



## Self improvement workshop

We live in a modern society of endless stress, meetings, social media and never being able completely switch off, clear our minds, and rest.

A retreat is a calm day of health and wellness; an event where women can get together and switch off from the hustle and bustle of everyday life. The one-day retreat will include healthy juices, teachings from renowned doctors about physical and psychological health, and other activities like yoga, meditation, make-up lesson, massages and pedicures. What better way to spend the day?!

### How To:

You have your idea in place and now it's time to make it a reality. Your event plan should be well thought out in advance to ensure your day will run smoothly.

Location, menu, entertainment, dress code, schedule of events, décor, detail, detail, detail!

#### 1. Marketing

Just like a new product, your event needs to be marketed to your target audience.

You need to convince your supporters that your event will be worth their time and money.

Be Creative. Think out of the box. Make use of your social media platforms such as Facebook, Instagram and Twitter.

Social media advertising - boosting a post will help you reach a larger scale of your target audience. Create an event on your Facebook page.

Creating awareness of your event is a fundamental ruling in hosting for yourself and sponsor to ensure highest capacity can be reached.

Enlist as many others to do the same to create hype for you and your sponsor before and after event. Your community can be a great tool to use to spread word of mouth, hand out flyers and ultimately notify your area of your event. Don't rule out contacting your local community newspaper or even inviting them to your event.

#### 2. Sales

We are close to the end! It is time to sell your event as much as possible.

This can be done via physical tickets, but we suggest doing this electronically to cut costs such as printing, petrol and miscellaneous. Make use of a ticket company via the internet





which can be set to your social media platforms to ensure ticket buying is available at every option.

Set reference to specific ticket buyers so that you can co-ordinate payment to ticket.

### 3. Practice

Practice makes perfect! Run meetings leading up to your event to ensure everyone is on the same page as you. Share insights with your team so that they too can give input to the event to what will work and what won't work.

Create a timetable to abide by on the day and practise a small rehearsal of the day to see how it'll plan out. Always remember to add room for 5 minutes in-case there is a delay in one of the events activities.

### 4. Thank – You

A thank you always goes a long way. Ensure to thank your guests, your staff, sponsors and everyone else involved in your event.

This can be done via thank you notes which we suggest should be personalised, especially if it is towards your sponsors. Keeping the people happy that have assisted you will only work in your favour. Gifts are also highly recommended to the people who assisted you.