

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:	Do-it-Yourself Hosting Your First Event	Done-with-You Creating Your Signature Event	Done-for-You Executing Your Event Vision
Step 1 Assess	√	√	√
Step 2 Authenticate	√	√	√
Step 3 Activate	√	√	√
Step 4 Accounting	√	√	√
Step 5 Amaze	√	√	√
Step 6 Attract		√	√
Step 7 Ask		√	√
Step 8 Acquire			√
	4 week Do-it-Yourself self-paced, step by step tasks establish the model for hosting your first event	6 week Done-with-You create the event of your dreams with a little helping hand	8 week Done-for-You 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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