

# DaRonda McDuffie



## DISCOVERING YOUR DIAMOND

### Welcome to the Event Revenue Academy!

Entrepreneurs, Authors, Coaches, Event Planners, Ministry Leaders, Celebrities, are you ready to add Events to your business model and expand your portfolio? The **Event Revenue Academy** is your answer if, your business is in a stand-still, if you've never hosted your own event, hosted your first event but didn't get desired results. If you're ready to showcase a new product or service, enhance your relationship with clients, create additional revenue streams, expand your reach, increase exposure, boost employee morale, attract clients, retain existing clients, then the **Event Revenue Academy** uses events to build your business. Whether you choose our Do-it-Yourself, Done-with-You or Done-for-You Program, we have a plan that fits.

| Follow our System to use Signature Events to scale your business:                 | <b>Do-it-Yourself<br/>Hosting Your First<br/>Event</b>  | <b>Done-with-You<br/>Creating Your<br/>Signature Event</b>                                    | <b>Done-for-You<br/>Executing Your Event Vision</b>   |
|---|---|---|---|
| Step 1 Assess   | √   | √   | √   |
| Step 2 Authenticate   | √   | √   | √   |
| Step 3 Activate   | √   | √   | √   |
| Step 4 Accounting   | √   | √   | √   |
| Step 5 Amaze  | √   | √   | √   |
| Step 6 Attract  |   | √   | √   |
| Step 7 Ask  |   | √   | √   |
| Step 8 Acquire  |   |   | √   |
|   | <b>4 week<br/>Do-it-Yourself</b><br>self-paced, step by step tasks establish the model for hosting your first event | <b>6 week<br/>Done-with-You</b><br>create the event of your dreams with a little helping hand | <b>8 week<br/>Done-for-You</b> blueprint to execute your Signature Event & stand out in the market-place, showcase your unique business, combine your purpose and passion, attract & retain customers |
| Marketing and Promotions, Behind-the-Scenes logistics, Writing, Digital Platforms |   |   |   |
| Investment  | \$497   | \$697   | \$1,497   |

The Event Planners Checklist ensures that you have the blueprint and a working outline to:

- Capture the big picture
- Develop your event outline
- Determine your event format
- Develop a realistic spending plan
- Identify ideal target audience
- Develop a snapshot for event marketing

You'll have the blueprint to create, design and execute your event through the Event Revenue Academy:

- Promote Your Event On Multiple Platforms, Event Calendars, Promotion Sites, Eblasts, Emails
- Media (Messaging/Marketing)
- Press Release Distribution
- Research Media Outlets
- Establish Financial Systems
- Identify Partnerships, Collaborations
- Event Marketing
- Event Promotions
- Social Media Set Up
- Social Media Messaging
- Social Media Marketing
- Digital Platforms
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