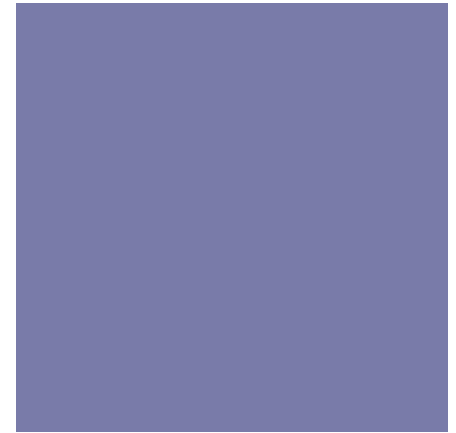




# Event Planning



## Virtual Staff Entrepreneur Program

Janette Toral

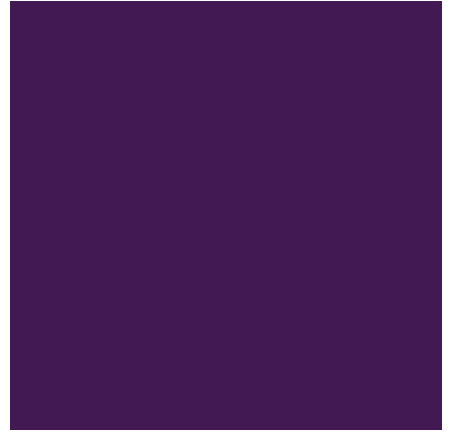
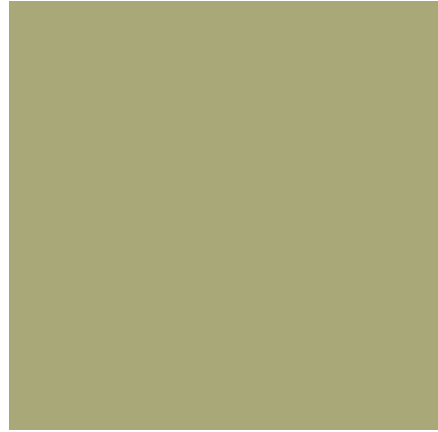
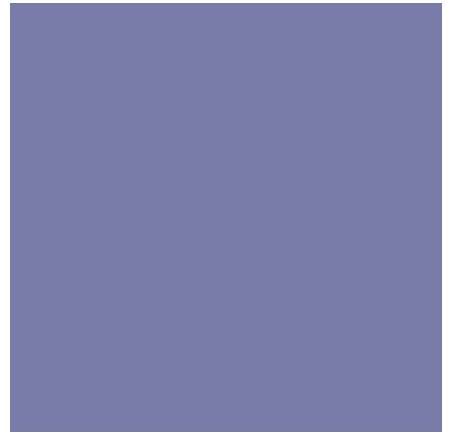
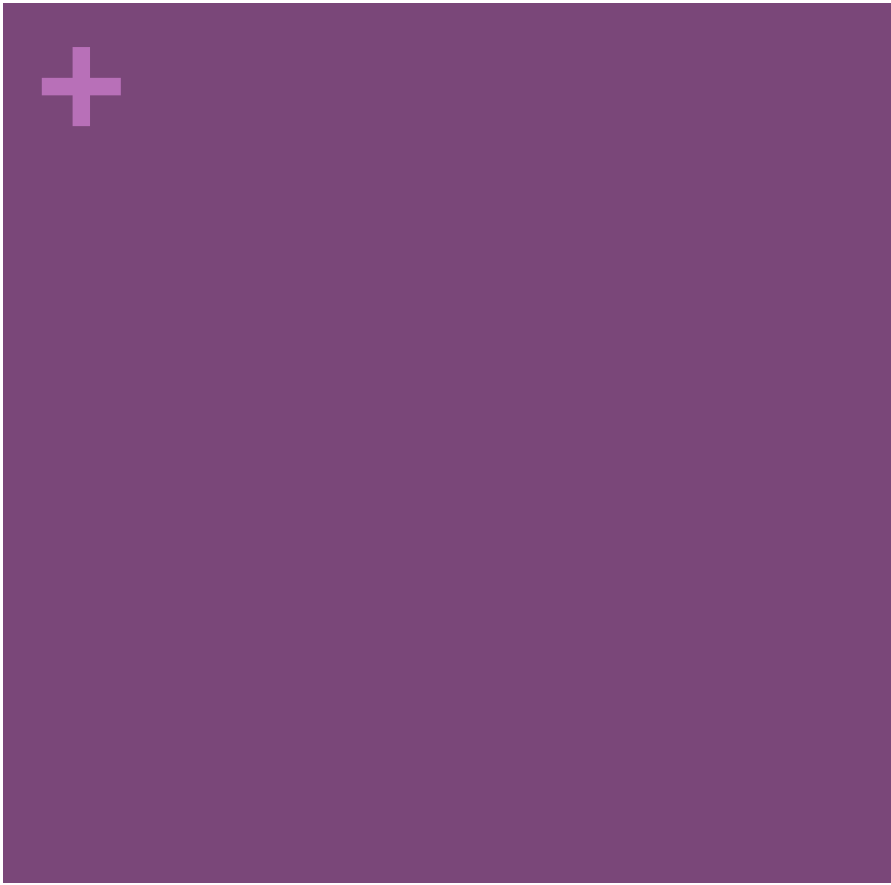
<http://www.digitalfilipino.com>



# Have a checklist



- Remind you of the things that needs to be done.
- Decide to whom tasks should be assigned or delegated.
- Follow your timeline.



Pre-Event

# + Government



- See if any permits are necessary.
- Check out calendar of special activities happening in the area.



# + Budget



- Prepare a budget and target income worksheet.
- Monitor your expenses.
- Keep loss under control.

# + Location



- Face to face or virtual event?
- Venue accessibility and facilities.
  - Wifi
  - Rest rooms
  - Parking area
  - Security
  - Date availability
  - Catering
- Book venue and negotiate payment terms.

# + Event Content Agenda



- Goal
- Target audience
- Topics
- Speakers
- Intermission
- Host

# + Sponsors



- Develop sponsorship packages.
- Identify list of sponsors.
- Send sponsorship proposal.
- Give proper acknowledgment to sponsors.



# Marketing & Promotion Plan



- Create promotional materials.
  - Website (show samples)
  - Banners
  - Ads
- Submit event to local calendars and website.
- Disseminate press release.
- E-mail marketing

WEBINAR LESSON 1 OF 12  
JUNE 18 WEDNESDAY 7 PM



## CONTENT DEVELOPMENT



— Digital Creators Boot Camp —



# Promoting Tourism, Travel, Culture through Digital Influencers & Social Media.



September 13, 2014  
SMX Convention Center  
MOA, Pasay City

## Plenary Sessions



Social Media in the Philippines:  
The Rise of Purpose Driven Social Brands  
**JANETTE TORAL**



Developing a Social Media Strategy  
to Communicate and Connect  
a Purpose Driven Social Brand  
**BEN FRANCIA**

## Breakout Sessions



Hero's Journey: A Personal Journey  
in Becoming a Purpose Driven Social Brand  
**GENESIS REONICO**



Purpose Driven Social Media for Churches  
**HALEY VETURIS**

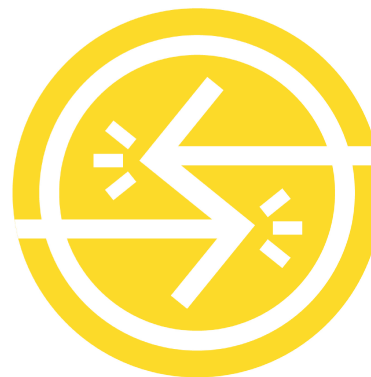


**SADDLEBACK  
SOCIAL MEDIA  
SUMMIT**

The Rise of Purpose Driven Social Brands  
June 21 | Saturday | 1-5pm  
Seda Hotel, Nuvali, Sta. Rosa, Laguna



**SADDLEBACK CHURCH**  
South Manila



**SADDLEBACK  
SOCIAL MEDIA  
SUMMIT**

The Rise of Purpose Driven Social Brands

June 21 | Saturday | 1-5pm

Seda Hotel, Nuvali, Sta. Rosa, Laguna

**FREE EVENT**

JANETTE TORAL • BEN FRANCIA  
GENESIS REONICO • HALEY VETURIS

[www.saddleback.com.ph](http://www.saddleback.com.ph)

[/saddlebackmanila](https://www.facebook.com/saddlebackmanila) [@saddlebacksmila](https://www.instagram.com/saddlebacksmila) [@saddlebacksmila](https://www.instagram.com/saddlebacksmila)





FOR TYPHOON HAIYAN / YOLANDA AFFECTED FAMILIES

**11.22.13**  
AN ONLINE EVENT  
#1INTERNETDAY #RELIEFPH  
<http://bit.ly/1internetday>



DR. YVONNE MARIE ANDRES

**COLLABORATION RULES!  
PREPARING YOUTH FOR A  
GLOBALLY CONNECTED FUTURE**



MICHAEL MICHELINI

**SOCIAL MEDIA  
TRENDS IN CHINA**



DES WALSH

**MAKING LINKEDIN\* WORK  
FOR YOUR BUSINESS**

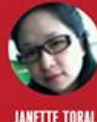


JUSTIN SCOTT

**STARTUP MARKETING  
TACTICS**



DR. NICK  
FONTANILLA



JANETTE TORAL

**MEASURING E-COMMERCE  
MATURITY**



MIKE KING



CYRUS SHEPARD



EVAN FISHKIN



GILLIAN MUESSIG



KATE MORRIS

**SEARCH MARKETING  
TACTICS FOR 2014**



KEN MANDEL



SHAILESH RAO

**TWITTER\* EXPERIENCES  
ON GOING GLOBAL**



\* BRANDS INDICATED ARE NOT INTENDED TO IMPLY ANY PARTNERSHIP OR ENDORSEMENT.





HELP FAMILIES AFFECTED BY CALAMITIES IN 2013.

# Sustaining an E-Commerce Business



**Dustin Andaya**

IslandRose (<http://islandrose.net>)

DECEMBER 20 AN ONLINE EVENT [HTTP://BIT.LY/CLUBTEN](http://bit.ly/clubten)



**12.20.13**  
AN ONLINE EVENT  
#1INTERNETDAY  
[HTTP://BIT.LY/CLUBTEN](http://bit.ly/clubten)



ROY AGUILA

**MAKING MOBILE E-COMMERCE WORK**



STEPHANIE CARAGOS

**MAKING OUTSOURCING WORK FOR SERVICE PROVIDERS IN THE COUNTRYSIDE**



RANDOLPH NOVINO

**TRENDS IN MOBILE PHONES AND TABLETS BELOW THE P10K PRICE RANGE**



LACE LLANORA

**SOCIAL MEDIA MARKETING FOR THE HOLIDAY SEASON**



JOMA GIRON

**DIGITAL MARKETING FOR SPORTS AND FITNESS INDUSTRY**



JANETTE TORAL

**FILIPINO ONLINE PURCHASING AND INTERNET USE HABITS (E-COMMERCE MATURITY SCORECARD)**



DUSTIN ANDAYA

**SUSTAINING AN E-COMMERCE BUSINESS**



GILMAR PADUA

**GETTING INTERNATIONAL AND LOCAL OUTSOURCING PROJECTS AS A FREELANCER**



JAYJAY FERRO

**MAKING "DIGITAL" WORK FOR SMES AND NGOS**



BEN FRANCIA

**DIGITAL MARKETING TACTICS FOR PROFESSIONALS**



FLEIRE CASTRO

**WHAT WORKS IN SOCIAL MEDIA MARKETING**



RIA TANGCO

**DIGITAL MARKETING TRENDS FOR 2014**



# + Participant Registration

- Registration process (online, fax, email)
- Email past participants with link to current registration and a special offer.
- Prepare participant kit.



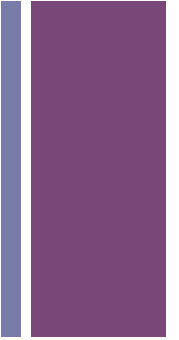
# + Ingres preparations

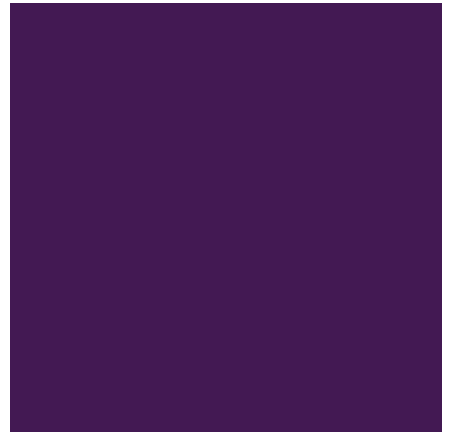
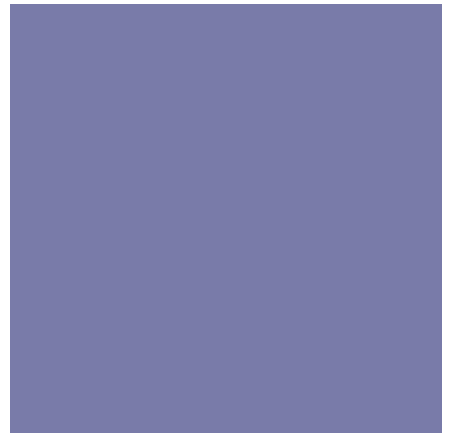
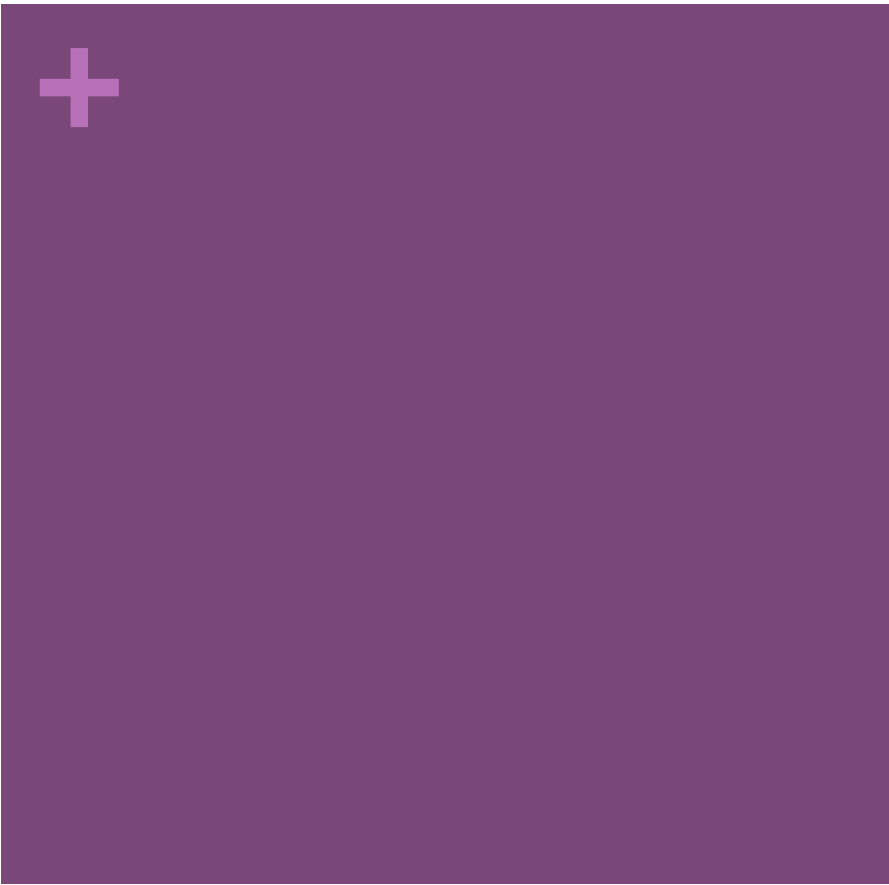
- Streamers and backdrops.
- Registration area.
- Sponsor set-up
- Contractor set-up.
- Video recording.
- Staff hiring briefing.
- Seat plan.
- Event layout.



# + Risk management

- Back-up wifi.
- First aid kit.
- Insurance.
- Security.





*At the Event*

# + Registration



- Proper cue for paid, walk-in, speakers, VIP, media registration.
- Usher participants in designated areas.
- Assist participants as reasonably needed.

# + Main event area



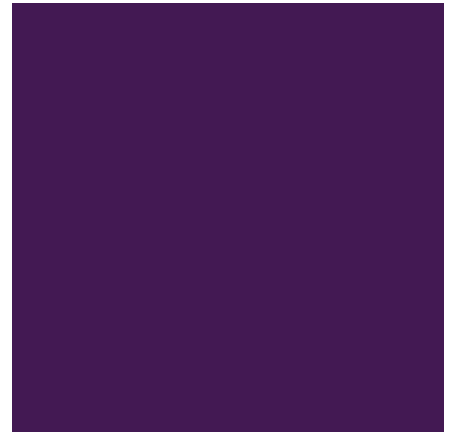
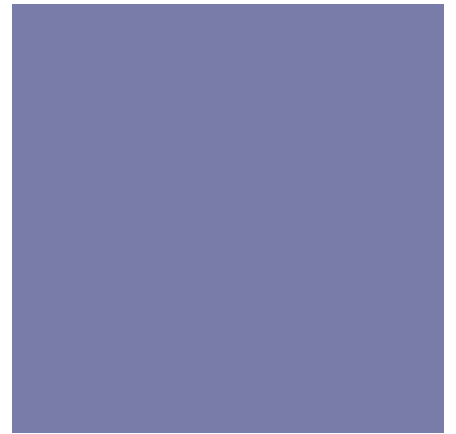
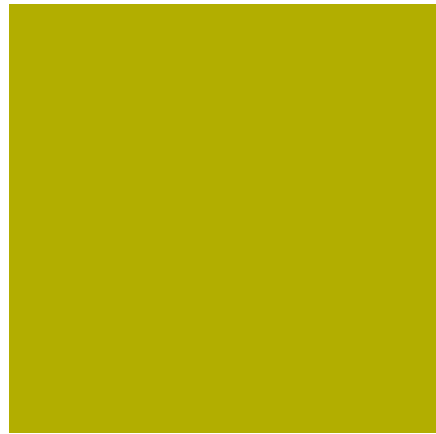
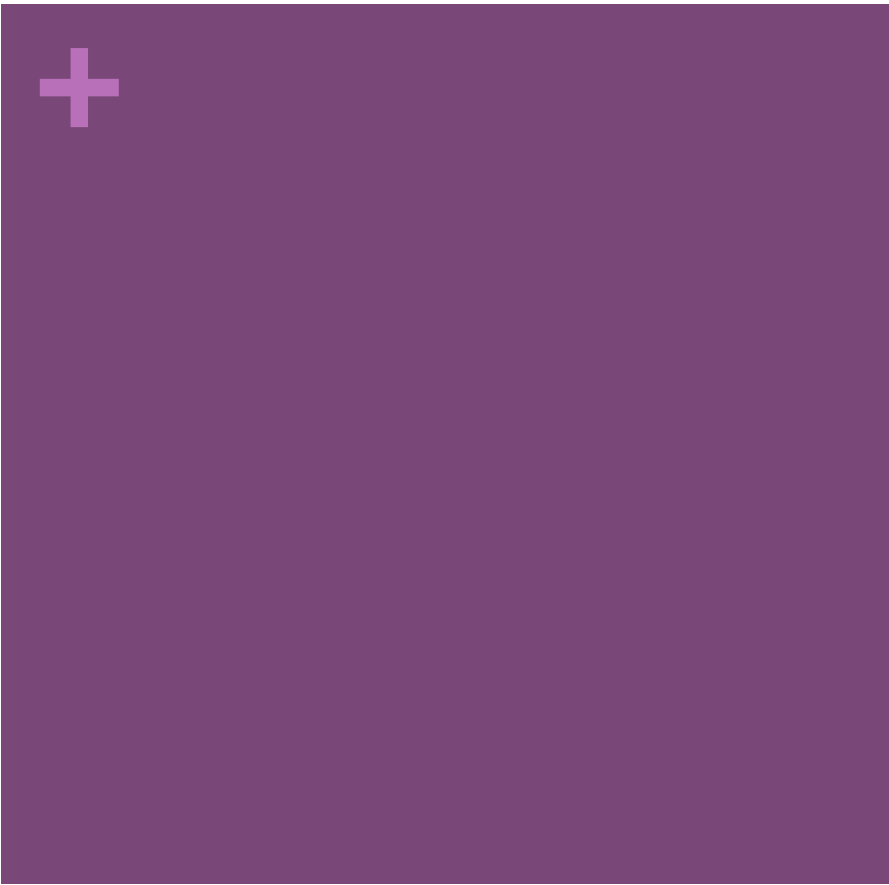
- Follow agenda and stick to the time allotted.
- Moderate and manage interaction.
- Ensure materials or tokens are properly disseminated.

# + Egress



- Review checklist of what was brought in and needs to be taken out.
- Payment of balances, if any.





Post event

# + Review



- Feedback from participants and speakers.
- Monitor blog post written.
- Video editing and posting
- Transcription of talks.
- Review financials.
- Follow-up email to participants (handout access).