



Business Owners Forum

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A Discussion of Business Practices, Policies and Trends

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BRAVO! Entertainment

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Creative Visions

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The Special Event Company

Saturday, August 7, 2010
Session Number

expand your experience

Education Networking Business

ISES Eventworld 2010

August 5-7
Baltimore Marriott Waterfront Hotel
Baltimore, Maryland, USA

ISES Eventworld 2010 August 5-7 | Baltimore Marriott Waterfront Hotel | Baltimore, Maryland

Presenter Perspective

- Company Structure
- Management Style
- Market Pursued



Core Areas of Discussion – Seminar Flow

- Finance
- Marketing
- Structure
- Q and A



Finance – Sally Webb

- Cash Flow
- Reports Cash
- Budgeting
- CPA- Relationship
- Financial Institutions
- Financial Tools
- Q and A



Marketing – Debbie Meyers

- Marketing – Different Styles And Approaches
- Networking Inside The Industry
- Awards As A Tool
- Knowledge Based Expert
- Social Networking As A Tool
- Marketing via PR
- Strategic Partnerships
- Marketing Tools
- Q and A



Structure – Allin Foulkrod

- HR- Hiring and Firing
- Management Styles
- Staff Efficiency and Training
- Matrix - Per Engagement and Per Employee \$\$\$
- HR Manual
- Sub-Contracting
- Legal / Contracts
- Insurance
- Inventory
- Start Up Structure Corp/LLC/Sole Prop.
- Q and A



Audience Q and A Roundtable



Slide Title (ideally no more than two lines)

- First major topic
 - Subtopic one
 - Subtopic two
 - Sub-subtopic
- Second major topic
- Third major topic
- Fourth major topic



Two-Column Slide

- Topic A
 - Subtopic 1
 - Subtopic 2
 - Subtopic 3
 - Subtopic 4
 - Topic C
- Topic B
 - Subtopic 1
 - Subtopic 2
 - Subtopic 3
 - Sub-subtopic 1
 - Sub-subtopic 2
 - Topic D



Slide with Table



Slide with Graphic & Text

