



# Course Introduction

# Who Benefits



# Who Benefits



Career Curious

# Who Benefits



Career Curious

Experienced

# Who Benefits



Career Curious

Experienced

Seasoned Professionals



# Certificate Program

lifetime of learning



# Certificate Program



lifetime of learning

# Course Structure

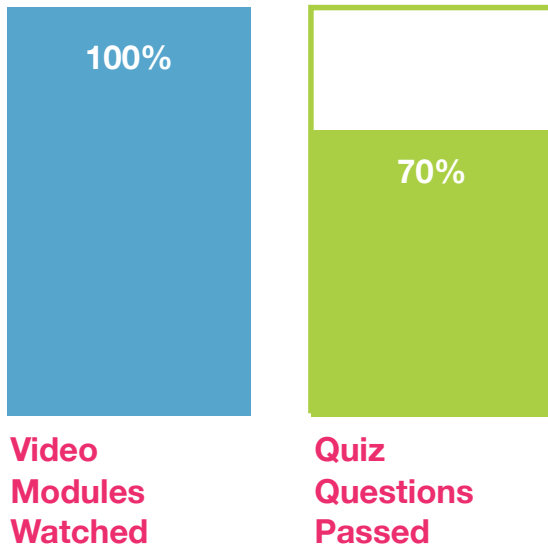


Video content

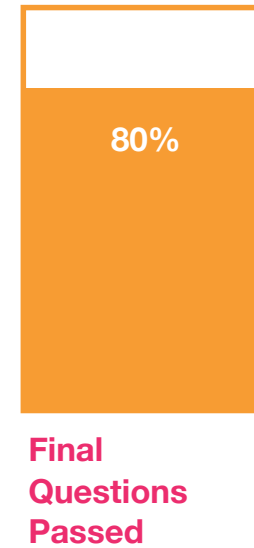
Activities

Additional Reading

### Course Completion



### Course Certification





E | [support@eventleadershipinstitute.com](mailto:support@eventleadershipinstitute.com)

P | 347-349-1060

W | live chat on website



E | [kevin@eventleadershipinstitute.com](mailto:kevin@eventleadershipinstitute.com)  
W | class discussion board



## This Week's Content



# Week 1 Content

# Week 1 Content

Defining Events

Market Segments

Human Needs

Power of Events

Industry Overview

Today's Event Pro

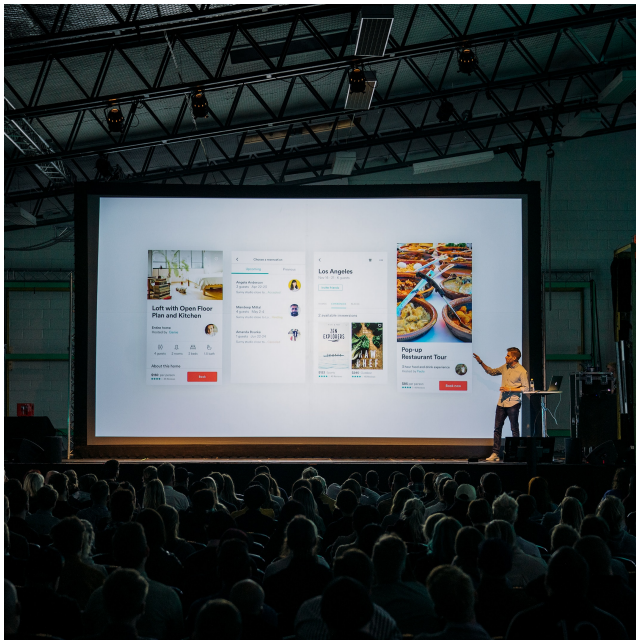


## Defining Events

# Event Types



# Event Types





# Event Traits

Bespoke

Temporary

Live

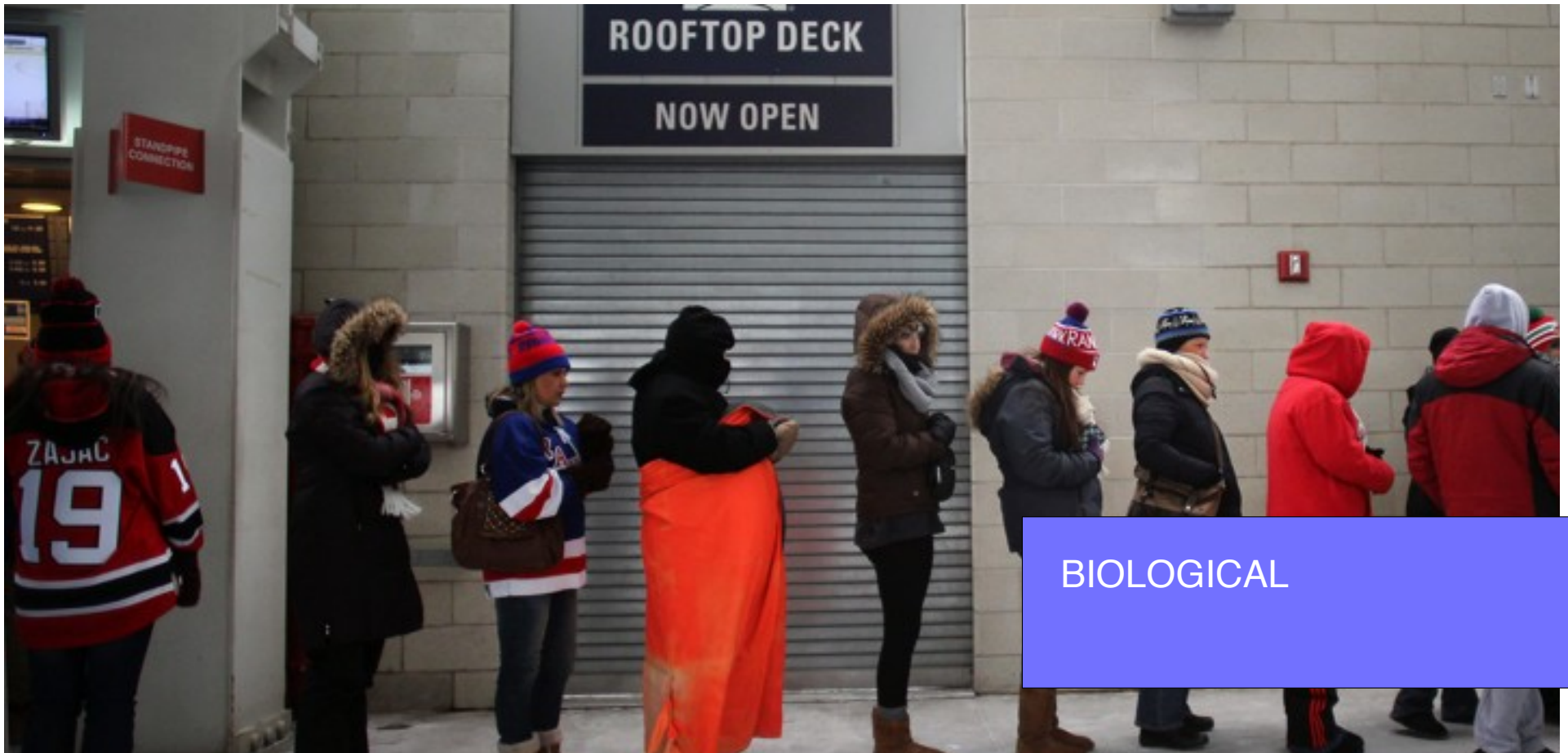
Not Daily

People | Place | Purpose



# Humans & Events





## CODE OF CONDUCT

---

AltConf cannot happen unless everyone is safe and welcome. If anything happens to make you feel unsafe or unwelcome, let us know, and we will fix it.

AltConf is organized by volunteers as a service to the community. We care about what the community cares about, so we actively work to increase diversity at our conference and in our industry by providing a stage for under-represented people and ideas around Apple's platform.

Participants asked to stop any harassing behavior are expected to comply immediately. Exhibitors are also subject to the anti-harassment policy. In particular, exhibitors should not use sexualized images, activities, or other material. Booth staff, including volunteers, should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, event

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PSYCHOLOGICAL

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SOCIETAL



The most successful events are the ones that efficiently and most accurately satisfy a majority of human needs.



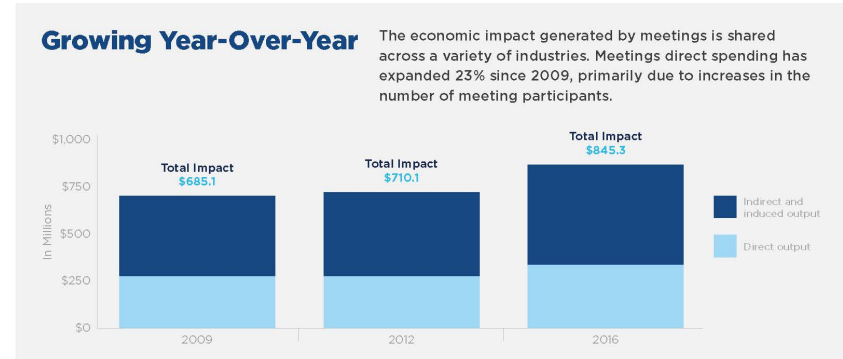
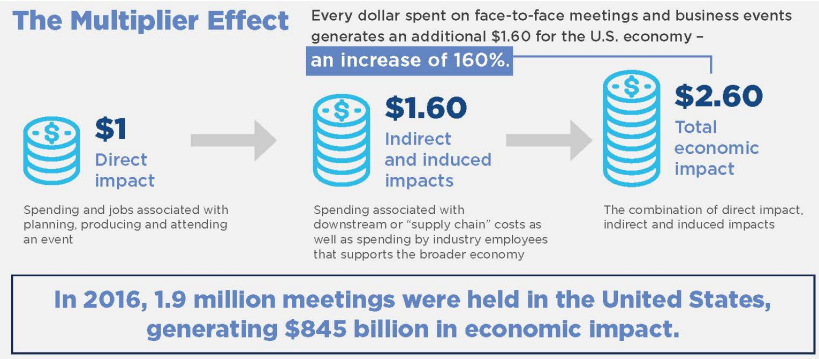
# Industry Overview



# The Experience Economy



# The Experience Economy





# Market Segments

# Conferences



- **Purpose:** learning, discussion, community
- **People:** community specific (although open)
- **Budget:** revenue positive target
- **Schedule:** typically multi-day
- **Format:** traditional meeting set ups

# Conferences

INDUSTRY-BASED



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# Meetings



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# Exhibits / Trade Shows



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# Exhibits / Trade Shows

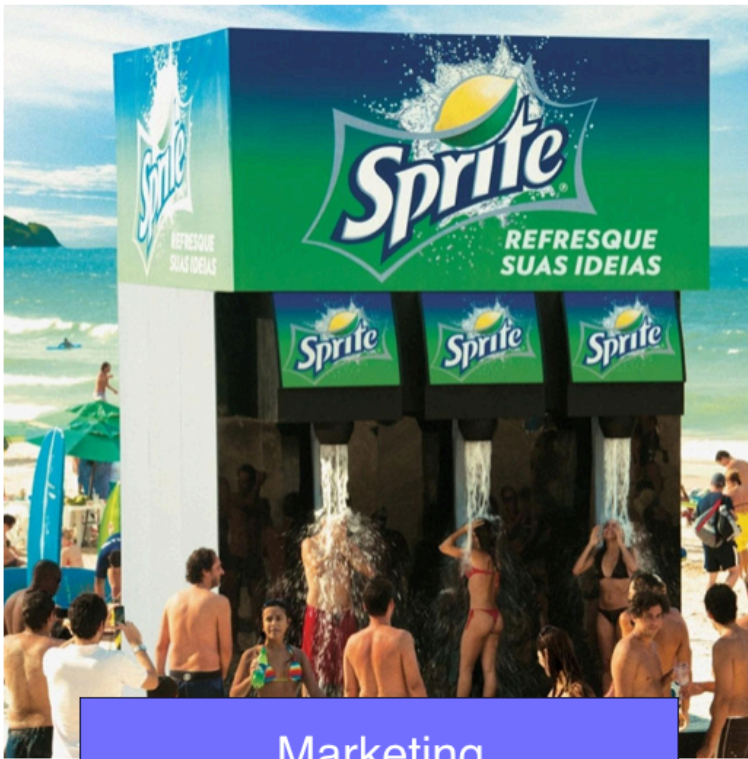


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Marketing

- **Purpose:** varied
- **People:** varied
- **Budget:** varied
- **Schedule:** varied
- **Format:** varied



Cultural

- **Purpose:** varied
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# Industry Segmentation

MARKETS
Conference
Meeting
Tradeshow
Tourism
Social
Civic
Cultural
Sport
Music

SERVICES	
Venue	Risk Management
Technical	Development
Content	Marketing
Catering	Destination Management
Transportation	Guest Services
Scenic	Specialized Services
Collateral Materials	Planning
Entertainment	Staffing



## Event Impact

# Why Attend Live?



# Why Attend Live?

ATTENDANCE	At Home	At Stadium
Cost	Free	\$\$\$
Viewing Experience	Close up, replays	Far from action
Travel	None	Drive, traffic, parking
Bathrooms	Your own	Lines, gross

# What We Want to Get

- Be **entertained** (concert)
- Be **informed/learn** (conference, media event)
- **Experience** a product (car show)
- **Buy** (trade show)
- **Celebrate** (wedding, milestone event)
- **Network** with certain people (industry convention)
- Enhance **relationships** (client reception)
- Be **part of something** bigger than themselves (fundraiser, rally)
- Get **tribal** (sports)



# What Hosts Want to Achieve

- Make \$
- Inform / teach
- Demo a product
- Sell / Cultivate leads
- Celebrate
- Collaborate
- Motivate / Reward
- Cultivate relationships

# Events v. Digital Media

- Longer exposure to messaging (3 hours vs. 30 seconds)
- Completely controlled environment
  - Atmosphere
  - Food & beverage
  - Visual stimuli (signage, photos)
- Face to face element / human interaction
- Experience up close / touch

# Events' Marketing Strength

	Reach	Messaging	Community	Cost / pp
Advertising	High	Low	Low	Medium
PR	Medium	Low	Low	Low
Web	High	Medium	Medium	Low
Social Media	High	Medium	Medium/High	Low
Direct Mail	Medium	Medium	Low	Medium
Live Events	Low	High	High	High

+

+

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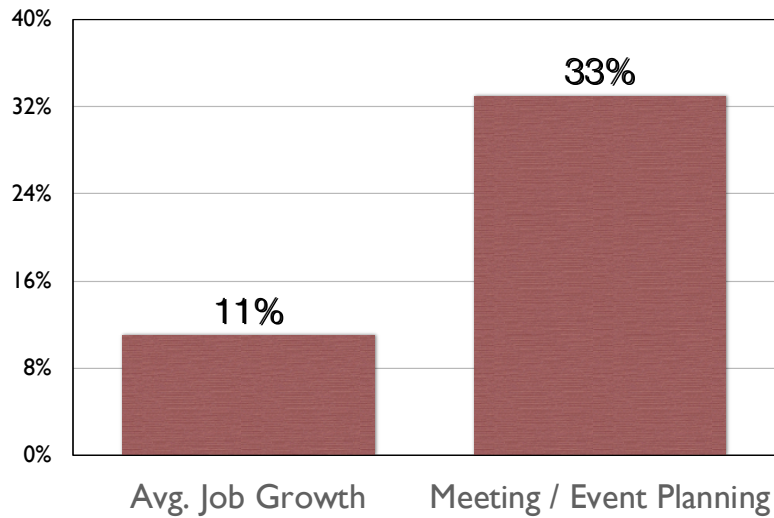
	WITHOUT Social Media	WITH Social Media
Event Cost	\$100,000	\$100,000
People Reached	500	2,500
Cost / Person Reached	\$200	\$40



# Today's Event Pro

# Job Opportunity

Projected Job Growth 2012-2022



expect growth



# Career Challenges

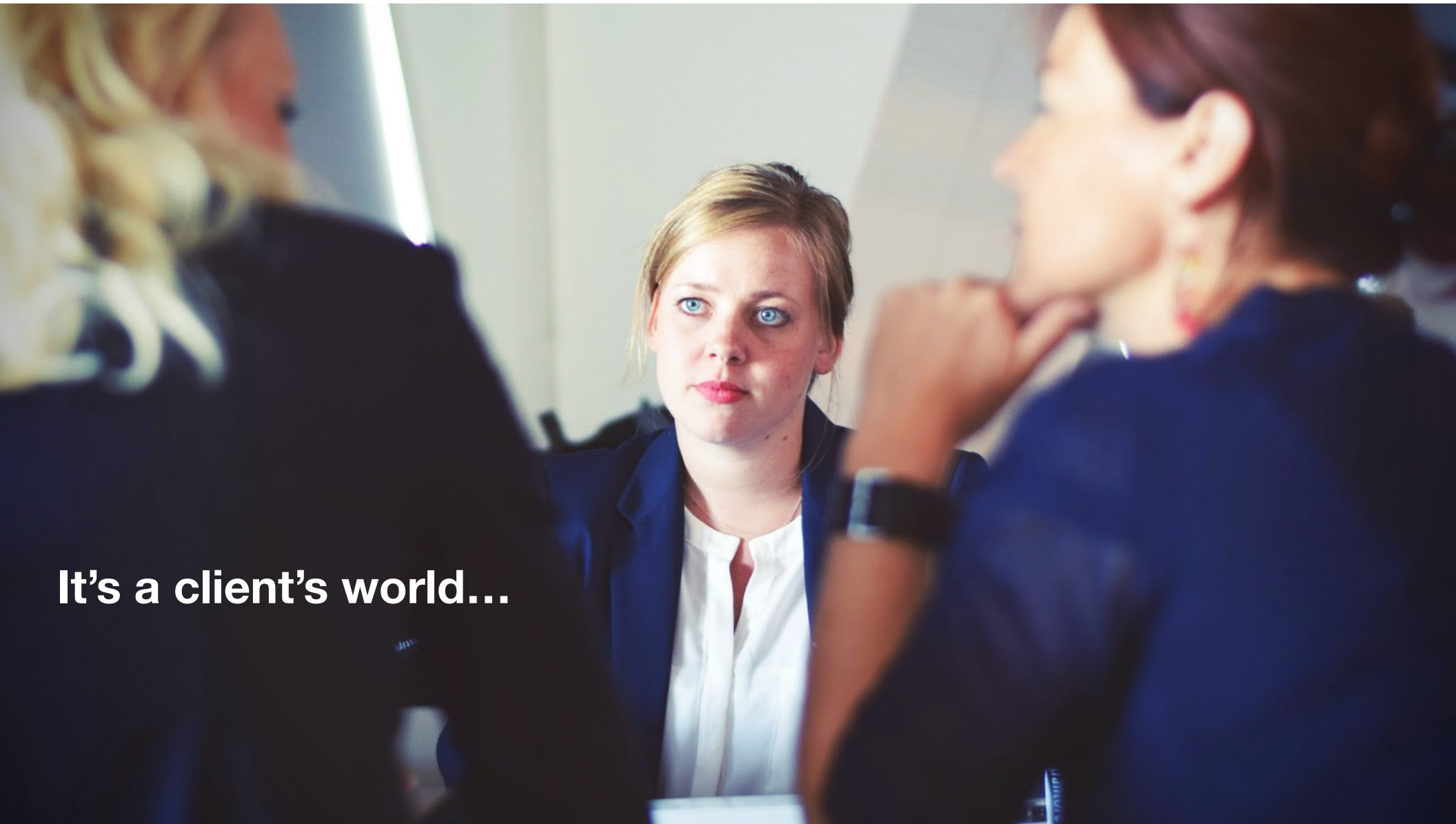


- Hours
- Travel schedule
- Stress
- Everyone can do better
- Expected breadth of expertise

# Career Advantages



- Unpredictable
- Creative
- Personal



**It's a client's world...**

# Clients Give: Awareness



- Objectives
- Stakeholders
- Brand
- Audience (sometimes)

# Clients Need

- Time | Manpower
- Logistics
- Creativity
- Expertise
- Integration



# Your Greatest Positioning



- Communicator
- Tone Setter
- Ambassador



# Hard Skills

**timekeeper**

**financial manager**

**risk assessor**

**legal executor**

**chief negotiator**

**chief researcher**

**resource manager**

**job site foreman**

**lead evaluator**

**help desk**

**administrative director**

**IT manager**

**psychologist**



# Hard Skills

**resource manager**

**job site foreman**

**lead evaluator**

**help desk**

**administrative director**

**IT manager**

**psychologist**



# Hard Skills



# Specialized Skills

# Specialized Skills

Graphic / Content Design

Technology

Visual Environments

Food & Beverage



# Your Essence

A communication expert via live experience.