

Seminars and Workshops

Hosting a seminar or workshop on your area of expertise is a great way to get your name out into the community and help others who perhaps would otherwise not be introduced to coaching and your services.

Seminar: A meeting for an exchange of ideas; a conference.

Workshop: An educational seminar or series of meetings emphasizing interaction and exchange of information among a small number of participants: a get your life back on track workshop.

Seminar/workshop type 1: This seminar is free in hopes of attracting prospective clients. Type 1 is generally the smaller of the two types (in prep work and in attendees).

Type 1 has several benefits:

- **Meeting new contacts and potential clients**
- **Getting your name out in the community**
- **A chance to practice your coaching and oration skill in front of a group, in preparation for hosting a convention**

Seminar/workshop/convention type 2: This seminar has a cost per guest and is not necessarily meant to attract new clients.

Type 2 also has several benefits:

- **Additional income from ticket sales and from product table sales**
- **The ability to reach more people with your message**

Partnering

While going it alone does have some benefits (you run the show and keep all the profits and contacts) it is highly recommended that you consider partnering with complementary professionals and products.

Partnering Steps

1) Choose the professions you would consider working with on the seminar. Look for complementary services. For example, if you are doing a divorce recovery event, consider working with a divorce attorney on commonly asked questions for people who have yet to finalize, or an author who can speak from personal experience that recovery is possible.

2) Choose products to be sold at the product table and decide either to

A) rent table time to them

or

B) receive a portion of their product sales

Contracts

Have a contract or agreement (does not have to be complicated) stating clearly:

- names**
- event date and time**
- event location**
- what you expect from the speakers/vendors**
- what your responsibilities will be**
- agreed upon monetary amount or services rendered**

Have at least two copies signed and dated by both parties and a witness.

Keep at least one original for yourself and give one to each vendor/speaker with original signatures as well.

Budgeting

Aside from the venue, the following are items to keep in mind when budgeting:

Marketing costs

Be sure to include marketing for your event and marketing during the event for future events or other services you offer.

*** 70% of people who bought from you once will buy from you again. Thus an estimated 80% of your marketing allowance should go toward people who are attending your seminar.**

Market Your Event

- online in chat rooms
- free online local classifieds
- at local events
- in local offices

Make sure your website lists all your seminar details including:

- dates, times, cost, location
- suggested travel arrangements and directions for out of town guests
- refund policy
- topics covered
- order of events
- food/snack arrangements

Food

Is a meal included? Or do you have someplace close by they can eat? If the event is longer then 4 hours, have at least water available and a snack break, whether or not your provide one.

Materials for Guests

What handouts are included with their admission?

Feel free to use any of the materials we have for you in the student center.

Products

What products of your will you have available for free or cost?

Ideas

- CD with PDF forms for them to take home**
- coaching session packages**
- your books**
- CD or DVD of seminar**

Supplies

- handouts**
- projector, Power Point**
- snacks, refreshments (cups)**
- business cards**
- itinerary- at least a copy for you**
- your notes!**

Final Notes

Often people will speak for free as it is great publicity for them.

Let your guests invite a friend for free; especially, if you are selling products or follow up services at the event.

Consider giving out free small gifts, like pens or magnets, with your contact information printed on them. With both these items, odds are good that they will see your name repeatedly and eventually call, or discuss you with others.

Give notes to your guests inviting them to put you in contact with others that they feel would benefit from your seminars or coaching.

Have seminar evaluations ready to be completed by your guests, so that you see what areas you need improvement on and what they would like to see discussed next time.

No matter what type of event you host, you can increase your chances of getting clients by using examples of the clients you have helped (while keeping their names and their specific details in confidence).

Example: “I had this client, who, like you, who wanted to improve their self esteem and together we...”

More then anything, keep positive about what a great event this will be. No matter what happens you will be able to learn from it for the next one.