



XSITE Naples 2016

The Hidden Secrets to Setting Record Attendance at Your Events!

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Ron Rosenberg, president of QualityTalk, Inc., is an award-winning speaker, author, and coach. He is a nationally recognized expert on marketing and customer service, has authored several books and learning systems, and leads high-level marketing and business development coaching programs.

Since 1994, Ron has presented thousands of presentations to businesses and associations serving a wide variety of industries and professions including self-storage, funeral, nursery and landscape, medical and dental, and others too numerous to list. He has also worked with groups that serve minority and woman-owned businesses, community rehabilitation programs, early child education, and military families, and has spoken for many association-management and destination groups.

Over 20,000 people have subscribed to his *GoMarketYou!* newsletter. His expert commentary has been featured in *The New York Times* and *The Washington Post*, and in *Smart Money* and *Real Simple* magazines. He has been a guest on nationally syndicated radio shows including *ABC Radio*, *Dateline Washington*, and *The Gary Nolan Show*.

For two free months to Ron Rosenberg's **GoMarketYou! Basics Program**, with tools, tips, and strategies to help you grow your business or organization, visit www.BusinessSelfDefenseOffer.com.

For details on keynote, breakout or training programs, visit www.RonRosenbergSpeaker.com. Or call us at 800-260-0662 to speak with our staff about having Ron present at your next event.

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Problems with Attendance

_____	_____
_____	_____
_____	_____
_____	_____

Marketing Strategy #1: _____

Reasons people attend events:

_____	_____
_____	_____
_____	_____

It's helpful to take your attendees to _____.

Turn blue to yellow and yellow turns to _____.

Marketing Strategy #2: _____

Five components you must address in your materials are:

1. _____
2. _____
3. _____
4. _____
5. _____

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Marketing Strategy #3: _____

Here are some examples of how you can incorporate this into your event marketing:

Marketing Strategy #4: _____

You can turn details about the event into benefits for the attendees by:

Marketing Strategy #5: _____

The problem with Niche Marketing is _____.

You can effectively target your event marketing by:

Tying It Together: A Case Study

Marketing Strategy #6: _____