



Events at The Classroom

V2 Feb. 16, 2014

Event information required to prepare the landing page, email and registration pages.

1. Name of event.
2. Date(s) and time(s) for event.
3. Price of event.
4. Presenter name(s).
5. Presenter company(s).
6. Presenter(s) credibility paragraph.
7. Who is the event for?
8. What is the problem the training solves?
9. What is the agenda/topics covered?
10. What are the takeaways? You will learn _____.
11. How will it change my life if I attend?
12. Some related learning or insight we can give away in the promotion material. This is education based marketing.
13. How will you be promoting this event?
14. What are the economics, charge to the public, splits, billing?
15. Anything else that would help sell tickets/fill the room.
16. Sponsor(s)
17. Testimonials
18. Other