

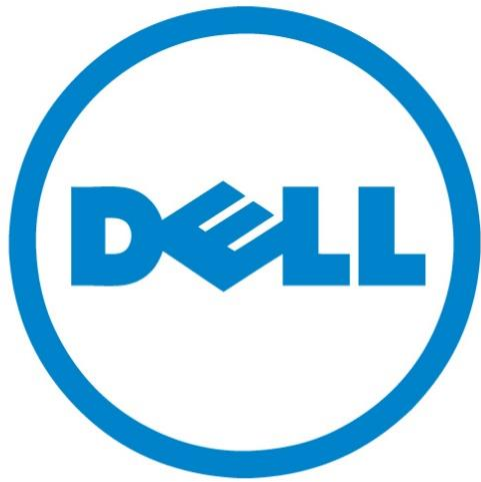


GET BUTTS IN SEATS. EVENT MARKETING

Ramon Ray, www.ramonray.com

2005





A FEW OF RAMON'S EVENTS

- **SMALL BUSINESS SUMMIT - UP TO 500 ATTENDEES**
- **SMART HUSTLE GROWTH CONFERENCE - UP TO 300**
- **SMALL BIZ TECH TOUR - NATIONAL USA TOUR**





Think
BIGGER



2ND

www.SurviveandThriveSummit.com

SURVIVE and THRIVE GROWTH SUMMIT

Powered by: **DELL**Technologies • **ORACLE** + **NETSUITE**



WHY BIG EVENTS

WHAT ARE YOUR GOALS?

WHAT DO YOU HOPE TO ACCOMPLISH?

WHY DO BIG EVENTS?

- **EXPAND YOUR BRAND**
- **MORE REVENUE AND PROFIT**
- **UPSELL YOUR PROGRAMS**
- **NETWORK WITH BIGGER OPPORTUNITIES**





OTHER BENEFITS OF BIG EVENTS

- **GET MEDIA TO ATTEND**
- **VIP ATTENDEES**
- **HARD TO GET CLIENTS**

**INSTEAD OF WAITING TO BE
CHOSEN, I CHOSE MYSELF!**

DM “BUTTS” TO RAMON ON IG

**YOU SHOULD BE THE
STAR OF YOUR SHOW**

EVENT PILLARS



- **AGENDA/SPEAKERS**
- **ATTENDEES/MARKETING**
- **EVENT LOGISTICS**
- **SPONSORS**

**GOOD SPEAKERS
ATTRACT ATTENDEES**



GETTING SPEAKERS

- **HEADLINE SPEAKERS - NAME RECOGNITION**
- **EXPERIENCE VS BRAND RECOGNITIONS**
- **PAID SPEAKERS VS EXPOSURE SPEAKERS**

CHRIS MCCANN, 1800 FLOWERS



SETH GODIN



**CLAUDE SILVER,
VAYNER MEDIA**

CLAUDE SILVER



**EVENT NAMES MAKE
A DIFFERENCE!**

DESCRIPTIVE AND CATCHY NAMES

SMALL BIZ TECH TOUR

RAMON'S HOT SEAT

SMART HUSTLE CONFERENCE

TASTE OF TECHNOLOGY

**HAVE A GREAT
AGENDA**

**DON'T BE TOO CUTE
WITH SESSION NAMES**

EVENT MARKETING

EVENT MARKETING - ATTRACT ATTENDEES

- **PLAN A YEAR AHEAD**
- **YOUR OWN CHANNELS**
- **PARTNER ORGANIZATIONS**
- **INFLUENCER MARKETING**
- **MEDIA SPONSORS**
- **SPEAKER MARKETING**
- **PAID ADVERTISING**

**GOOD MARKETING
COPY**

**MARKETING ATTRACTS ATTENDEES,
SPONSORS AND OVERALL INTEREST**

EMAIL MARKETING IS POWERFUL. DON'T IGNORE IT.

**YOU MUST EMAIL SEVERAL TIMES FOR
PEOPLE TO NOTICE **AND** TO TAKE ACTION**

USE MARKETING AUTOMATION TO SEGMENT YOUR LIST AND ADVANCE PEOPLE THROUGH YOUR FUNNEL

FOMO IS POWERFUL

The image is a screenshot of a Facebook profile for Ramon Ray. At the top, the profile name 'Ramon Ray' is visible in the search bar and navigation area. Below the name, there are tabs for 'Timeline' and 'Recent'. A grid of six profile pictures is shown, each with a name and a count of new posts: Craig Caruso (10), Beth Granger (9), Melanie Curtis (8), Alexandra Chou (2), Jason Mathew (1), and Renee Matthews (2). Below this grid is a 'Did You Know' section with a thought bubble icon and the text 'Answer a question to help people get to know you'. There are two buttons: 'Not Now' and 'Answer Question'. Below that is a language selection menu with options: English (US), Español, Português (Brasil), Français (France), and Deutsch. At the bottom of the page, there are links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More. The footer shows the Facebook copyright notice: Facebook © 2018.

Ramon Ray
June 16 at 2:41 PM · 🌐

Seth Godin, Roberto Blake Claude Silver (Gary Vaynerchuk's Chief Heart Officer), Laura Allen Adrian Miller and other amazing speakers will all be at the 13th Annual Smart Hustle Small Business Conference - <http://www.smarthustle.com/conference> - I'm also excited to have the hundreds of attendees who make the event special! One such attendee is David Parker!

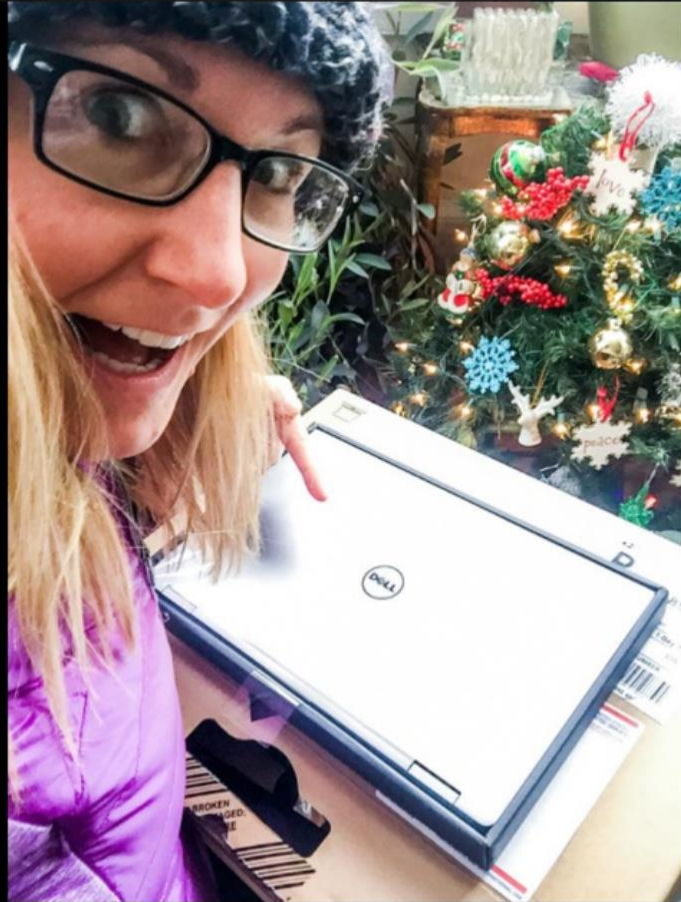
David Parker is the author and publisher of the award-winning self-help book, "The More You Do The Better You Feel: How to Overcome Procrastination and Live a Happier Life."

www.Facebook.com/DavidParkerAuthor

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Facebook © 2018



Melanie Curtis

December 15 · 🌐

Are you freaking kidding me, Ramon Ray?! Just got my FREE COMPUTER from the #SmartHustle Conference. Apparently this is the reward for genuine cheerleading and love at his events. Not even joking. #grateful #humbled #happyholidays #muchlove

👍 Like 💬 Comment ➦ Share

👍 🥰 🌟 104

1 Share

9 Comments

View 3 more comments



Jennifer Bristol What the whaaaaat? How cool is that!!!

Like · Reply · 1w



Harry Robinson Nice 🌟 1

Like · Reply · 1w



Ramon Ray Epic!! 🌟 🌟 2

Like · Reply · 1w



Suzanne Tregenza Moore I'm torn! I want to both heart this and wow this!!!

Like · Reply · 1w



Write a comment...



FOMO IS POWERFUL

EVENT LOGISTICS

EVENT LOGISTIC SUCCESS

- **ATTRACTIVE AGENDA/SPEAKERS**
- **EXCELLENT HOST/EMCEE**
- **OVERALL EVENT FLOW**
- **STAFF**
- **VENUE / DIGITAL PLATFORM**
- **FOOD***
- **SIGNAGE / IMAGERY**
- **AUDIO/VIDEO**

HIRE AN EVENT MANAGER AND EVENT STAFF

FUNDING YOUR EVENT

**BUILD A LANDING PAGE.
SHOWCASE THE EVENT AS SOON AS YOU CAN.**

FUNDING YOUR EVENT

- SALES OF SPONSORSHIPS
- TICKET SALES
- CREDIT CARD / SELF FUNDED (FOR LARGE EXPENSES)
- BARTER



**RAMON HAS NOT
ALWAYS BEEN
PROFITABLE IN
HIS EVENTS.**

BIG EVENT EXPENSES



EVENT EXPENSES

- **VENUE***
- **AUDIO/VIDEO***
- **FOOD***
- **STAGE/LIGHTING***
- **SPEAKERS**
- **STAFF**
- **MARKETING**
- **PHOTOGRAPHY***

DESIGN MATTERS

GOOD DESIGN MAKES YOUR EVENT ATTRACTIVE

CHEAP DESIGN LOOKS LIKE A “CHEAP” EVENT



2019
NEW
FORMAT

Join Deepti Sharma At

SMART HUSTLE

GROWTH CONFERENCE NYC

SMARTHUSTLE.COM/CONFERENCE



SETH GODIN

THE 13TH ANNUAL
SMART HUSTLE
SMALL BUSINESS CONFERENCE



NYC | NOVEMBER 8, 2018



2019
NEW
FORMAT

SMART HUSTLE
GROWTH CONFERENCE **NYC**

JOIN **RAMON** & HIS AMAZING LINEUP OF KEYNOTE SPEAKERS

SMARTHUSTLE.COM/CONFERENCE



RAMON & GARY

Innovate **LIVE** by SAP

NOVEMBER 5 | NYC



SMART HUSTLE
www.smarthustle.com



JOIN **RAMON** in **NASHVILLE**

with: Professional **Photographers** of America

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Think **BIGGER**

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BIG SPONSORS



**SPONSORS WANT TO
FEEL CONFIDENT
INVESTING THEIR
MONEY IN YOU.**

**SPONSORS ARE NOT HELPING YOU
OR CONTRIBUTING TO YOU! THEY ARE
BUYING A SOLUTION TO THEIR PROBLEM.**

**SPONSORS ARE GOING TO SPEND
MONEY. WILL IT BE ON YOU?**

**YOU ARE NOT A SPONSOR PRIORITY.
STAY IN TOUCH AND FOLLOW UP**

UNDERSTAND THE FISCAL YEAR OF A SPONSOR

WHO ARE YOUR IDEAL SPONSORS?

SPONSOR MATCHING - GIVE & TAKE

- **WHAT DO THEY WANT?**
- **WHAT CUSTOMERS DO THEY WANT?**
- **WHAT IS THEIR BUDGET?**
- **WHAT CAN YOU GIVE THEM?**
- **ASK LOTS OF QUESTIONS**



QUESTIONS TO ASK...

- **WHAT EVENTS HAVE THEY SPONSORED IN THE PAST?**
- **WHAT EVENTS HAVE BEEN MOST SUCCESSFUL?**
- **WHAT CONSTITUTES A SUCCESSFUL EVENT?**
- **WHAT ARE THE METRICS OF SUCCESS?**

**SPONSOR NEEDS:
LEADS VS BRAND
EXPOSURE**

SOME THINGS TO GIVE SPONSORS?

- SPEAKING OPPORTUNITY
- ACCESS TO ATTENDEE LIST
- MEDIA LIST
- EXHIBIT SPACE
- BRANDING AT EVENT



TYPES OF SPONSORS

- NATIONAL SPONSORS
- NATIONAL SPONSOR FOR LOCAL TEAM
- REGIONAL OR LOCAL SPONSOR
- LARGE BUDGET VS SMALLER BUDGET
- SENIOR EXECUTIVE VISIBILITY OR NONE AT ALL
- SPEAKING ROLE OR JUST EXHIBIT
- BUDGET - EVENTS? SALES LEADS? PR? MARKETING?

**RAMON ATTRACTS SPONSORS THROUGH PERSONAL
RELATIONSHIPS - KNOW, LIKE, TRUST**

ATTRACTING SPONSORS - 4 WAYS

- **BUILD YOUR PERSONAL BRAND - WAY AHEAD OF TIME**
- **BUILD PERSONAL RELATIONSHIPS WITH DECISION MAKERS - HEADS OF SALES, HEADS OF MARKETING**
- **USE YOUR PODCAST OR BLOG TO MAKE CONNECTIONS**
- **KEEP IN TOUCH EVERY FEW MONTHS BEFORE YOU NEED THE SPONSOR**

YOUR SPONSOR DOCUMENT

HOW TO CONSTRUCT YOUR SPONSOR DOCUMENT

- CLEAR AND CONCISE
- ABILITY TO EVOLVE IT
- GIVE OPTIONS
- BE ABLE TO CUSTOMIZE THE OPPTYS
- WHAT IS THE EVENT ABOUT?
- WHO IS ATTENDING?
- WHAT'S IN IT FOR SPONSORS?
- WHAT ARE SPONSOR COSTS?
- LOTS OF PICS

**GETTING SPONSORS IS A NUMBERS GAME.
WHITTILING DOWN TO A YES OR NO.**

GET SALES TRAINING. LEARN HOW TO SELL.

**SERVE
WHAT
SOMEONE
WANTS**

**BE
LIKEABLE**

BE HUMAN

**CONVEY
TRUST**

WOO

SMILE

**BE
CREDIBLE**

IN SUMMARY

RAMON@SMARTHUSTLE.COM

DM “BUTTS” TO RAMON ON IG

IN SUMMARY

- **BIG EVENTS WITH BIG SPONSORS IS HARD TO DO**
- **BIG EVENTS WITH BIG SPONSORS IS POSSIBLE**
- **PLAN FAR AHEAD**
- **BUILD **RELATIONSHIPS** WITH PEOPLE (NOT BRANDS)**
- **BUILD AN AWESOME LANDING PAGE AND SPONSOR DECK**
- **EDUCATE, SELL, EDUCATE TO A YES OR NO**
- **FOLLOW UP**



- **AGENDA/SPEAKERS**
- **ATTENDEES/MARKETING**
- **EVENT LOGISTICS**
- **SPONSORS**



- **THERE IS NO RIGHT WAY**
- **PUT IN THE WORK.**
- **BUILD YOUR BRAND.**
- **HOW ARE YOU DIFFERENT? BETTER?**
- **STOP TRYING TO BE PERFECT**



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