

## Courses & Workshops

Title: 5 Steps to Planning a Successful Event

**Course description:**

Hands-on Workshop

1. Setting Yourself Up For Success

2. Planning Your Event

3. Promoting Your Event

a. Email Marketing

b. Event Marketing

c. Social Media

4. Conducting Your Event

5. Post Event Follow Up

**Instructor biography:**

Paula has been directing marketing strategies for over 30 years.

Digital Marketing, Event Planning and Technology Training

has been a main focus after founding PLJ Marketing in 2008.

A Baby Boomer with specialized skills and a desire to share her talents to fulfill dreams of others.