

# [PREGAME]

APRIL 2017

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	3 10AM HOME TEAM <b>12PM PREGAME YOUR BUSINESS</b>	4 12PM GAME PLAN: OBSTACLES 1PM HUDDLE: GAME PLAN	5 1PM THE AUDIENCE SOCIAL MEDIA STRATEGY 2PM THE PITCH SOCIAL MEDIA PR <b>5PM RULES OF MARKETING W/ CATHEY ARMILLAS</b>	6 8AM HOME TEAM	7 10AM THE DRAFT
	10 10AM HOME TEAM	11 12PM GAME PLAN: TEAM 1PM HUDDLE: GAME PLAN	12 1PM THE AUDIENCE FACEBOOK BEST PRACTICE 2PM THE PITCH TALKING POINTS + INTERVIEW PREP	13 8AM HOME TEAM <b>2PM PRICING YOUR SERVICES W/ CIARA PRESSLER</b>	14 10AM THE DRAFT 12PM GAME PLAN BOOTCAMP
GREEN WEEK	17 <b>GROWTH</b> 10AM HOME TEAM <b>5PM GROWING SILICON FOREST W/ RICK TUROCZY</b>	18 <b>MONEY</b> 12PM GAME PLAN: VISION 1PM HUDDLE: GAME PLAN <b>5PM STARTUP FUNDING W/ SARA BATTERBY</b>	19 <b>SUSTAINABILITY</b> 1PM THE AUDIENCE PAY PER CLICK ADVERTISING BASICS 2PM THE PITCH PAY TO PLAY: PAID EXPOSURE <b>4PM SUSTAINABLE ENTREPRENEURSHIP W/ VIRIDIAN RECLAIMED WOOD</b>	20 <b>CANNABIS</b> 8AM HOME TEAM <b>12PM BUSINESS OF CANNABIS W/ EQUITY ROCK INC.</b>	21 <b>ENVY</b> 10AM THE DRAFT <b>2PM HATERS GONNA HATE W/ CIARA PRESSLER</b> <b>4PM SPRING KICKOFF! PLAYERS' HAPPY HOUR</b>
	24 10AM HOME TEAM	25 12PM GAME PLAN: GOALS 1PM HUDDLE: GAME PLAN  5PM [EMERGING PROS EVENT]	26 1PM THE AUDIENCE MARKETING Q&A 2PM THE PITCH PR Q&A	27 8AM HOME TEAM	28 10AM THE DRAFT <b>12PM PREGAME YOUR BUSINESS</b>
<p><b>BOLD = OPEN EVENTS / GUESTS TICKETS AVAILABLE</b>            CLUBHOUSE OPEN TO MEMBERS WEEKDAYS 9AM-5PM            SIGNUP REQUIRED FOR ALL WORKOUTS</p>					

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## CLASS DESCRIPTIONS

### WORKOUTS / MEMBERS ONLY

CREATE YOUR GAME PLAN	<b>GAME PLAN BOOTCAMP</b> Start here: your intro to the Game Plan approach to business strategy. 2.5 hours.	<b>GAME PLAN: ACTIONS</b> Break your goals down into effective steps and identify priorities and timeline.	PUMP UP YOUR STRATEGY	<b>THE AUDIENCE</b> Maximize your marketing with workouts to strengthen your brand and build audience.	WORK OUT YOUR IDEAS	<b>HOME TEAM</b> Stay accountable with a high-impact huddle on your weekly goals and action plan.
	<b>GAME PLAN: VISION</b> Creative exercises bring clarity to your long-term vision, mission, and goals.	<b>GAME PLAN: OBSTACLES</b> Flip the script so you can crush challenges with a fresh approach.		<b>THE PITCH</b> Build your reputation with effective communications and PR strategies.		<b>HUDDLES</b> Get expert perspective through facilitated conversation on relevant topics.
	<b>GAME PLAN: GOALS</b> Unfold your vision into specific, actionable goals for the next quarter.	<b>GAME PLAN: TEAM</b> Engage people to create win-win partnerships that power your goals.		<b>COMING SOON: SALES WORKOUT</b> Power your process with our new sales workshop designed to drive revenue.		<b>THE DRAFT</b> Blast through procrastination during quiet hours for writing, blogging, or solo work.

### SPECIAL EVENTS / INCLUDED WITH MEMBERSHIP

#### GREEN WEEK

<b>PREGAME YOUR BUSINESS</b> Wed 4/3 + Fri 4/28 @ 12PM-1PM / Free for Pre-Members Clarify your goals and get a special offer on Pregame membership in our introductory workshop.	<b>GROWING SILICON FOREST W/ RICK TUROCZY</b> Monday 4/17 @ 5PM-7PM / \$47 Guests Find out how the tech game is played in Portland and how to create sustainable community in the Silicon Forest.	<b>BUSINESS OF CANNABIS W/ EQUITY ROCK INC.</b> Thursday 4/20 @ 12PM-2PM / \$47 Guests Get the latest on industry trends, opportunities, and best practices for becoming a profitable cannabis business.
<b>RULES OF MARKETING W/ CATHEY ARMILLAS</b> Wednesday 4/5 @ 5PM-7PM / \$47 Guests Get people to love you, your ideas, your products or services, your organization with these unbreakable rules of marketing.	<b>STARTUP FUNDING W/ SARA BATTERBY</b> Tuesday 4/18 @ 5PM-7PM / \$47 Guests Power up your funding game, find out more about options available to startups, and make the game work for you.	<b>HATERS GONNA HATE W/ CIARA PRESSLER</b> Friday 4/21 @ 2PM-3PM / \$47 Guests Don't let a shady competitor or unfair review bring your business down. Convert haters from defense to cheer squad.
<b>PRICING YOUR SERVICES W/ CIARA PRESSLER</b> Thursday 4/13 @ 2PM-4PM / Members Only Learn three approaches to pricing, understand the psychology behind it, and see why pricing is part of your brand.	<b>SUSTAINABLE ENTREPRENEURSHIP W/ VIRIDIAN</b> Wednesday 4/19 @ 4PM-6PM / \$47 Guests Get the story behind building a multi-million dollar business that's environmentally conscious and Portland proud.	<b>SPRING KICKOFF! PLAYERS' HAPPY HOUR</b> Friday 4/21 @ 4PM-6PM / Members + Guests Join the Pregame team to kickoff our first Happy Hour of the season! Bring a friend – drinks on us!

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