

1. Setting Yourself Up For Success

To-Do

1. Set a Goal

You want to begin by setting a goal for your event which can be used later to measure your success. Some possible goals include:

- Growing your list
- Educating prospects
- Raise money or drive purchases

2. Consider Who Should Attend

Use your goal to fill the room with the “right” people. If your goal is to drive new business, then target prospects in your area. If you’re launching a new product or service, then this is a great opportunity to upsell your existing client base.

3. Provide Something of Value

This is a MUST. The value you provide could be: knowledge and expertise, solutions to common problems, or a special offer. Remember, the event has to be more than just a sales pitch.