

TOOLKIT SEATTLE | FEBRUARY 2020

EVENT STICKY NOTES™

www.toolkitevent.com



AT A GLANCE

Why Toolkit?

"Toolkit gives event planners a fertile laboratory where you can sharpen your event planning skills and explore proven event planning strategies.

It's a place to fill your toolkit with pro tips, tricks and proven techniques to ensure your events succeed".

- Half-day, fast-paced event focused on gaining insight and sharing experience
- Over 100 professionals from the NorthWest region
- Hosted by [Proper Planning](#)

TESTIMONIALS

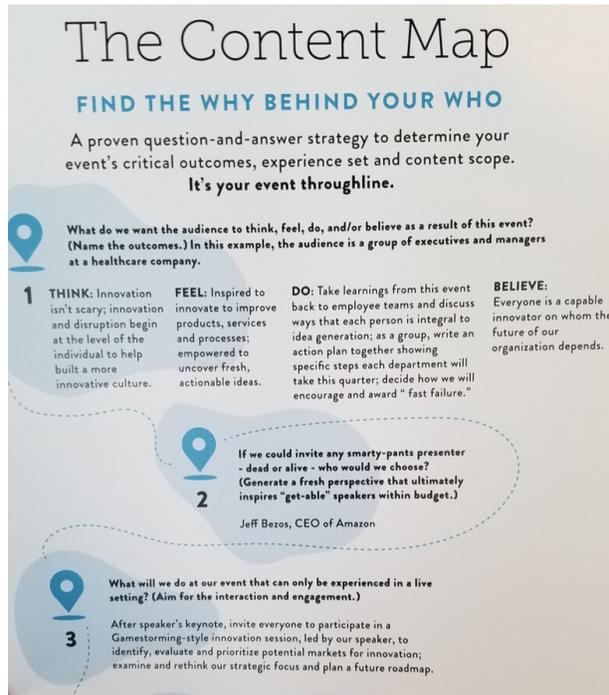
- "An awesome opportunity to bring event professionals from around the NW together to learn, grow, share, expand, and connect" (Christina Delvin)
- "Completely packed house, and worth it!" (Christopher Davies)
- "Feeling inspired, motivated, honored, and excited" (Hilary Laney)



WHAT WE TALKED ABOUT

CONTENT IS KING

- Know your audience.
- Think how your participants can apply what you're going to share (content-wise).
- Give yourself some time to think throughout content.
- Use variety of ways to enhance your content (e.g. graphic facilitation, MCs)



The Content Map
FIND THE WHY BEHIND YOUR WHO

A proven question-and-answer strategy to determine your event's critical outcomes, experience set and content scope.
It's your event throughline.

1 What do we want the audience to think, feel, do, and/or believe as a result of this event? (Name the outcomes.) In this example, the audience is a group of executives and managers at a healthcare company.

1 THINK: Innovation isn't scary; innovation and disruption begin at the level of the individual to help build a more innovative culture.

FEEL: Inspired to innovate to improve products, services and processes; empowered to uncover fresh, actionable ideas.

DO: Take learnings from this event back to employee teams and discuss ways that each person is integral to idea generation; as a group, write an action plan together showing specific steps each department will take this quarter; decide how we will encourage and award "fast failure."

BELIEVE: Everyone is a capable innovator on whom the future of our organization depends.

2 If we could invite any smarty-pants presenter - dead or alive - who would we choose? (Generate a fresh perspective that ultimately inspires "get-able" speakers within budget.)

Jeff Bezos, CEO of Amazon

3 What will we do at our event that can only be experienced in a live setting? (Aim for the interaction and engagement.)

After speaker's keynote, invite everyone to participate in a Gamestorming-style innovation session, led by our speaker, to identify, evaluate and prioritize potential markets for innovation; examine and rethink our strategic focus and plan a future roadmap.

Speakers:

Andrea Driessen
Christina Devlin
Lynn Edwards

“

Think outside the box

”

WHAT WE TALKED ABOUT

DRIVING ATTENDANCE

- Marketing is key for event success; you have to be a professional marketer for your event.
- Partner with those who own your target audience.
- Identify as many key traits your target audience have as possible.
- Amplify your marketing message.
- Your product should be tailored to your audience - why shall they come?
- Track your demographics and align your content with it.

Speaker:

Lynn Edwards



*THE MORE YOU CAN
DESCRIBE WHO YOU
WANT IN THE CHAIRS,
THE MORE
SUCCESSFUL YOUR
MARKETING WILL BE.*

WHAT WE TALKED ABOUT

CRUNCHING NUMBERS

- Budgeting is not sexy, but super critical.
- Not every event is supposed to make money.
- Note the HR factor: do you make money given the number of employees involved?
- Consider what you need to charge for the event - and then consider it again; often times we undervalue what we offer.
- When discussing with partners, offer events as a package.
- Translating budget for stakeholders is vital; put it in a context when communicating to them.
- Explain the 'red flags', what consequences are for each specific step.
- Compare numbers from previous event with the current one, and look at what you can change (e.g. do breakfast meeting instead of lunch, consider multi-year contracts, etc.).

Speakers:

Gregg Mindt
Carly Othman

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Rule of Thumb:
always
underestimate your revenue
and
overestimate your costs

”

WHAT YOU TALKED ABOUT

TOOLS OF THE TRADE

- Technology impacts event experience directly. E.g. good photos makes it easier to sell event next year; mobile app helps capture all key information so that participants do not miss anything; recording content provides for greater engagement by removing language barrier/including remote attendees/etc.
- From event planners perspective, it is important to get tech partners involved into strategic thinking and understand event goals.
- Involving tech partners as early as possible in the planning cycle can save budget and helps provide better quality service.
- Align your tech needs and budget.
- Think intentionally and logically when planning technology at the event.

Speakers:

Dallas Dougherty,
Hilary Laney,
Praveen Ramachandran,
Darren Zemanek.



**EVENTPROFS:
WHEN IT COMES TO
TECH,
BE AN EDUCATED
PARTNER!**

WHAT WE TALKED ABOUT

THE POWER OF PARTNERSHIPS

- There is no structure of partnerships that would work for everybody; find out how you can help each other.
- Hear from potential sponsors what they want from partnership - and DOCUMENT it.
- Keep in mind that partners can be awful marketers! Walk them through event marketing.

Speakers:

Carla Carrell

Alicia Crank

Daniel Rossi

Less transactional - more meaningful, organic partnerships

Tips for starting organic partnerships:

- natural occurring conversations (at events/happy hour, etc) are key;
- be patient - it's not done over night;
- it's ok to ask and hear 'no';
- cold calling is not a bad idea;
- find out psychological motivators for your sponsors to understand their core values.

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Understand your partner and what works for them, know how best you can take weight off their shoulders

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WHAT WE TALKED ABOUT

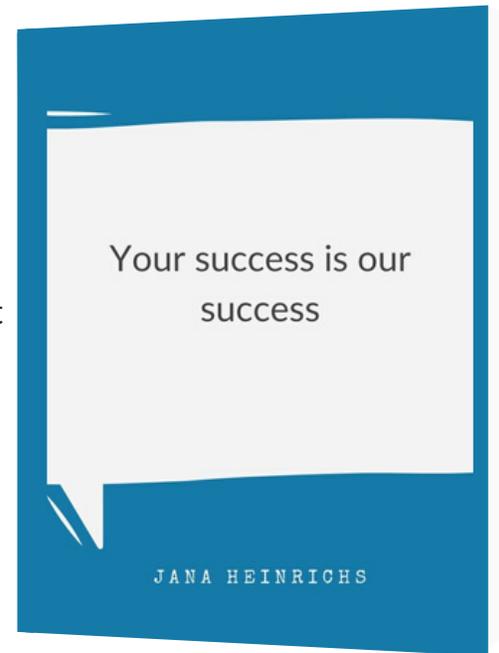
VENUE AND VENDOR PARTNERS

- Discussing "WHY" for every partner involved is key.
- Venue & vendor partners provide for event details that impact the whole experience. For example, parking and transportation is the first experience point of the event, and therefore what first impression attendees get from it is crucial.
- The 1st thing every event planner wants is best price. What is the second thing that you want for your event?
- Always ask your partners as many questions as possible.

Speakers:

Stuart Butler,
Jeff Bowe,
Jana Heinrichs,
Janelle Doig,

Felicia Rahm,
Shelby Sewell,
Zac Thorpe.



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