How to Add 6 figures to Your Business with Events with Dannella Burnett

with Dannella Burnett · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Event producer Dannella Burnett, owner of Encore Elite Events and Speakers Need to Speak, has produced events for groups from 25 people to 250,000 over 30 years.

- [ ] Aim for two to six speaking opportunities a month, including podcasts, radio and TV.
- [ ] Keep booking speaking dates even when you're busy with clients, so your calendar doesn't empty out.
- [ ] Write down the end you have in mind for you, your audience, your speakers and your sponsors before planning anything else.
- [ ] Give your event its own budget, attendance target and plan for getting that audience there before you announce it.
- [ ] Pick the marketing channels you'll use for your event and track which ones bring people in.
- [ ] Line up a team and a run of show so you can be fully present with your audience.
- [ ] Debrief with your team right after the event, then again about two weeks later when the final invoices arrive.
- [ ] Sort what you learned into do again, do over and do never before you plan the next event.
- [ ] Start with a virtual event to keep your costs and risks down.

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