



ART OF COACHING PODCAST™ EPISODE 329:
CRUCIAL TIPS FOR ORGANIZING AND RUNNING YOUR OWN EVENTS

What are you an expert at? If that topic is broad and live events exist in that space, challenge yourself to niche down. What specifically will people pay you to teach them?

Put yourself in your audience's shoes. What about them is important to know and how does that change the way you construct your workshop?

How will you determine what you'll charge to attend your event? What comparable events exist and what do they cost? Is starting small feasible for you and what benefits could the loss leader strategy provide?



What kind of venue would be ideal for your event? What elements are necessary for it to be a success? Use the space below to create a checklist for things you'll need at the facility, technology requirements, and other supplies you'll need.

Look at your calendar. What is a realistic timeline for planning and marketing your event? Are there certain dates or times of the year that work best for your target audience? Use a premortem to avoid potential conflicts.

How will you solicit feedback after the event? What do you want to learn and how do you plan to utilize that information? How could you use this as an opportunity to upsell someone or inform them about other services you provide?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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