

Generate Leads Through Public Workshops



Develop a turnkey educational workshop/educational event program that can be easily repeated to generate leads outside of your existing network and contacts.

KEY OBJECTIVES

- Develop a turnkey program that can be easily repeated.
- Attract target client to workshops.
- Communicate your unique value proposition to prospects.
- Create a call to action to encourage attendees to request an appointment.
- Create a short-term and long-term follow-up process to convert workshop attendees to clients.
- Track your efforts to maximize effectiveness.

PLAN YOUR WORKSHOPS FOR THE YEAR

Set a workshop schedule for the calendar year and commit to those dates to ensure plenty of time to execute each workshop.

- Determine how many workshops you will host throughout the year.
- Identify the topic(s) for each workshop.
- Determine the dates for each workshop. We generally recommend scheduling workshops during the following time frames: third week of January through the second week of June and the third week of September through the second week of November.
- Schedule venues for each workshop. Consider using the same venue for each geographic location in order to streamline workshop logistics in the future.
- If using an outside speaker, confirm dates with the speaker for each presentation.

DESIGN YOUR PROGRAM

Develop a turnkey program that can easily be repeated from event to event.

- Develop PowerPoint presentation for each topic.
 - ▶ PowerPoint Development: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)

- Create a PDF flyer for each topic that can be either printed or shared electronically.
 - ▶ Event Flyer Invitation: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Design a print invitation for each topic that can be mailed.
 - ▶ Print Invitation: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Develop workshop evaluation form template.
 - ▶ Event Evaluation Form Creation: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
 - ▶ Sample Evaluation Form: Kaleido Creative Studio (www.kaleidocreative.com/premium/events)
- Create a handout or other takeaway for each workshop.
 - ▶ Event Handout Creation: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Create presentation folder to organize all handouts.
 - ▶ Presentation Folder Design: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Create a social media banner for each topic to promote the workshops.
 - ▶ Social Media Banner Design: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Set up online registration system.
 - ▶ Online Registration: Eventbrite (www.eventbrite.com)
- Set up phone registration system (if targeting an older demographic).
- Develop workshop email invitation for each topic.
 - ▶ Email Invitation: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
- Develop standard social media posts for each topic that can be used to promote each workshop.
- Develop promoted posts for each presentation for LinkedIn and Facebook.
- Order branded pens.
- Order branded notepads.

BUILD YOUR LIST

Create a list of people to invite to workshops.

- Purchase a mailing list of potentially qualified prospects to invite to your workshop.
- Build an email list of your existing clients, prospects, contacts and centers of influence (COIs).

PROMOTE YOUR WORKSHOP

Promote workshop attendance using a mix of marketing channels.

- Send print invitations to mailing list to arrive in the mailbox three to four weeks prior to the event. If sending a second invitation to the same list, schedule to have it arrive one to two weeks prior to the event.
- Send email invitations to email list three weeks, two weeks, one week and two days prior to the event.
- Add retreat dates and registration links to the company website.
- Schedule posts on various social media platforms. Include social media banners to add a visual element.
- Send PDF flyers to COIs, speakers and key networking contacts, and encourage them to share the invitation.
- Send social media banners to speakers to promote on their social media profiles.
- Use promoted posts on LinkedIn, Twitter and Facebook to raise awareness and promote attendance.
- Use Eventbrite to send automated confirmation and reminder emails to registrants.

CREATE A CALL TO ACTION

Create various levels of calls to action to determine the prospect's level of interest to prioritize follow-up.

- On the event evaluation form, add an option for people to request an appointment.
- Add the slide deck or other similar resource on the website for download. Place the deck/resource on a landing page specific to the event that requires prospects to input their contact information. Include the URL to the landing page on your presentation slides.

DEVELOP A FOLLOW-UP PROCESS

Create a process to implement following the event to maximize number of appointments set as a result of the workshop.

- Develop a follow-up process to reach out to prospects who request an appointment from the evaluation form.
- Through Eventbrite, send follow-up emails to all event attendees offering them a complimentary consultation.
- Through Eventbrite, send follow-up emails to all event no-shows offering them a complimentary consultation.

DEVELOP A NURTURING PROCESS

Stay top of mind with workshop attendees who may not be ready to work with you yet.

- Using MailChimp, develop six to 12 automated drip emails as appropriate reinforcing main talking points from the workshop. Add all event attendees to this distribution list. All emails should include a call to action to schedule an appointment.
 - ▶ Drip Email Setup: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)

- Add workshop attendees to email newsletter list and event invitation email list for further ongoing contact.

COMMUNICATE YOUR UNIQUE VALUE PROPOSITION

Clearly explain to workshop attendees how you can help them.

- Develop a two-page service sheet to include in the workshop handouts that explains how you can help attendees solve the issue(s) discussed in a workshop.
 - ▶ Service Sheet Design: Kaleido Creative Studio (www.kaleidocreative.com/members/creative)
 - ▶ Service Sheet Outline: Kaleido Creative Studio (www.kaleidocreative.com/members/collateral)

TRACK WORKSHOP RESULTS

Track results from workshops to evaluate effectiveness of the campaigns as well as compare and contrast venues, speakers and topics.

- Track key workshop metrics, including number of invitations, number of registrants, number of attendees, number of people requesting an appointment, number of people who schedule an appointment, number of people who attend an appointment, number of attendees who become clients, cost per attendee and cost per new client.
- Review efforts quarterly, and make adjustments accordingly.