers even more.

### **Planning and Preparing a Successful Local Event**

It is not enough to get your niche audience in the door. You need to keep them there once they arrive. There are a number of strategies that can help you achieve this.

The most obvious is to have a compelling topic or something of interest to buy and present it in an interesting way. Using the example of the Christmas bazaar, you could lay out all your goods on a plain table, or you could make the entire display look like Christmas with your pretty items plus lovely gift boxes and bags. Include one free with each purchase so your customers do not need to worry about wrapping it.

### **Under Promise and Over Deliver**

Surprise attendees in a range of ways during your event that will add to the wow factor. Surprises can include spot prizes, games and above all, thank you gifts at the end for those who stay all the way to the conclusion of the event.

These items don't have to cost a lot either. In most cases, a discount coupon for your products or services creates goodwill without you spending anything more than the cost of paper/cardboard and ink.

If you want to create a few promotional items, a pen or fridge magnet with your URL can be very cost-effective. A fridge magnet with a calendar on it will give your magnet more of a chance of being kept around for a lot longer than most of these kinds of freebies.

Your presentation should be buzz-worthy enough to attract the local press, which you will do with the help of the press releases you will create in relation to the event.

Tapping into a hungry audience eager for solutions that really work means creating a community around you or your business who will not only buy from you, but will also recommend you to others.

### **Create a Bond with Your Audience**

No matter how long or short your event, leave them feeling satisfied, but also eager for more. Interact with them through questions and answers so they feel they know you and that you care about their issues. All your participants will enjoy getting high value information from an expert.

Plus, giving them the chance to ask you questions can offer you a whole range of new ideas for products, services, and other live events to speak to those needs, if you feel there is a large enough audience for them.

If you do spin off new products and services as a result of audience participation, this can create an even closer bond with your target audience. It shows you care and are focused on THEIR needs, not on yours.

Hosting a live in-person event helps you tap into a local group of people who might not have otherwise ever found you online. This is invaluable if your business relies on people coming into your establishment, such as a restaurant, car showroom, and so on.

Best of all, if you plan carefully, local events offer the chance to turn a healthy profit in a short amount of time. You can also keep on generating income from all the contacts you've made from just one local event.

Sounds good? Then it is time to get started with planning your first event. Brainstorm a list of topics that the people interested in your niche or industry would be eager to learn more about. Then narrow it down to one you know you would be able to present well that has broad appeal.

Once you have decided on format, venue, topic and sales items, it is time to look at your budget to see what is possible for organizing your local event.

### **Making Your Event a Success on a Small Budget**

You should host a local event based on your own area of expertise, which will be in line with your profit goals and with your ultimate business goals. Set those goals at the start of your event planning so you can keep track of the success of your event.

The money you spend should be offset by the number of sales you will get, both at the event itself and through repeat customers. Having clear goals can lead to success, not disappointment.

But what if money is really tight and you only have a tiny budget? Not to worry. The important thing is to be willing to get your name and business in front of the right audience.

You can start small with just a public talk and a few free handouts, and perhaps a few items you can sell in order to make money with back-of-the-room sales.

If you have a store, host small events right in it. Or give a chat at your local library or community college.

One of the most popular ways to host gatherings these days is through Meetup.com. Click to create your own group, then select up to 15 topics you think the group would be interested in. Type in a few ideas and the interface will make other related suggestions.

Then decide on a venue. Check out your local Starbucks for example, or another café, and ask if they would be willing to let you host a meetup. Decide on the time and then notify people through the interface.

Another quick and easy way to start hosting local events, even on a tight budget, is to offer a short course or workshop for a local business program or organization such as your Chamber of Commerce. They will not usually pay you, but they will do a good job with the marketing and publicity to get people in the door for the event.

The group you will work with will organize the venue, so all you have to worry about is bringing items for back-of-the-room sales. You might even get paying clients and list members at every event you offer. If you do a good job, you might also be invited back to offer the workshop or something similar again.

There are many other cheap or free ways to get your name out there in the local community if you are willing to spend the time. Best of all, since you are starting small, you have less to lose. You are not spending a lot and you have no need to worry about looking like a fool in front of thousands of people. Practice will make perfect, and will make you more confident.

You can use meetups, workshops and classes to determine just how much interest there is in your topic and whether these people would attend a larger event, such as an all-day workshop at a hotel function room.

In this case, make projections based on what you have already earned from your local events. Don't bankrupt yourself trying to set up a huge event when you have barely been able to fill the room at your small meetups.

Once you do have enough people you are sure would be willing to attend a more sophisticated local event, it will be time to make a few decisions about the size of the gathering. Let's look at the planning essentials for your event in the next section.

### **Setting the Date, Time, Number of People and Refreshments for Your Event**

Once you are sure there will be an eager audience for your local event, it will be time to plan the date, time and number of people you wish to have attend. Once you decide on these critical elements, you can start looking for the correct type and size of venue.



If your budget is tight, decide whether or not to charge an admission fee. Your profit goals will help determine the price to charge. So too will the fee charged for similar events that have been held in your area.

Next, decide on format and duration. Is your target audience more likely to attend a two-hour presentation or an all-day workshop? If it's an all-day one, will they really give up an entire Saturday or Sunday to attend?

## **Communication Is Key**

One of the ways to get the answers to these and other questions is to survey those in your niche. At every meetup and workshop, you host, collect email addresses so you can keep in touch with attendees about your latest events.

When planning your large local event, create a free survey at Survey Monkey and/or post a poll at your Facebook page. Then email the people on your list to ask them to take the survey. Use whatever responses you get to help in the planning stage.

Don't have an email marketing list yet? Or have you been trying to do it manually? Try MailChimp. Do you have a large list already? Try AWeber. Remember, communication is key when planning local events.

Once you have a clear idea of how many people are attending and what (if anything) you wish to charge them, it will be time to start looking for venues and the costs for each.

## **Choosing a Venue**

When it comes to venues for your local event, consider several factors, including:

- The number of people you anticipate
- What you will need - audio-visual, computer to show your PowerPoint, and so on
- What attendees will need, such as tables and chairs
- Whether your event will be formal or informal. Example: rather than rows of tables and chairs, could you have just chairs in a semi-circle around where you will sit or stand?
- What refreshments you will all need depending on the time of day and length of event - water, light snacks, a lunch buffet and so on
- The kind of washroom facilities you need and their location in relation to the function room
- Accessibility issues - what accommodation can you make for those with mobility issues such as crutches, walkers and wheelchairs/scooters

Different venues make sense for different types of events. For instances, if you want to teach new business owners all about setting up their accounting in QuickBooks, you would need one computer per person. In this case, renting a classroom with computers at your local community college would make a lot more sense than relying on everyone to bring their own laptop to a hotel. Just be sure to give them a USB to save their work on at the end.

### **Other Considerations Relating to Your Venue**

Once you have decided on the kind of venue you need, look at your options and the price for each. If your budget is small, you might decide to charge a small fee to offset costs. Don't feel bad about this - your audience will value your event more and commit to it fully because they have paid for it as compared with a free event. But a paid event also means their expectations will be higher.

Use Eventbrite to publicize your free events - also for free. If you are going to charge money, sell tickets through their system, which can link up to your website, social media account and more. Use their handy profit calculator to make sure you are on target with your profit goals.

Don't forget minimums. Advise people in all of your promotions that a certain number of people must register per event by X date in order for the event to take place. Tell them that if the event will be canceled, all their ticket money will be refunded.

In addition to the "drop dead date," also set a cut-off date for bookings, and/or a higher ticket price after a certain date. This will help you give your venue a good idea of numbers and refreshments required for the day itself within a reasonable time frame. If it looks like you will get more attendees than you thought, let your venue know right away to determine its maximum occupancy and what other options might be available. Or cap the registrations and either put them on a waiting list or book them in for your next live event.

Once you have these basics outlined, it will be time to enlist help in the form of vendors, sponsors and volunteers. Let's look at this topic in more detail in the next section.

### **Organizing Your Team - Vendors, Sponsors, Speakers, Volunteers and More**

No man (or woman) is an island, as the saying goes, and many hands can make light work. The goal of your local event will be what you decide it is, in terms of:

- Profit or charity
- Brand or business awareness
- Positioning yourself or your business as experts

- Catering to your audience yourself, or gathering partners who can help
- And so on...

Once you decide what your goals are, you will be ready to enlist the assistance of those who can help you achieve those goals. These can include sponsors, vendors and volunteers. Let's look at the most helpful kinds of people to recruit for your local event.

### **Find Sponsors**

Charities rely on sponsors to get their event off the ground. You might also wish to demonstrate technology created by a certain company. If you can land a well-known sponsor for your event and get their financial or practical support, it will make your event seem even more impressive.

In turn, they will get the credit in all your promotional materials, which will state that your event has been sponsored by X corporation. This will lead to trust, interest and brand building in the eyes of your target audience.

Create a form letter asking for what you need, then personalize it as far as possible. Consider sponsorship levels as well, with certain dollar amounts equaling silver, gold, platinum and so on. Or, ask for prizes they can donate for the event.

### **Find Joint Venture Partners**

A joint venture (JV) partner is one willing to work with you for a 50/50 split of the profits. Choose a JV partner you know well, such as a friend or family member if they sell anything that is complementary to your products and services. Don't choose any direct competitors.

### **Get Other Businesses Involved**

If you are hosting a Christmas bazaar, for example, find people willing to set out a stall in exchange for a small fee. You will all help each other to market the event and get people in the door, making this a win-win for everyone.

### **Choose Vendors**

If you are planning a local event, chances are you will have several vendors to choose from to fulfill your event needs. Prepare a list of things you will need and then start to shop around. Keep track of quotes and any extras each vendor might offer. Don't just go by price alone, but also by good reviews that you can read online, word of mouth, and so on.

## **Recruit Volunteers**

Once you know when and where the event will take place, it is time to ask for helpers to deal with some of the many tasks leading up to the event, and during the event itself. By all means ask friends and family, but don't forget your business connections, including your best customers. Offer them free attendance and give them a nice gift (such as one of your valuable DVDs) at the end to thank them, and chances are they will be willing to help again in the future and also spread the word about what a great event it was.

Have at least four to six people on the door on the day at the start of the event. They should have a list of attendees and hand out name badges. They should also have the ability to sell last-minute tickets if you still have room. They need to be personable enough to do the usual meet and greet, show guests where the toilets are, and so on. Ask them to pay special attention to anyone with mobility issues, such as getting them refreshments.

Others can help you with set-up before the event, and breaking down afterwards. All of your helpers can assist with the fun and games during the event. Consider getting t-shirts made for all your helpers so they are identifiable as staff throughout the event. They make a nice gift too.

## **Get Technical Help**

At least one of your volunteers should also be able to help with tech issues such as computers, microphones and so on, or know who to go to or call at the venue to get that help. No matter how good you are with technology, your main order of business will be to present your material well and keep the event upbeat and moving along at a reasonable pace.

Technical help might also mean a photographer and videographer so you can have promotional shots and video clips. If the video and the sound are both high quality, you might even consider selling a video of the event, including a transcript. It will be worth it to pay for these services if you can make money from them with just a little bit of extra effort.

## **Consider Using a Personal Assistant**

There will be a lot of small and especially last-minute things that can really eat up your time if you are not careful. Using a personal assistant, even just a family member, can free you up to focus on earning profits, not running to the store or decorating the venue.

All of your helpers should be assigned tasks so things will run as smoothly as possible when you start to count down to the event itself. Let's look in the next part at the kinds of things your helpers can assist you with as E-Day (Event Day) approaches.

## **Countdown to the Event: Marketing and Checking Over the Venue**

The most obvious way all your volunteers can help is in marketing your event - both online and offline.

Online, you can control the messaging through your website and social media accounts. Have your helpers and JVs post your links, share or re-pin your posts, retweet and more.

Check your press releases and track the results of each in terms of traffic to your site and sign-ups. See how much an ad in the local penny-saver will cost. Create a range of QR codes to post everywhere that makes sense so smartphone users can learn all about your event with just a few clicks.

Market to your email list if you have one, or start one by asking every person who walks through the door of your store to sign up for your free newsletter.

Visit online forums and discussion boards related to your niche and post details about your events. Don't forget popular niche-related blogs and websites that allow commenting.

Any volunteers who are helping out because they are interested in your niche and really want to attend your event will know about many useful places to market, saving you a lot of time and energy.

### **Checking Things Over**

As you get closer to the day, be sure to run through your presentation in full at least once in order to make sure everything is as perfect as it can be. If the venue will allow you access, you might even consider doing a dress rehearsal, as it were. Get your volunteers to attend and give you feedback.

If you can't get into the venue until the day itself, get there extra early and do a brief run through of a couple of slides. Check the microphone and other equipment to make sure everything is working. Check the camera and video recorder too.

### **Checklist for the Venue**

One final important point is whether you need to decorate the venue or not. A few posters and photos can set the tone. So can a range of holiday decorations around the room for your Christmas bazaar, for instance.

Keep things simple and inexpensive, and don't bring anything with you that you would be sorry to lose. Organize all of the items that you will need to display the decorations at the venue, including tape, ribbon, push pins and so on.

Make sure there is paper and a pen for each attendee. Consider placing all of your handouts and copies of your slides with a space to write notes into a cheap but attractive binder and have a volunteer set them out, one on each chair or table before everyone arrives. Have some spare on hand at the back as well just in case.

Check that there is plenty of bottled water. Store more underneath the table and put more out as needed.

In terms of refreshments, you might wish to stagger them so the early birds do not pick the place clean and late-comers end up with nothing. It happens!

Last but not least, pay attention to the set-up of your back-of-the-room sales areas. Keep it clean and clutter-free so there is less chance of shoplifting. Have promotional matter and a couple of promo copies, clearly labelled as such, for people to look at and store the items under the table in boxes, one box for each item.

Have order forms handy and write in credit card details neatly. Or use a PayPal swipe app to take payment via credit card.

Be sure your helpers keep track of which items sell best. Counting the number of copies at the start and end and/or pricing them differently will also help you keep track, as you can tally up the sales per item at the end through the credit card charges.

Finally, decide how much of a discount you wish to give if you are offering coupons for your products and services.

These are the essentials as you get ready for the big event. You will have the venue set up the way you want and you'll feel comfortable and organized in it. Hopefully your guests will as well. You will also make it easy for everyone to buy and for you and your helpers to sell. But let's not forget one other important aspect to your event - the fun and games factor.

### **Keeping the Event Fun - Games, Prizes, Thank You Gifts**

We all love to be entertained, and in most cases, attendees to your local event will enjoy surprises of all sorts. This can be games, quizzes, unannounced guest speakers and so on - as long as they are on topic in relation to your niche.

### **Games and Prizes**

Niche-related Bingo cards, Jeopardy! style questions or Wheel of Fortune types of puzzles can keep people engaged and learning even while they are having fun.

Spot prizes for best questions or coming with a good point will encourage others to participate rather than sit shyly and silently. Warm-up activities that help you get to know them and each other can also be fun. These can include the "what do you have in your purse/pocket game," such as a paper clip or quarter, with the first person showing the named item winning a prize. Longest distance travelled, largest group of people attending together, and so on, can all be awarded prizes.

### **Thank You Gifts**

But the most important prizes will be the thank you gifts you give to them for attending. Discounts, coupon codes and more will cost you nothing but will make them more willing to do business with you. A special bundle package of your top niche-related items plus extra bonuses will also help.

Finally, for those who stay all the way to the end, have them pick up a gift on the way out, such as a pen, fridge magnet, or other useful promotional item with your URL on it that they can take away as a memento of a successful and fun live event they attended.

Don't forget that your handouts can also be a valuable gift. Give them a special URL to download their own copy of the presentation if they stay until the end.

These items will all take some time to prepare, but as we have discussed, good organization is key to hosting a successful local event. There can be a lot of aspects to this organization depending on your venue and the kind of event. Let's look at some of the best ways to stay on top of your local event planning in the next section.

### **Staying Organized: Forms, Audio-Visual Aids, Electricity and More**

If you have ever attended a conference or convention related to your niche or industry, chances are you were very impressed with how attractive and professional everything looked. The convention centers might do everything in-house, but most of them contract out to convention services like Freeman. Their site offers a range of materials and advice on how to run live events smoothly.

Your local convention center calendar and national conferences in relation to your niche are worth noting because these events will often allow local businesses to participate at a discount by offering a special booth rate. Even better - once you register, you will usually get a large binder full of all the forms you will need to fill out prior to showing up, plus a planning calendar, checklists, and more. Use all of these materials, if provided, to make your local event a success.

Be sure to go through the binder as soon as it arrives to make sure you do not miss the early bird discount dates and have to pay more. Also be sure to check all the extras that are on offer at the venue, which will vary from one convention center to the next.

For example, if you will need electricity and Wi-Fi access in order to give computer demonstrations, you will need to fill out forms for this. Also check your booth location on the map of the venue. If you did not do this carefully at the outset because you were so excited, check again. If your booth is in a good location, where are the power points? They will usually be in the floor. If you are far from a socket, you will need to ask for an extension cord or bring one yourself. Hint: They usually charge a small fortune to rent most items, so bring your own.

### **What Can You Bring and What's Already There?**

One really crucial point in relation to you bringing items to sell is whether or not you are allowed to bring them into the venue yourself. In some cases, the venue will require contracted movers to do so. As regards a few laptops, books and promotional materials, you should be allowed to carry them in yourself. For anything larger, you need to use their freight service.

The reason we mention this is that many people do not plan ahead as to exactly what they will need when they are going outside their store or office to host a local event at a hotel, college and so on. The main thing to remember is you are using each event as a money-making opportunity and a chance to connect with others. Make this as easy as possible by bringing along business cards, postcards, slips of paper with your special QR code and URL on them, and more.

Check the room you will be in for electric sockets and so on. Set up your working area based on what you find.

### **Tips for Staying Organized**

Even if your venue is not using a service like Freeman, be organized from the outset about what you want and need. Most vendors will have their own paperwork to fill out. Be sure to read the fine print, especially in relation to cancellation policies if you do not get enough registrants for your event.

Keep copies of everything in one place so you can refer to them at any time. Use sticky notes to write down anything important and to comment on how things worked out once you have held your event. Would you use the service provider or vendor again? If not, why not?

Some vendors will also provide a useful checklist of all items that need to be taken care of, and in what time frame. If they don't, add all the details you can think of to your master planning calendar.



Keep your helpers in the loop - let them know where the paperwork is in case they have to consult it and let them fill it out from a master sheet that gives details about your business, such as name, address, tax ID and so on. In this way all the tedious chores are out of the way and you have to do is place the order.

Stay in touch with sponsors and all participants to give them the VIP treatment and make sure they know all of your essential deadlines.

One final reminder is to check your budget often, with a running total of costs versus the income you plan to get. A lot of "little things" can all start to add up if you are not careful. A profit and expenses spreadsheet can help you track all of these items.

Don't forget to keep actual receipts, not just credit card receipts. You will need the actual receipts for tax purposes so you can write off what you spend on your local event as essential business costs.

Being organized and keeping track of all that you will need and all the ways you can profit from your local event will help make it less of a chore and more of a fun and lucrative challenge you can look forward to.

### **Thirty Steps to Local Event Success**

In this part, we just want to sum up all you we have covered in a checklist format to ensure you do not miss any essential steps in planning and presenting your local event.

1. Know your niche.
2. Know what information they will be willing to pay for.
3. Know how much they wish to pay for the event.
4. Know how much they will be willing to pay for back-of-the-room sales items.
5. Know what back-of-the-room sales items or specially priced services will interest your audience most.
6. Know your budget.
7. Choose a venue that suits the needs and nature of your niche - formal, informal and so on, and the projected size of your audience.
8. Think about the logistics of large numbers of people - toilets, refreshments, accessibility.
9. Think about the length and format of the event - two hours, all day, lecture format or presentation with Q and A, etc.
10. Plan your marketing around the event so it generates excitement and enthusiasm.

11. Decide if you need sponsors, and if so, what you will need in terms of money, time, products and so on.
12. Evaluate vendors - don't just look at price but also value. Also consider inviting them to join you at the event if it makes sense and if time permits.
13. Start enlisting volunteers and helpers right away - friends, family, vendors... even your best customers.
14. Start an email list for the event to keep everyone helping on the same page. Also give them a special URL at your site so they can see all the important details on one page.
15. Create a planning calendar with every due date marked out.
16. Create a checklist of everything you need to do, organize, and buy.
17. Review your calendar and checklist at least once a day to make sure nothing is getting overlooked.
18. Under promise and over deliver - really wow your audience with the quality of what you present.
19. Surprise your audience with quizzes, giveaways, and more to liven up the event.
20. Plan to give a gift to everyone who attends.
21. Don't forget to take names/email addresses of all attendees.
22. Do at least one trial run of your presentation to check timing, quality and so on.
23. Check over all your materials such as back-of-the-room sales items at least a couple of days before.
24. Check over all your free handouts and other goodies. Make sure they are attractive and error free.
25. Put all your spot prizes and game materials etc. in different bags so you can grab and use them easily. Assign a helper for each activity to keep things running smoothly.
26. If you are going to decorate your venue, organize all your material in a box or bag - including posters, bunting, tape, push pins and so on.
27. Arrive early at your venue – check to see that everything is set up correctly and decorate as needed. Do technical checks also.
28. Have four to six people on the door to check people in, meet and greet.
29. Leave the room clean and tidy as far as possible. Also check for lost property and turn it into the venue owners.

30. Don't forget to follow up after the event. Say thank you to everyone for making it possible, and let them know about future events.

The idea of hosting a local event may terrify you, but we hope you have discovered in this guide how easy and profitable it can be to offer targeted events to the ideal customers in your niche. There is really no better way to get to know your ideal customer and impress them with your knowledge and expertise. Use all you have learned to host your first successful local event, and use it as the stepping stone to increase sales, profits, and even more lucrative local events.

**References and links:**

Meetup Groups - <https://secure.meetup.com/create/>

Eventbrite - <https://www.eventbrite.com/fees/>

Survey Monkey - <https://www.surveymonkey.com/>

MailChimp - <http://mailchimp.com/pricing/entrepreneur/>

AWeber - <http://www.aweber.com/>

QR codes - <http://www.qrstuff.com/>

Freeman - <http://www.freemanco.com/freemanco/resources/resourceLibrary.jsp>