



# SUCCESSFUL SEMINAR STRATEGIES

## Objective

Assemble a HNW clientele by consistently implementing a successful seminar strategy.

## How?:

Study best practices utilized in the field with a focus on attracting the audience and following up.

## What Does the Seminar Contain?

### How to get clients:

- What are the best short term strategies you can drive yourself?
- Where do seminars fit in?

### Seminars – Why Spend the Time?

- Rationale
- Landscape in current environment
- Types of seminars

### Seminars – Background:

- Your objective in business and revenue
- Relationship with sponsor
- Audience – Where do they come from?
- Seminars – What do they cost?

### Choosing the Topic:

- Under 1% of your time
- Objective
- Popular subjects

### Attracting the Audience:

- 80% of your time
- Objective
- What are the problems?
- Easiest and most effective strategies

### Logistics:

- 5% of your time
- Location, Timing
- Why don't people show up – Strategies to address
- Physical layout
- Pitfalls to avoid
- Measuring results

### Follow-up:

- 15% of your time
- Objective
- Response card
- Follow-up Strategy – How to maximize success
- Follow-up trends

### Seminar Timetable:

- Six weeks in advance through follow-up

### Seminar Success Stories:

- Two success stories

## Action Plan:

- Two page step by step procedure to implement strategy.
- Includes measurable deliverables at each step

**Links to Articles Highlighting Strategies From Seminar:**

**How to Make Friends and Influence People** *FT Publications, Financial Adviser* 2/22/07  
<http://www.ftadviser.com/2011/10/30/how-to-make-friends-and-influence-people-aCrdhQfXoGHFmX8GSSGebO/article.html>