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Marketing the Dream - Making it a Reality
Presented by: Sasha Souza, Sasha Souza Events

- **Definition of Marketing:** Yes it is different than sales!
- **Social audience:** How to make a good first "impression".
- **Marketing to the Heart:** How to do it, where to put the \$.
- **ROI:** Measurement in the touchy feely world of Social.
- **Laws of "Attraction":** Attracting Social Clients vs Corporate

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Thought Provoking Questions

- 1: How do I sell the dream wedding to the CEO who is having their in house department liaison in planning the wedding? Why do they keep talking to me about ROI?
- 2: I greeted my client at a social event the same way I did during a business function and they gave me a funny look. What did I do wrong?
- 3: What details matter? Why are social and corporate details inherently different?



Selling the Moment - Social vs. Corporate
 Presented by Cindy Lo, Red Velvet Events, Inc.

- Social Events = emotional
 - Design boards, pictures, scents
- Corporate Events = Strategic
 - ROI, ROI, ROI
 - NO to budget; USE *investment*
 - Budgets can always be increased



HOW TO UPSELL

- Social Events
 - Prioritize, pick & seriously upsell
 - Example: making it snow for a winter party
- Corporate Events
 - Show the value & get buy-in
 - Sell the dream



Design: Where *Artistic* Meets *Perception*
 Presented by: Stefanie Berry, Showorks

Client Relationships – *Perception*

- Listening... to the client
 - What is the purpose of the event
 - Expectations – both client and designer
 - Emotional connection
- Understanding... their desires
 - Needs vs. wants
- Educating... so they comprehend
 - Budgeting
 - Realistic expectations
 - Creative solutions
- Delivering... what they want
 - Concepts
 - Proposal
 - Execution



Developing the Design - *Artistic*


- Interpret... the idea
 - Color
 - Style
 - Format
- Visualize... the space
 - Conceptualization
 - Form vs function
 - The "Look"
- Develop... the look
 - Research/Vendors
 - Proposal development/Layout/Storyboards
 - Samples
- Produce... the event
 - Logistics & Team Effort
 - The "Unexpected"
 - Details & finishes
 - Voila!



Venue/Vendor Relationships
Presented by: Kate Kovalick-Patay - Creative Coverings, Inc


Social Design vs. Corporate Planning & How to be Successful

- Many facilities have the resources to execute events internally
 - Show them how your presence can make their lives easier
- Budgets will affect in-house décor vs. vendors
 - Sell them on your vision
- Chain of Command
 - Know who to ask in order to get a task accomplished
- Relying on your vendors
 - How to select great ones that make you shine
- Importance of industry associations
 - You get out of it what you put into it and gain a competitive edge



Etiquette in Social Event Planning
Presented by: Gwen Helbush, CWC – Where To Start

“Don't reserve your best behavior for special occasions. You can't have two sets of manners, two social codes - one for those you admire and want to impress, another for those whom you consider unimportant. You must be the same to all people.” - [Lillian Eichler Watson](#)



Etiquette in Social Event Planning

Etiquette

- the rules indicating the proper and polite way to behave

Protocol

- the customs and regulations dealing with diplomatic formality, precedence, and etiquette.



Etiquette in Social Event Planning

- Guests vs. Attendees
- Invitations
- Celebrations vs. Message Events
- Protocol
- Thank you



Etiquette in Social Event Planning

- Guests vs. Attendees
 - Guest
 - a person entertained in one's house
 - a person to whom hospitality is extended
 - Attendees
 - a person who is present on a given occasion or at a given place <attendees at a convention>
 - One who is present at or attends a function

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Etiquette in Social Event Planning

- Invitations
 - Invitation
 - A spoken or written request for someone's presence or participation
 - Reply
 - Written
 - Electronic

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Etiquette in Social Event Planning

- Celebrations vs. Message Events

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Etiquette in Social Event Planning

- Protocol
