



Virtual Summit Group Coaching



My Intention for this Coaching Session

**is for you to walk away with your
burning questions answered AND
for you to know your next 1 to 3
steps that you can take action on**

So I got all of your questions

1. I'm working on getting more quality leads.
2. I'm interested in seeing the presentation styles.

This would be my first time hosting. I'm interested in seeing what goes into it or the items I need to be thinking about.

I was thinking about going through the presentation then opening up for Q&A.

I was also thinking about the best way to keep the audience engaged. Maybe best to do something interactive

Can we have like maybe 3 steps to start doing and have accountability check in kind. So this 3 steps is the steps we get started

1. Preparation, lots of ideas but I do not know where to start or how to put it out there.

2. Strategy & how to launch

My main questions were

- how do you decide who you're going to invite or include as part of the summit (filtering process of applications?)
- what should you charge for a summit attendee (benefits of free vs paid?)
- should there be an application fee or some other investment on the presenters' part?

I am hosting and organising a virtual event for the first time in Dec so wanted to get a feel of how it should go about.

- 1) Virtual event flow and the works
- 2) As of now no qns
- 3) No preference

1. finding new clients
2. get a general idea of how a virtual summit looks like and what to consider

x

I think just attracting clients and such with my business is the main one I want to work on! Oh and thank you!



I'm actually looking at ways to network and grow my audience & presence. I honestly have never considered summit until I found your IG page and I'm very intrigued to learn more.

Im hoping the group coaching will help me to understand more and see the potentiality in leading a summit.

3 Main Categories that will be covered today

I'm thinking to host a Virtual Summit to

- a. attract new clients
- b. attract quality leads
- c. grow my presence
- d. to network

and how can I do that?

How you can use
Virtual Summit to
drive business
results

3 Main Categories that will be covered today

I have many amazing ideas for my virtual summit so how do I start?

What are the top 3 things that I should do now?

How you can kickstart the process of planning a Virtual Summit

3 Main Categories that will be covered today

What goes into the Virtual Summit flow and process within the 3 months planning timeline and what happens on the actual day?

What is the overall Virtual Summit process so you'll know what to expect?

This is a pitch-free training

**so I'm not going to promote any offers
or introduce any sales packages**

**But all I ask for as an energy exchange is for you
to send me a **Love Note** right after this session on
what you like about today's coaching & your
favourite takeaways**

What you need to know

Events is one of the oldest marketing tool out there for businesses and it's traditionally used to establish leadership and authority while getting close to their ideal customers

What you need to know

**Virtual Summit planning can be as
EASY and as COMPLICATED as
you allow it**

**Let go of the expectation that it
has to be hard!**

What you DON'T NEED to host a summit



NO DIGITAL PRESENCE



NO BIZ IG



NO TRACK RECORD



**NO BIG BUDGET -
USD\$300**



NO CONNECTIONS

Some of the things you can expect after hosting a Virtual Summit:

- ✓ x200 your email list
- ✓ Make profits

Collaborate with Industry Leaders

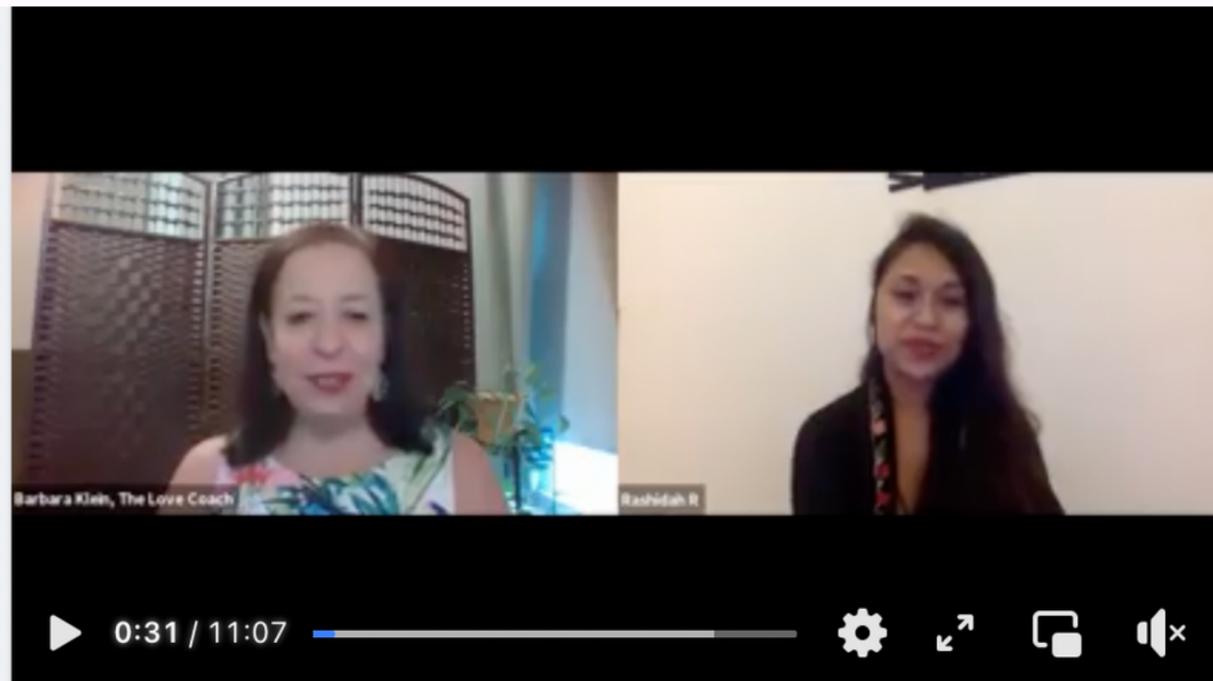
even with zero digital presence and track record

My Speakers were featured on:



Attract Speaking Opportunities

on other podcasts, FB series & other virtual summits



The Best You - Barbara Klein posted a video to the playlist The Best You: Connecting the World of Coaches.

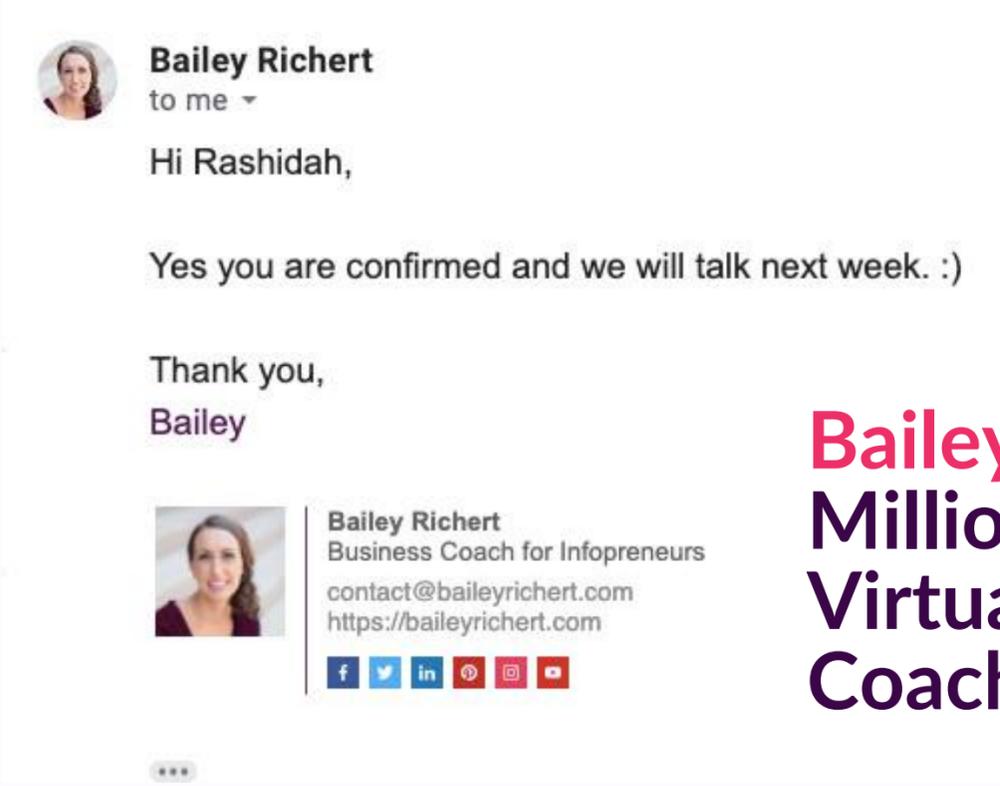
28 October 2020 · 🌐



Recognised by your industry peers even the ones that you're awe-struck by



Eram Saeed
Host of
Heartache to
Joy Global
Summit



Bailey Richert
Million Dollar
Virtual Summit
Coach

Let's Dive In

As we continue the session, I invite you make micro decisions and type in the chat box

QUESTION

**How you can use
Virtual Summit to drive
business results?**

Answer

Features & Format

OBJECTIVES

**Lead Generation
& Grow Your Email List**



**Build & Engage with
Your Community
(LIVE EVENT)**



**Present Your
Expertise & Nurture
your Audience**



EVENT FEATURES

**Free Event for Massive
Visibility. *Attendee Profile =
Your Clients Profile**

**Live Engagement and Q&A
chat box. *Drive your
audience to your IG / FB**

**Being a Speaker / host and
having a prominent brand
feature *Nurture the audience
for your programme**

OBJECTIVES

Make profits & create income



Build Your Authority as an Expert



Expand Your Network of Experts



EVENT FEATURES

Sales Strategy

All Access Pass, Sell Speaker Slots, VIP Bundle etc

Positive Association Strategy

Feature high profile speakers on Wall Street Journal etc to

Networking Session

A private tea party / zoom session for all your speakers

ACTION STEP

**Select your top 3 to 5
summit objectives**

Pre-Recorded or Live Format?

Live Format

- ✓ Speakers and Attendees are on the platform in Real Time
- ✓ Very high engagement
- ✓ Ability to a LIVE Q & A and connect to your audience and community
- ✓ May experience technical glitches
- ✓ Time consuming and manpower intensive

Pre-Recorded or Live?

Pre-Recorded Format

- ✓ Pre-Recorded video content
- ✓ Avoid nasty technical issues, save time and manpower
- ✓ Increase your reach to different countries with different time zones
- ✓ Ability to edit your videos
- ✓ Enable you to transcribe your videos for your audience

ACTION STEP

**Decide on Pre-Recorded or
Live Format**

QUESTION

How you can kickstart the process of planning a Virtual Summit?

ACTION STEP 1

**Set your
virtual summit goals**

Things to do:

- Set your business goals (done on this session!)
- Set your profit goal (pick a number that's juicy!)

ACTION STEP 2

**Map out your 5 Days
Summit Programme**

Things to do:

- Decide on your event impact and theme relating to your main offer and business
- Identify 5 Key Pillars to help your audience that is aligned to the theme
- Map out your attendee journey

ACTION STEP 3

Create your profit plan

Things to do:

- Prepare an event budget on income and expenses
- Choose your income strategy
- Map out the action steps to get there

QUESTION

What is the overall Virtual Summit process so you'll know what to expect?

SUMMIT PROCESS FLOW

Phase 1:

Planning & Programme



Phase 2:

Event Tech & Content



Phase 3:

Marketing & Execution

PHASE 1: PLANNING & PROGRAMME



Speakers & Programme

Research, Consolidate Contacts, Email Invite Copy, Agreements & sending the invitation



Timeline

Planning for key milestones and tasklist for the next 3 months



Budgeting

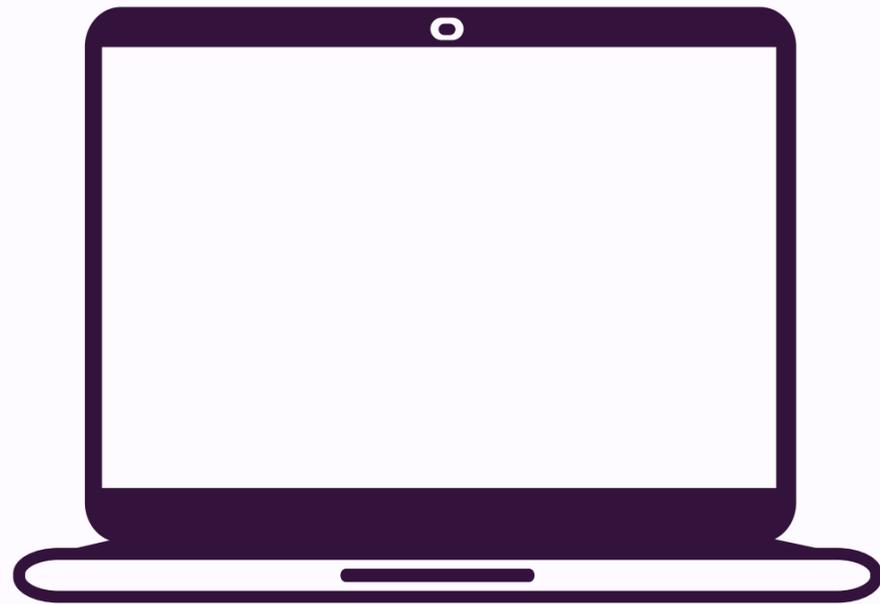
Profit Plan, Income & Expenses, Mapping out your Sales Funnel



Marketing Plan

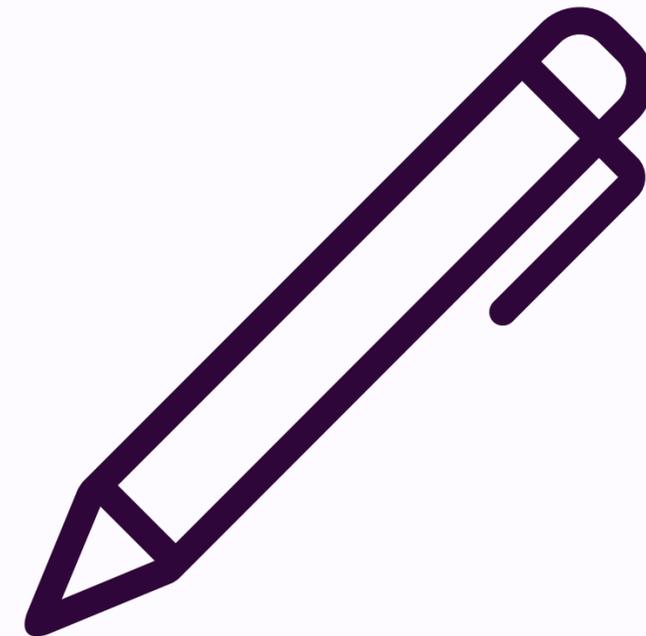
Organic marketing, Paid Marketing, Affiliate Marketing

PHASE 2: Event Tech & Content



Event Tech

Subscribe to event platform, creating your landing page, registration page, sales cart, email sequence, affiliate membership area, payment testing



Content & Design

Prepare speakers bio, design marketing banner, IG & FB posters, Video Design Cover

PHASE 3: Marketing & Execution



Promotion & Publicity

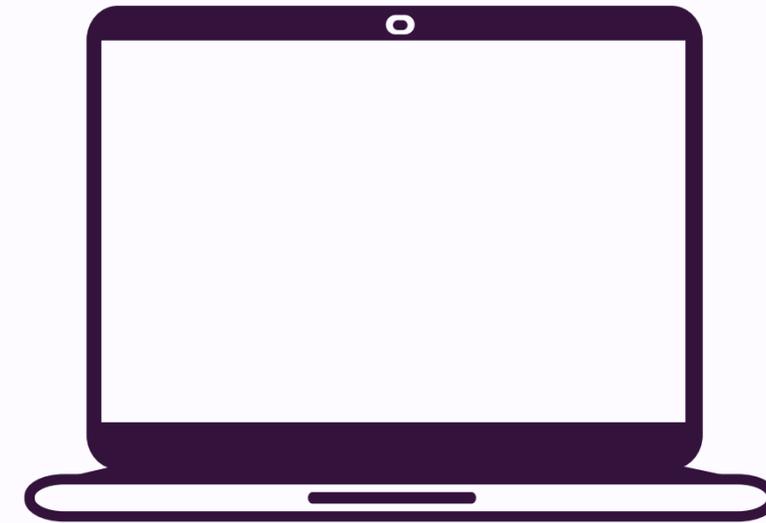
Promote on Instagram and Facebook, EventBrite, LinkedIn, Blogs. Invite other influencers to promote. Paid ads. Send promo kit & visual to speakers



Virtual Summit Day

Responding to any tech, payment or sign-up issues, Updating the pricing on sales page, send attendee email reminders

LIVE VIRTUAL SUMMIT



Virtual Summit Day

Interviewing/ introducing your speakers, email reminders, addressing tech issues, audience engagement, Q&A, live giveaways etc

Q & A

**Thank you for attending
the session!**

**Come & connect
with me on **Instagram!****



www.instagram.com/rashidah.events/