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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 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.

### **Workshop Concepts & Takeaways based on Trace's Book**

#### ***Standout Events - Place Your Business in the Spotlight for Results Driven Events***

- 4 Pillars of Event Planning & Strategies for Greater Return on Investment
- 7 Strategy Steps to improve results and engage your audience
- Create your events to build your major gifts pipeline
- Market to the audience that best fits your organization
- Understand how to take a "tired" event and turn it into something your guests will talk about for years

Tampa Workshops - February 26, 2019

Orlando Workshops - February 27, 2019

Columbus Workshops - March 14, 2019

Atlanta Workshops - April 7, 2019

**To register for a workshop near you - visit [www.eventdesign.expert](http://www.eventdesign.expert)**