



Personalized **EVENT CONSULTING**

When you already have the team and resources in place to execute your event, personalized consulting is the most cost-effective way to set yourself and your team up for success. Coordinating a successful event requires expert strategy and many hands!

Our strategic consulting provides you and your team with the strategy, timeline, and documents you need to get things done with intention and efficiency.

Imagine how much simpler the planning will be when you have access to the resources, tools, timelines, and templates that will expedite your success.

How great will it feel to host your next event with confidence and certainty because you had expert knowledge & support throughout the planning process?

Check out our expert areas on the following pages and schedule a free consultation to see if Personalized Event Strategy Consulting is a good fit for you!

ARE YOU PLANNING AN EVENT AND...

- Uncertain about what to do to set yourself up for success
- Overwhelmed by everything that has to be done
- Unclear about what things cost and creating a budget
- Terrified of losing money or spending it on the wrong things
- Concerned that people will not participate and engage
- Worried that you don't know what you don't know
- Not sure

WHAT IF YOU...

- Knew exactly "what's next" and "how-to"
- Could share all your ideas with an experienced event producer that can provide suggestions and strategies you may not have otherwise thought of
- Had access to templates, guides, checklists, and action sheets
- Had an expert to hold your hand through the process and bounce ideas off of

HOW WOULD IT FEEL TO...

- Have a checklist of everything to do, and when to do it
- Be confident you were maximizing profitability and investing the RIGHT way
- Plan memorable and events with absolute certainty
- Save hours of time without the investment in a full-service event planner?
- Take the guesswork out of all the planning logistics

PERSONALIZED CONSULTING IS THE AFFORDABLE SOLUTION TO PLAN YOUR EVENT WITH CONFIDENCE, CLARITY, AND CERTAINTY!

Expert Areas

HIGH LEVEL STRATEGY

POTENTIAL TOPICS

- Overall Strategy
- Goal Setting
- Timeline
- Ideal Audience
- Niche, Topic, & Content
- Intentional Agenda Design

TOOLS & TEMPLATE DELIVERABLES

- Guide: Getting Started Event Planning
- Workbook: Dial in Your Event Niche & Target
- Template: Timeline Calculator
- Template: Run of Show
- Template: Agenda Wire Frame
- Tool: Drag and Drop Agenda Builder

PLANNING & LOGISTICS

POTENTIAL TOPICS

- Venue Sourcing
- Contract Negotiations
- Budgeting
- 3rd Party Vendors
- Food & Beverage
- Design & Decor
- Attendee Gifts & Swag
- Liability & Event Insurance

TOOLS & TEMPLATE DELIVERABLES

- Guide: Venue Sourcing & Contract Negotiations
- Template: Venue RFP
- Template: Budget Calculator
- Access to our preferred vendors
- Template: Menu Planner
- Template: Attendee Waivers

Expert Areas

REGISTRATION & WEBSITE

POTENTIAL TOPICS

- Pricing / Ticket Tiers
- Registration Site
- Design & Copy
- Integrations
- Event Dashboard

TOOLS & TEMPLATE DELIVERABLES

- Workbook: Create & Sell Your All-Access Pass
- Toolkit: Creating your Event Website
- Checklist: High Converting Registration Site
- Templates: Lead Pages Registration Websites
- Templates: Lead Pages Dashboards

MARKETING & PROMOTIONS

POTENTIAL TOPICS

- Social Media
- Email Marketing
- Paid Advertising
- SEO
- Community
- Cross-Promotion

TOOLS & TEMPLATE DELIVERABLES

- Guide: Event Marketing Playbook
- Swipe File: Social Media Promotion
- Swipe File: Facebook Ads and Headlines
- Email Templates: Promotional Email Sequence
- Email Templates: Post Registration Sequence
- Email Template: Know Before You Go
- Email Template: Post Event Email

Expert Areas

SPEAKERS

POTENTIAL TOPICS

- Speaker Identification & Sourcing
- Speaker Suggestions
- Pitching Speakers
- How To Set Speakers Up For Success

TOOLS & TEMPLATE DELIVERABLES

- Guide: Preparing to Pitch your Speakers
- Swipe Copy: Pitch Examples
- Guide: Delivering Powerful Virtual Presentations
- Template: Speaker Tracking
- Template: Speaker Info Kit
- Template: Speaker Agreement/Media Release
- Template: Speaker Checklist
- Template: Speaker Follow Up Email Scripts

SPONSORS

POTENTIAL TOPICS

- Identifying the Perfect Sponsors
- Sponsorship Offerings & Pricing
- Sponsorship Proposal/ Prospectus
- Pitching your Sponsors
- Virtual Sponsorships

TOOLS & TEMPLATE DELIVERABLES

- Roadmap: Event Sponsorship
- Guide: Crafting the Perfect Proposal
- Workbook: Preparing to Pitch Sponsors
- Template: Sponsor Compatibility Matrix
- Template: Sponsor Tracking
- Templates: Canva Sponsorship Prospectus
- Template: Sponsorship Agreement
- Template: Confirmed Sponsor Kit

Expert Areas

AUDIO VISUAL & TECHNOLOGY

POTENTIAL TOPICS

- Audio Visual Needs Analysis
- Identify Requirements
- Hybrid Strategy
- Virtual Event Platforms
- Production Enhancements

TOOLS & TEMPLATE DELIVERABLES

- Checklist: Zoom Configuration Settings
- Guide: Zoom Features Step-By-Step Guide
- Guide: Technology for Speakers

EXPERIENCE & ENGAGEMENT

POTENTIAL TOPICS

- Event Emcees
- Community Growth
- Creating Connections
- Virtual Breakouts / In-Person Ice Breakers
- Virtual Facilitation & Delivery
- Attendee Experiences
- Networking Opportunities
- Gamification
- Attendee Feedback

TOOLS & TEMPLATE DELIVERABLES

- Script: Community Kickoff & Closing Calls
- Guide: 6 Foundational Question Types & Guide
- Template: 4 Conversational Choreographies
- Checklist: Event Emcee Hiring
- Roadmap: Post Event Survey
- Template: Know Before You Go Email
- Template: Attendee Testimonial Questions

Expert Areas

REVENUE GENERATION

POTENTIAL TOPICS

- Setting Ticket Prices
- Creating A VIP Package
- Creating Your Offer
- Profit Pyramid
- Extending Your Offer (Sell From Stage)
- Additional Revenue Opportunities

TOOLS & TEMPLATE DELIVERABLES

- Guide: Crafting your Irresistible Offer
- Guide: Stage Conversion Blueprint
- Template: Revenue Projections
- Template: Profit Pyramid
- Template: Enrollment Event Agenda

EVENT AUDIT

POTENTIAL TOPICS

- Branding
- Messaging
- Website
- Marketing
- Agenda
- Room Design
- Menus
- Sponsorship Packages
- Experiences

WHY WOULD I WANT THIS

If you already have the major components underway and looking for ways to level up, enhance, and want an expert to review the plans you have in place, suggest areas for improvement, and search for potential mishaps. OR,

If you've previously hosted an event and really want to raise the bar for your next one by reviewing everything you previously did.

What You Get

✓ COMPREHENSIVE DISCOVERY

This call will serve as the foundation for our meetings and helps us establish objectives and priorities in an effort to maximize our time together. This call will not count toward your strategy consulting hours.

✓ 6 - 50 MINUTE ZOOM SESSIONS

We will be meeting every other week for a total of 3 months. If your event is coming up soon, and you want to fast track, we can arrange to meet on a weekly basis.

✓ TIMELINES & TEMPLATES

You will gain access to the exact tools, templates, and resources we use with our full-service clients. After each call, take your learnings and begin executing immediately. Never start with a blank page again.

✓ COMPLETELY CONFIGURABLE

Pick and choose strategic topics as you need them. Our time will be spent based on your specific needs at the time of each call. You don't know what you don't know and we refuse to confine you to a box.

✓ VOXER SUPPORT

Things are going to come up as you are planning, and we don't want you to have to wait until your next call. With Voxer support you can eliminate roadblocks and solve quick hits and keep the ball rolling

INVEST IN YOURSELF & YOUR EVENT

Save \$750 - Pay In Full

\$5,997

3 Monthly Payments

\$2,249

**BOOK YOUR FREE
CONSULTATION NOW!**

A NOTE FROM WENDI

Hi! I'm Wendi, the owner of Be Bright Events, a boutique event planning, management, and consulting company.

From the very beginning, I knew I wanted to work with entrepreneurs whose sole focus was to empower and inspire others. I find joy every day in helping others spark engagement, create change, and enrich lives, communities, and organizations through their events.

My team and I are experienced event professionals who thrive on creating events that enhance the experience of everyone that attends through emotional connection, intellectual stimulation, and physical excitement. We thrive in reducing the stress for our clients by managing all the moving pieces to ensure that their events run smoothly from conception through.

Through advanced preparation, project management, excellent communication, attention to detail, and the willingness to always go the extra mile, we get the opportunity to turn our client's vision into a reality.

We want to be your go-to source for growth, resources, inspiration, and innovation.

I look forward to you joining the Be Bright Events family!

All the best,

A handwritten signature in black ink that reads "Wendi". The signature is fluid and cursive, with a large loop for the letter 'i'.



LETS CONNECT

**Your business is unique.
That makes your needs unique as well.**

Having the right strategies will ensure that you and your event are set up for success and will take your business to the next level.

In addition to full-service event planning, our team can help you develop a personalized one-on-one event strategy.


We offer four packages to fit your needs and your budget, allowing you the benefit of having expert guidance and access to resources that will maximize your planning efforts. This means zero guesswork - from timeline and project management to registration and marketing, and all the logistics and execution.

My team and I will ensure that you have all the support you need to **be inspiring, be empowering, & be extraordinary!**

Schedule a **FREE 20-min Consultation** to find out more about how we can support you. We're happy to answer any questions you have and look forward to creating an experience tailored just for you!

**CLICK TO
SCHEDULE YOUR CALL**



 Listen To What
Our Clients Are Saying