



KINGHAM  
SIGNATURE EVENTS

# Event Strategist for Non Profits

## LEARN THE RECIPE FOR EVENT SUCCESS

with Trace Kingham

### **Standout Events for Non-Profits 101**

The first class in a three-part series. Award-winning event strategist, Trace Kingham, also the author of *STANDOUT: Place Your Business In The Spotlight With Results Driven Events*, will share his Standout Strategies to help your organization reach and exceed financial expectations developed and tested over his 22-plus year career working with nonprofit organizations. In addition, Trace will share the fundamental problems most organizations face when planning events and overview his 7 strategic principles for generating higher return on investment directly and indirectly. Trace has been leading classes at the Nonprofit Leadership Center since August 2017.

### **Standout Events for Non-Profits 201**

A continuation of Standout Events for Non-Profits 101, this interactive course will dive deeper into the fundamentals and helps you create a written event plan. Trace will share volunteer/committee structures, engagement tools, and event experience strategies to help you create a White-Glove Experience. You'll be introduced to The Event Blueprint model for organized planning and, at the end of the course, be able to develop--or redevelop--an event for your organization.

### **Standout Events for Non-Profits 301**

This interactive course is for the seasoned Non-Profit Event Planning professionals or for those that have taken series 101 & 201. Award-winning planner Trace and his team will work with you to uncover how disruption in events can work to your benefit. Learn to position your events in the market for ultimate success. Discuss creative ways to generate sponsorships and donor benefits to create a win-win experience for all involved. Examine the pros and cons of the ever-changing event tools designed to build engagement throughout the year. Finally, evaluate your current event experiences and learn how to decide when it's time for a change.

### **New Classes for Fall 2018**

Scripting for Non-profit Event Success  
Great Videos for Non-Profit Events

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