

Event Planning

TRAVEL + LOGISTICS

AGENDA + WORKSHOP

MODERATION

ACCOUNTABILITY

5+ Sessions Per day...

The appropriate amount of sessions per day is driven by the desired outcome and goals.

People tend to react best when they have a variety of ways to provide input.

Consider sessions that will build on each other, and not simply "do it all" because everyone is together

SALES

⊕ Leveraging Biology - Selling with a Super Power
 Starting with WHY allows an ability to leverage human biology. With a short educational seminar, allow everyone to practice a sales framework then present.

Time: 90+ Min.

⊕ Flip the script - Understand your Peers
 So many business functions require expertise - they all lead to the success of the products that are sold

- nominate non-sales staff to pitch a product, the brand or a tool the company offers
- Give the sales team a chance to see it another way

Time: 60 Min.

⊕ Marketing or Sales ? - Just do it (a real plan)
 Sales is often led by an army of people, where marketing is traditionally left to a person or small group. Define marketing holistically

- Advertising, Promotion, Publicity, PR, Sales
- Identify how the company can/will create a journey

Time: 90 Min.

⊕ Answering Customers - Meet them comfortably

- What questions does the customer have today?
- Where do they spend most of their time?
- How do we get them answers faster?
- What technology can be leveraged?
- What do we have we can deploy today?

Time: 90 Min.

⊕ Programming the Collective - AI Exploration
 Identifying where to start with AI can be overwhelming, make it easy - test from within.

- Chart the customer types and relationship level
- Categorize ability to influence decisions
- Identify who interacts with them today

Time: 60 Min.

CAMRADERIE

⊕ Your Authentic Story - Create Vulnerability
 Summarize your life resume in 300 words, it's obvious but make it known - so that people can see you for who you are.

- What are you most proud of?
- What is your miss miss? What did you learn?

Time: 5 Min/person

⊕ The Moonshot - Identify the Collective Passion
 Ideas must come from within, dream it!

- Individuals write their dream in 1 sentence
- Consolidate them to a single document
- Generate the vision/dream of the team with AI
- Reflect on how it aligns with company mission

Time: 45 minutes

⊕ Plan a Vacation - Discover Personal Insights
 People think differently, understanding yourself and how others work is the baseline everyone needs.

- Pre-event survey, to create (4) personality groups
- Each group plans a vacation to present
- Round table about how "vacation" is "planned"

Time: 90 minutes

⊕ Company Improvement - Aligning expectations
 Change takes time - but gains momentum with force

- provide a survey to participants to probe about desires of the business
- Consolidate and share live
- Vote on what's most important to prioritize

Time: 30 minutes

⊕ Tools of the Trade - Personal Genius
 With so many people and so many ways, a knowledge base is there, but is it utilized?

- Give people 5 minute opportunities to share a unique workflow, tool or method they use

Time: 30+ minutes

STRATEGY

⊕ Reflect to Envision - Create Trust
 Dissect where you ar as a team and chart out: What's in the past that we are proud of
 What's in the past that we are NOT proud of
 What do you hope for the future
 What afraid of in the future

Time: 75 Minutes

⊕ StratOrg 1 - Dissect the business
 Create a report out per "issue" or "challenge"
 What is known today...
 What is the desired outcome...
 what is the perception...
 What resources are needed...

Time: 120 Minutes

⊕ StratOrg 2 - Align what's known
 Consolidate the know "issues" and "challenges" across individuals/groups
 Consolidate similar content
 Enable the voices for clarity - present work

Time: 160 Minutes

⊕ StratOrg 3 - Create an action plan
 Define Action around the issues
 Rank them with a priority indicator
 Assign a leader (RASCI chart)
 Create a collaborative document
 Assign time bound deadlines

Time: 90 Minutes

⊕ StratOrg 4 - Tie it to business goals
 Define upside/downside
 assign potential dollar value
 outline resources needed to acitvate

Time: 90 Minutes