

Fill Your Live Events and Workshops

How to sell out seats for your next live event...
even if you've never run one before



Course Book

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SAMPLE

Introduction – Why Run a Live Workshop or Event?

Many small business owners and solo entrepreneurs are eager to reap the impressive benefits of hosting live events and workshops. With a live event, you have a group of people in front of you who are highly engaged with your content. This is an extremely effective way to build your reputation as an expert, promote your brand and products or services, and even earn another stream of income.

Live events and workshops are not only a great way to earn money, but also give you a valuable chance to connect with your customer base. Through your events, you can foster sharing and relationship-building among your audience members.

Are you planning on running a live event or workshop? If so, the very first step is to clarify your goals for the event.



Maybe your clients and customers have been asking you about workshops or whether you hold any face-to-face group events. The demand has been growing for years and you feel now that the best way to meet it is through a live format.

You may be working as a consultant or specialist in some area and looking for a way to reach a wider audience. You might be looking for a new stream of income. Your goal may be to extend your network of connections or better establish your reputation in your niche. Or, you could simply be looking for something new to try. Maybe you'd like to run an event once and see what comes of it.

Smaller live workshops also provide you with a training ground for larger events such as retreats, boot camps, multi-day workshops, or conferences. You can get the hang of how it works with a smaller group first.

Types of Live Events

Let's start by looking at some common types of events, so that you can choose the format that's right for you.

Workshops	Seminars	Speaking Engagements	Conferences	Boot Camps	Retreats
<ul style="list-style-type: none">• Short in duration• Lead the group through a specific project	<ul style="list-style-type: none">• An hour or two• Presentation with audience questions	<ul style="list-style-type: none">• A keynote speaker opens or closes• Requires more planning than a regular speech	<ul style="list-style-type: none">• One or two-day events• Takes a lot to organize with a number of speakers	<ul style="list-style-type: none">• A lot of information compressed• A fast pace with dramatic results	<ul style="list-style-type: none">• A multi-day workshop• Includes a leisure component

Workshops. Workshops are generally short in duration. They can run for a few hours or as long as a day. For a single facilitator, 20 to 25 people is the maximum ideal range for participants. With this small group, a workshop tends to be the most engaging type of live event. It allows the facilitator to lead the group through a specialized topic or specific project.

Since live workshops are one of the easiest types of events to start with, we'll make it the primary focus of this course. After you start running small workshops, you can scale up to larger events. However, the tactics we'll cover in the course remain the same for all events. You'll just need to spend more time and use more tactics when it comes to a much larger event.

Seminars. A seminar can be an hour or two and tends to be more of a presentation than a workshop. For the most part, the audience listens while you talk, although there may be some interactive features, such as taking questions throughout or at the end. Seminars can still have a small audience, but the communication is typically one-sided and less interactive.

Keynotes and Speaking Engagements. If you like speaking in public, you can market yourself as a speaker and speak at events or conferences. A keynote speaker is the person who opens or closes the event with a speech. This is slightly different from giving a regular speech on a particular topic and requires different planning and skills. In fact, if you can get a speaking engagement at someone else's event, you could use it as an opportunity to let people know about your own event!

Conferences. Conferences are usually one- or two-day events. Running a conference generally requires a team of people to set up and organize. A conference usually has a number of different speakers presenting on a schedule. There might be multiple workshops that take place as part of the conference, in addition to smaller seminars and large presentations and keynote speeches.

Boot camps. A boot camp is an intensive workshop where a great deal of learning is compressed into a short period of time. As the name suggests, the pace is rigorous, and participants have to work hard. However, that also means participants expect dramatic results.

Retreats. A retreat is usually a multi-day workshop or event that has a leisure component. There may be presentations, speeches, activities, and other events within the event, as well as some fun and purely social activities.

Let's look at an example using a project management consultant. She might create a 3-hour workshop on using digital project management tools. She might choose to do a 60-minute seminar on trends that impact the project management field. At a project management conference, she could give a 30-minute keynote speech to open it on the first day. She could create a one-day project management conference for small business owners where other project management specialists are invited to offer workshops on specific topics, and a one-day boot camp with intensive workshops and training for aspiring project managers to prepare for PMP Certification.

Or, to offer another example, imagine a wine sommelier who decides to get into live events. He creates a short, two-hour workshop on wine appreciation, a 90-minute seminar on the newest wines coming from New Zealand, a 20-minute keynote speech to open a wine conference, and then a one-day sommelier boot camp where wine lovers learn about wine tastings. Another live event for wine might be a two-day retreat and wine tour, which is like a wine vacation around local vineyards.

In the above examples, you can see how different types of events suit different types of content. If this is your first event, you should start small with a shorter workshop.

If you're more experienced, you may want to consider other, more complex types of events, such as conferences or boot camps. You can then apply the planning and marketing tips in the course to your larger event. Regardless of the type of event you plan to host, you can have a great deal of fun, earn money, and expand your reputation.

By the time you complete this course, you will be able to:

- Identify how running a workshop or live event can benefit your business, so that you know what you want to accomplish with your event
- Define your ideal event attendee, so that you can identify exactly which topics people will want to sign up for and who you'll be targeting with your marketing
- Pick a topic focus for your event, along with the main outcome or 'transformation' that people will get from attending, so that you can quickly communicate the core value people will get
- Create a high-level outline for the event itself and the key benefits of each part, so that you can formulate marketing messages that convert and know what promises you need to deliver on with your event content
- Detail the costs for your workshop or event as a first step to formulating a pricing strategy that will help you fill seats at your event
- Define a pricing strategy designed to entice buyers to register, so that you don't have to worry about covering your costs or making a profit
- Plan and write the copy for your event sales page using best practices to drive registrations
- Determine exactly how you'll leverage your existing customer base as a key driver of sales, so that you can fill seats before you even start doing any other marketing
- Add links to your event page in key locations on your website and elsewhere, so that people already interested in your content will be alerted to the opportunity
- Create an engaging and compelling social media strategy, so that you can spread the word about your event to your ideal attendee
- Identify additional free or paid event promotion tactics to complete your live event marketing plan

Learning Activity

1. What do you hope to accomplish for your business by running a live event or workshop? What is your motivation? Review the examples in this module for ideas
2. Based on the event types presented in this module, what type of event do you plan to offer? How long will your event be?

ATTENTION:

This is only an excerpt from our full course, [Fill Your Live Events and Workshops](#)

The full, customizable course contains 6 modules including an Introduction and Planning module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Workbook, graphics, tweets, and other resources.

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