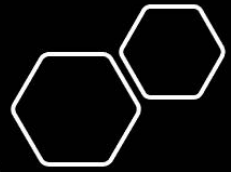


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MEDIA



EVENT MARKETING GUIDE



Success
begets
success.

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PEOPLE

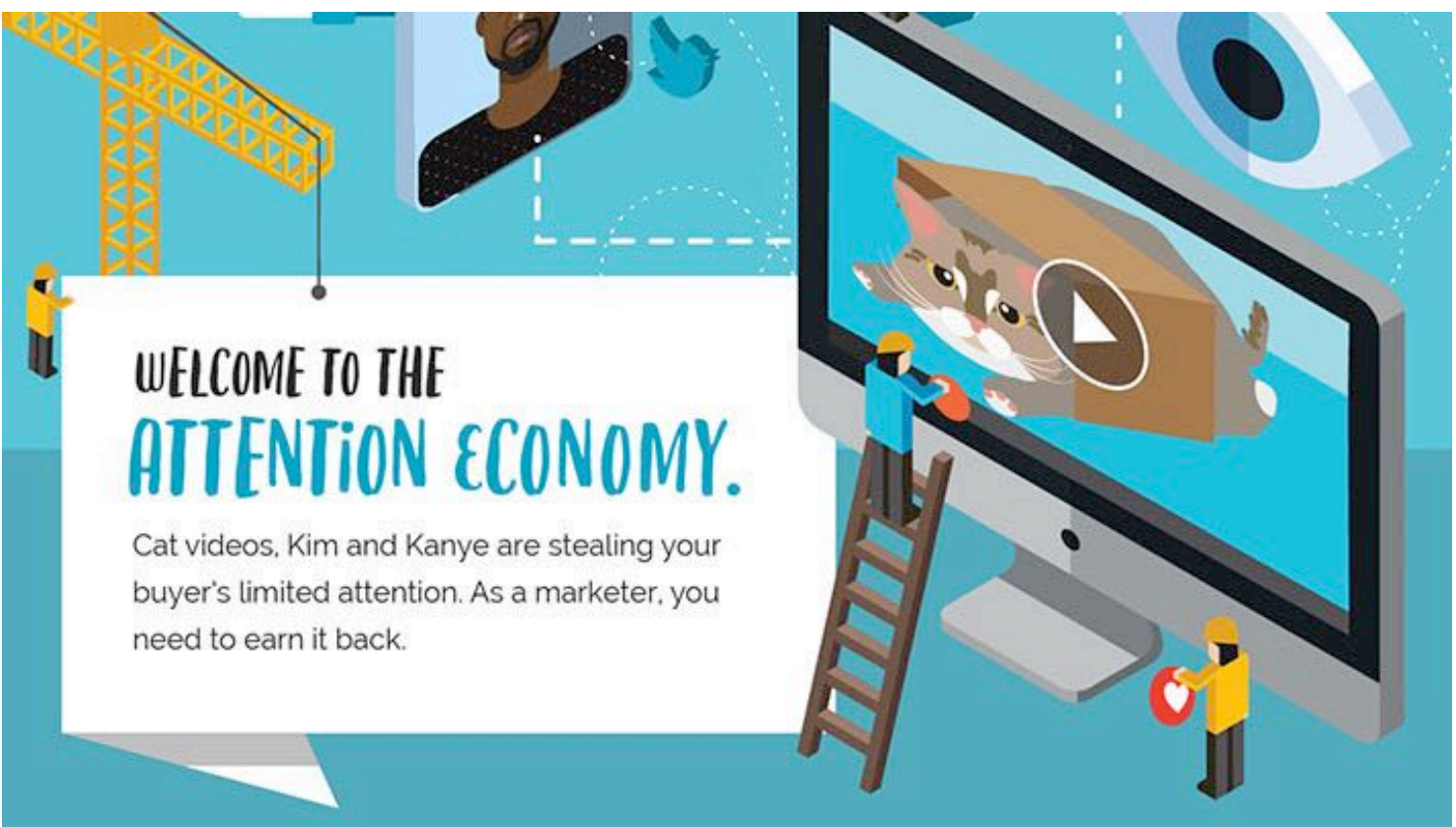
LOVE



TO JOIN A

WINNING

TEAM



WELCOME TO THE ATTENTION ECONOMY.

Cat videos, Kim and Kanye are stealing your buyer's limited attention. As a marketer, you need to earn it back.

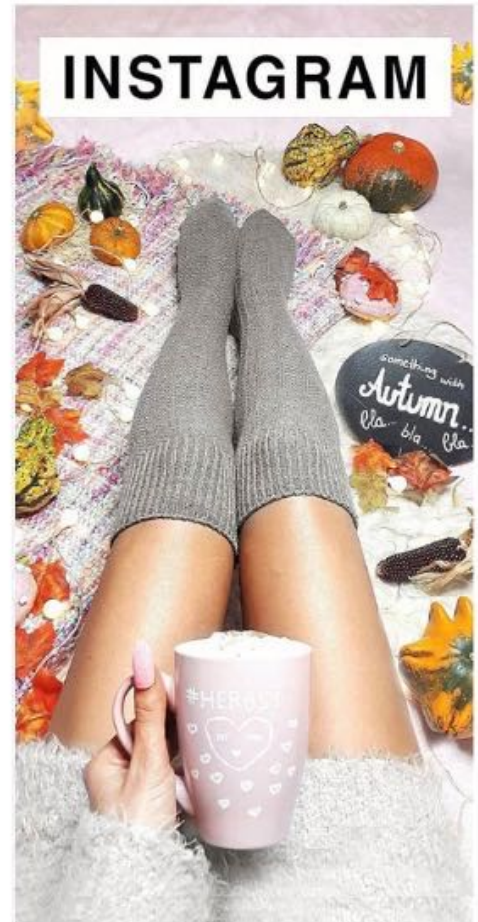
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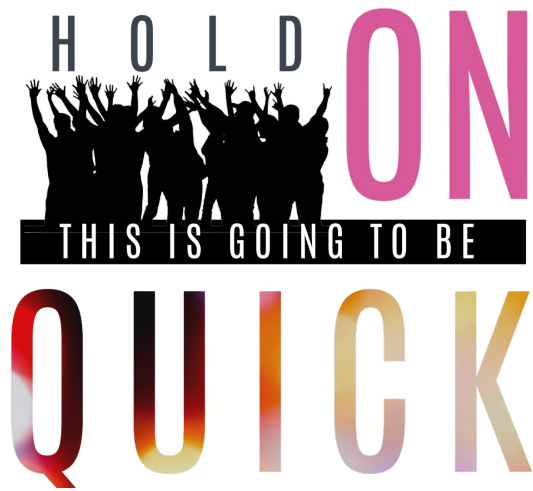


Are you marketing with staging, filters and captions?

Our marketing competes with their social, business, and personal life!

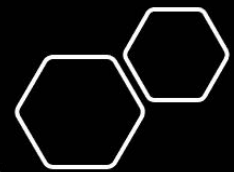
Let's elevate your graphics, and multi-media marketing plan.





10 Quick Successful Seminars Marketing Tips

1. Plan for success. Quality over quantity. A vast list of unattended events is stressful and unproductive for everyone. Survey your members. Base your planning on broad membership perspectives versus a small committee.
2. Set yourself up for success. Always build your event marketing before releasing an event. If the marketing elements and content posts are ready, scheduled for release, and planned, the marketing and event success will stay within your goals. If you are UP to planning, your members will not be UP to attend.
3. The attention economy demands a robust and creative theme and plan—you are competing for their attention with the entire life, work & family.
4. People don't like to read! Tell your story in multi-media audio & video.
5. Build a sequence of "sharable" social media content to engage people in your community. Make it fun & easy to share!
6. Create a series of timed, unique email marketing messages to keep your members focused on the event.
7. Provide easy, clear instructions for registration and attendance.
8. Make the campaign manageable with your time and resources.
9. Ask speakers to participate in content creation with small micro lessons to inspire interest in the topic.
10. Assign a person to take photos and record a video for your post-event follow-up. Consider building a value-added post-event content overview to reinforce the event's value and inspire results. At TotallyToni, we produce an event eBook with yellow pages of the sponsor's contact information post-event.



Success
begets
success.

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8 Step Seminar Marketing Pathway

1. Get sponsors first so they appear on the marketing graphic, then build your Education Champion email.
2. Utilize volunteers with resources (e.g. Canva experience)
3. Build an event registration page. Make it informative, attractive and easy!
4. Keep your event in front of your members. Design a series of unique eye-catching e-signatures. Combine your association logo with the seminar graphic, dates and link to registration. Add this to all promotional emails
 - Save the Date, registration is OPEN
 - Feature Team/Company Tickets
 - Education Champions
5. Create a QR that links to registration page. Display on signs and PowerPoint slides as opportunities arise to promote your event.
6. Create a series of well-timed email marketing messages to keep your members focused on the event:
 - Speaker voice-email with a link to the registration page.
 - Link to a YouTube video invitation.
 - Provide EC (Education Champions) with an email invitation.
7. Release a sequence of shareable tips and techniques as “Sneak Peeks” in Social Group to engage and attract.
8. Ask your speaker to publish an article on LinkedIn that you can repost to get the attention of your c-suite members. Include a link in your marketing.
9. Assign a person in advance to share quotes by the speaker to social during your event. Set up a Diary iPhone for attendees to record a video to express their fresh emotions, enthusiasm and take-aways from the seminar for your post-event follow-up. Send out a post-event eBook to attendees reinforcing the event's value and highlighting sponsor contact information.



Management teams are overwhelmed. Your Supplier Members need FRESH marketing to break through the noise.

Google

the power of badge marketing 2024 badge



Security Today

<https://securitytoday.com> › articles › 2023/02/13 › sm... ⋮

Smart Badge Market Expected to be Worth \$50 Billion in ...

Feb 13, 2023 — The global smart **badges** market is worth \$21 billion in 2023. · The market is expected to reach a valuation of \$50 billion by 2033. · Worldwide ...



spotme.com

<https://spotme.com> › blog › event-badge-printing ⋮

The 13 Best Onsite Event Badge Printing Software [2024]

Discover the top-rated onsite event **badge** printing software for 2024. Streamline registration & elevate your event experience. Learn more now.



Florida Gulf Coast University

<https://www.fgcu.edu> › digitalbadges ⋮

Digital Badges

Digital **Badges** at FGCU are micro-credentials that enhance your resume by verifying to employers that you have the skills they want. Benefits of a Digital **Badge**.

Missing: 2024 | Show results with: 2024



The Financial Brand

<https://thefinancialbrand.com> › receive-a-power-100-b... ⋮

Receive a Power 100 Badge

Badges will not be available for any edition of the **Power 100** that was published prior to the fourth quarter of 2022. Note: Institutions that made the top 100 ...

Toni Blake's
2024 **MULTI-MEDIA**
EVENT MARKETING GUIDE



These are also called Confidence Badges & Trust Badges



Management members might refuse your call, delete your email, and walk by your booth – but Education Champions are seen, heard and valued. Face-to-Face educational events offer the most effective marketing experience with our management members. Imagine management members seated, just waiting to hear you speak. Educational Champions have both the attention, and respect of attendees. This opportunity to speak to them is allows you to be accompanied by multi-media power points and video. Along with the Face-to-Face opportunities we offer an expansive list of additional marketing opportunities.

Introducing The Education Champion:

When you become a champion of education, we will proudly promote your company.

- Champions may attend and welcome attendees to personally introduce your company and services Face-to-Face for up to 10 minutes. (\$5,000 - 3 sessions; \$3,000 - 1 session.)
- The Champion Annual Gold Star badge. This annual Champion badge may be proudly displayed in email signatures, business websites, and printed collateral.
- Annual Champion receive the, pop-up banner for in-classroom (\$5,000 - large logo; \$3,000 small logo).
- Champions are promoted at **all** education offerings, except for Apartment Market Outlook and the Trade Show Seminar (average of 60 classes per year.)
- Champion Logos are listed on marketing materials, event details page on the website, and social media posts (\$5,000 - 4 posts; \$3,000 - 2 posts.)
- Champions receive a list of attendees to follow-up after each event.
- Champion listing in the [Online Buyers Guide](#).

SERVING IS WHAT WE DO BEST

NEW FOR 2024

YOUR MEETING PLANNING RESOURCE CENTER

Whether this is your first time on a planning committee, or you stopped counting years ago, you're here for one reason: You have a heart to serve your organization. You believe in its values. You are a part of its mission. You want to pass all of that on to a new generation.

Deleted: Meet your new partner, Toni Blake.

Deleted: Toni is in her fourth decade of working with meeting planners, and knows the inner workings of a highly successful event: pre-planning clarity, skilled delegation, financial responsibility, and of course, selecting the right speaker. You've come to the right place!



Choose Seminar Content

Every year, Toni researches the issues that are making the largest impact on her industry to create educational presentations that are smart, helpful and entertaining. Open Toni's Newest Programs [Here](#)

Newest Programs



Affordable Housing

Toni has programs geared specifically towards affordable housing to meet the unique challenges and opportunities of this very important industry. Open Toni's Affordable Housing Programs [Here](#)

Affordable Programs



Review Appearance Fees

While Toni's rates have not risen in over five years, interest in having her speak is at an all-time high. Check out the [fee structure](#), and then talk to Toni about creative ideas to make your best event ever more financially manageable.

Appearance Fees



Printable Bio

Helpful to the person introducing Toni at your event, you can print it down and hand it to them to read, or send them the web address to access from their device.

Download Bio



Promo Photo

This is a full print resolution photo that can be used in either your printed materials or web announcements. Please contact our office if you need a banner-sized image.

Download Photo



Scholarship Application

This program is compassionately geared towards smaller associations that do not have the revenue potential of larger groups, and could not otherwise afford a national speaker.

Apply Now



Educational Partners

Toni has a proven plan to engage key suppliers to underwrite your event, and has included it in her very popular [Multi-Media Event Marketing Guide](#). See examples and download the free guide [here](#).

Get the Guide



ELEVATE & INSPIRE

UPlifted Leasing & Renewals



Toni e-Demand

The detailed tool training sets this program apart from just a LIVE seminar or online training. Your teams will enjoy step-by-step implementation eBooks, training guides, resource links to books, blogs, and magazines, sample graphics, free marketing plans for generating traffic, new digital follow-up tools, and powerful confidence-building training tools. [Check it out here!](#)

Meeting Planning Notes:

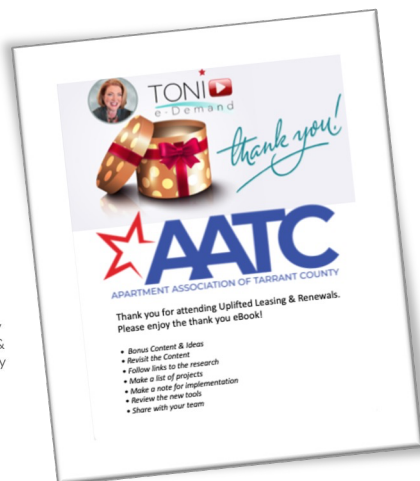
This program is a full 6 hours of training. You can book a full day and have Toni present all 6 hours, or you can book a half day and have Toni present 3 hours on either Leasing or Renewals. You could book a half day and have two 90 minute sessions, the first on Leasing, the second on Renewals. Remember, the full 6 hour program is recorded and available through Toni e-Demand, so it is not imperative that you schedule Toni to present all 6 hours at your event. Whatever schedule works best for you, we will still deduct the Program Fee of your live event from your first year subscription to Toni e-Demand with full access for your entire team.

In Uplifted Leasing and Renewals, Toni Blake revives your teams commitment to their humanity, showing the difference between help and HYPE. Toni will inspire your team to act as facilitator & fiduciary, helping people find new homes while thinking like an owner! Toni Blake's Uplifted Leasing and Renewals focuses on creating meaningful human interaction, reducing stress, supporting the decision process, celebrating life, and having FUN finding and keeping residents while maximizing rents.

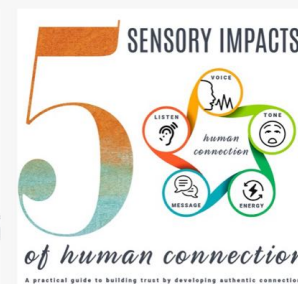
Uplift – verb elevate, inspire. Synonyms for uplift: excite, exhilarate, improve, lift, boost, brighten, cheer, elate, bring up, perk up, and raise spirits.

Your team, resident, and future residents will be UPLIFTED by this newly designed customer experience in UPlifted Leasing & Renewals. Toni wrote this fresh approach because our industry is facing mounting distrust and a loss of consumer confidence. We can't go back to basics. Too much has changed!

This six-hour educational event can be presented LIVE and also enjoyed in the [Toni e-Demand](#) online library in nine video lessons packed with dozens of proven ideas, plans, guides, training scripts, samples, templates, and resources.



TONI'S LATEST WORK



SURVEY RESULTS

Toni consistently rates over four out of five stars in post-event surveys conducted by the meeting planning committees.

Survey results and comments from the 2022 Texas Apartment Association Educational Conference (53% responding):

- "Always enjoy listening to Toni, love the energy!"
- "Toni was amazing, energetic and fun!"
- "Wish it was longer"
- "Toni is always excellent"
- "Can do Toni do an all-day seminar? Please?!"
- "Very motivated, enjoyed seminar"
- "I was so inspired, I can't wait to download and use the resources."

CONTENT MET PROGRAM OBJECTIVE - 100%



SPEAKER WAS KNOWLEDGEABLE - 100%



SPEAKER COMMUNICATED CLEARLY AND EFFECTIVELY - 100%



TRUSTED INDUSTRY EXPERT

Toni is followed by over 43,000 industry professionals. With over a half million views of her videos on social media, Toni Blake has proven to be a trusted industry voice that people want to hear.

29.8k

FACEBOOK

2.6k

INSTAGRAM

2.6k

LINKEDIN

3.2k

PINTEREST

READY RESOURCES

Check out Toni's free videos on YouTube and Social Media designed to inspire at your upcoming team meeting. Stay updated with new content by subscribing.



Kindness Challenge



UP Series



10@10



Wings of Positive Change



Sparklers



Experience the Love



Check out the detailed Table of Contents

[Click here to Download](#)

Free Multi-Media Marketing eBook by Toni Blake

This guide provides over 100 fresh ideas on how to host a successful event. The proven tips and best practices presented by Toni will simplify the daunting tasks of working with budgets, speakers, facility set-up, sponsorships, social media marketing, and more. You can produce measurable results with your next educational event starting today!



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LET'S  SOON
zoom



*Scan my QR
to add me to your
contacts!
Toni 🍷*



Click here for our [Contact Form](#):

Email: Toni@TotallyToni.com

Mobile: 970-371-6203