



WELLTech@Barcelona

The business of wellness

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[*WELLTech@Barcelona event proposed in BLUE throughout document](#)

THE VISION:

The wellness industry has exploded in recent years with the onset of technology. Barcelona is more and more gaining a global reputation as a forward thinking metropolis. What better way to celebrate everything Barcelona has to offer than to host the initial of several powerful events highlighting leading trends in the global market?

“The wellness industry today is a \$40 billion industry, despite the fact that only 9% of the 3 billion-plus global workers have access to a workplace wellness program at their jobs.”

-Global Wellness Institute

INITIAL BUDGET DISCUSSION

Before starting any event, make sure the budget is established. An first time event is typically higher risk than a well-established event, therefore budget accordingly and make sure you have checkpoints in the event just in case it doesn't go as planned and you need to cut your losses. In addition, have points where you can scale the event up if the demand is high.

Checklist:

- ☐ Create a shareable budget using Google Sheets. It's going to become invaluable in your planning process. Be sure to share it with management so they can give input and review the calculations.
- ☐ Looking at similar events with similar durations what pricing fits within the range of other events? What price do you think you can sell this event for?
- ☐ How many people do you plan on having at this event?
- ☐ Remember that for most marketing efforts you can expect a 5% conversion, which means if you expect to have 100 people at an event then you'll need to consistently market to 2000 people. Therefore what will be your marketing spend to reach these attendees.
- ☐ Can you get sponsorship money to offset any of the expense of the event?
- ☐ Are there partners you can tap for in-kind support in exchange for allowing them to speak at the event, give products or co-brand with you?
- ☐ Keep it lean. Don't get overly fancy to begin with. Swag and other enhancements can come later once you start signing up attendees.
- ☐ Add in costs for venue rental, hotel rooms, snacks, food, equipment rentals, badges, lanyards, signage, drinks, event processing fees for online registration, transportation fees for buses or taxis and any personnel that you'll need to run the event.
- ☐ Can you get speakers for free? If not how much will you be willing to pay them? Don't forget to include their travel expense, lodging and food. Typically it's also in good taste to buy them a gift for coming.

THE WHY:

Provide a space where everyone interested in this topic - from high level corporate executives, to world-class athletes, public speakers, medical experts, academics, technology enthusiasts, programmers, fashion designers, sustainability experts, social media influencers, yogis, martial artists, college students and everyone in between can meet and meld ideas with the goal of furthering wellness in the global community as a whole.

GOAL:

The event's goals are what the marketing plan is based off of, so you must absolutely set them before moving onto the next steps. Ask yourself. Do you want your event to achieve a tangible goal such as attracting 700 attendees, or an intangible goal such as strengthening relationships with your association members or business partners through the event?

Example: Host an initial event with 100 changemakers to establish momentum around the Lifestyle Conferences brand, showcasing LS DMC's unique ability to create an cutting edge experience that will evolve and eventually travel to other cities throughout the world.

OBJECTIVES:

What are some key objectives to making this event a success?

Create an opportunity for big thinkers to gather and explore the business of wellness

Network and partner with industry thought-leaders, investors and entrepreneurs

Cultivate dynamic panel discussions with successful entrepreneurs and industry experts

Ask questions and explore important issues affecting the future of the wellness industry

Find inspiration in new thinking, new ideas, and the latest trends and insights

Discover an innovative curation of brands offering the latest in wellness

Enjoy a selection of food and drink to keep you energised

Take home a goodie bag stuffed with partner products

UNIQUE VALUE PROPOSITION:

While fitness and nutrition are relatively new concepts to Barcelona, a holistic and balanced way of life is deeply imbued in the Spanish culture. This event provides delegates the opportunity to have influence on a relatively blank canvas, or plentiful environment primed for a wellness revolution.

UNFAIR ADVANTAGE:

- No other events in this space have Barcelona as a background in which to play.
- The technology and startup community that could support and play a role in an event like this is highly desirable.
- Physical backdrop of mountain, sea, city, nightlife.

PROBLEM:

While Barcelona is geographically poised to facilitate a healthy and active lifestyle, the culture largely hasn't embraced it to the extent wellness has been in other countries.

SOLUTION:

WELLTech@Barcelona not only seeks to thrust Barcelona into the global spotlight as a frontrunner in the business of wellness, but Lifestyle Barcelona has a particular blend of industry expertise and passion in creating unique and impactful events such that we are the ONLY organization with the right recipe to bring an event like this to life.

SWOT ANALYSIS:

Run SWOT analysis on the event by looking at the execution of the marketing plan from all angles. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Use the template below for a quick way to do a high-level SWOT to run by the upper management team.

	Positive	Negative
	STRENGTHS	WEAKNESSES
Internal	<p>We have exclusive partnerships with X suppliers to reduce overall costs.</p> <p>We have 10 years experience working within X industry.</p>	<p>We are lacking funding</p> <p>Barcelona hasn't had an event similar to this.</p>
	OPPORTUNITIES	THREATS
External	<p>We can be the first to market and become an established event brand.</p>	<p>Similar events have ran in London, they will be the incumbent.</p>

THE WHO:

Audience: our ideal attendee is:

- Active on social media and love sharing about their journey to maximum health, profit and efficacy.
- Recognize the relationship between a healthy mind, body and pocketbook
- Strong healthy habits/routines
- Believe in supplemental methods of achieving a healthy mind, body and career
- Open to talking and networking about the future and possibilities of a holistic global community
- willing to invest good money in their health and wellness business as their own experience shows them this investment always pays off

Channels: we'll reach our customers by:

Traditional methods:

- Register with convention bureaus
- Event listservs
- Mass communication email
- The Metropolitan, TimeOut, other local websites and event publications

Unconventional:

- Short video invitation for social media highlighting the physical environment Barcelona and Spain has to offer, ideally featuring as many of the following as possible:
- Campaign targeting key public figures (needs to begin as soon as date is secured, preferably 6-10 months in advance)
- International yoga and wellness influencers
- International wellness bloggers
- Medical specialists in key wellness fields
- Technology innovators focused on the elite athlete industry
- Academic professionals with extensive research in related fields
- Programmers, startups geared toward wellness innovations
- Young professionals hungry for mentorship and information

- Professional and elite athletes
- Video edited into sponsored Instagram campaign video
- Also edited into Facebook video and highly targeted into paid posts (age, income, interests, location, residence, lifestyle and more)
- Ideas for personal invitations for key delegates and influencers:
- 3D printed international symbols for wellness
- Fitbits branded with the conference logo
- Gift certificate to redeem one of three exciting activities while at the conference for free

TOPIC/THEME

Choosing a theme: Your theme should be abstract, and open to interpretation – it should be broad enough to leave room for a wide range of topics and speakers. Think of it like a title or tagline for your event. Your theme is not a topic or single subject like, “sustainability,” “medicine,” or “happiness,” but should be broad and overarching. Why a diversity of topics? When people are presented with a series of ideas, they instinctively form connections. When the connections are obvious, a whole audience will walk away with the same set of obvious connections. But when the ideas seem unrelated, each member of the audience will invent their own, individual set of connections. This makes for a more engaging, personal and surprising experience, and will generate a wider array of questions, and much more lively discussion.

Ask new questions - When creating your list, you want to highlight ideas that most people haven't thought about before. Don't aim to reinforce worldviews. Think local - Consider choosing topics that cannot be addressed on a global stage. What new ideas are being discussed and created in your community? What critical issues are big thinkers and innovators talking about in your local community? Think global - Think about how you can reflect your community outward to the world. What could the rest of the world learn from your community? And alternatively, what could your community learn from the world that they don't know?

How are you known in the community?

How do you *want* to be known?

What do you want to learn?

Generate theme ideas

TECHNOLOGY

INNOVATION

HEALTH/PERSONAL GROWTH

“Wellness, fitness and mindfulness is a huge trend in general and may play a more important part of incentives in future. Stress is one of the main problems for businesses, so incorporating elements of this into reward programmes could be hugely beneficial.” -Convention Trade Show Organizers Industry Report

What is the difference between a theme, a topic, and an idea?

A theme is the title or tagline of your event:

The business and future of wellness technology

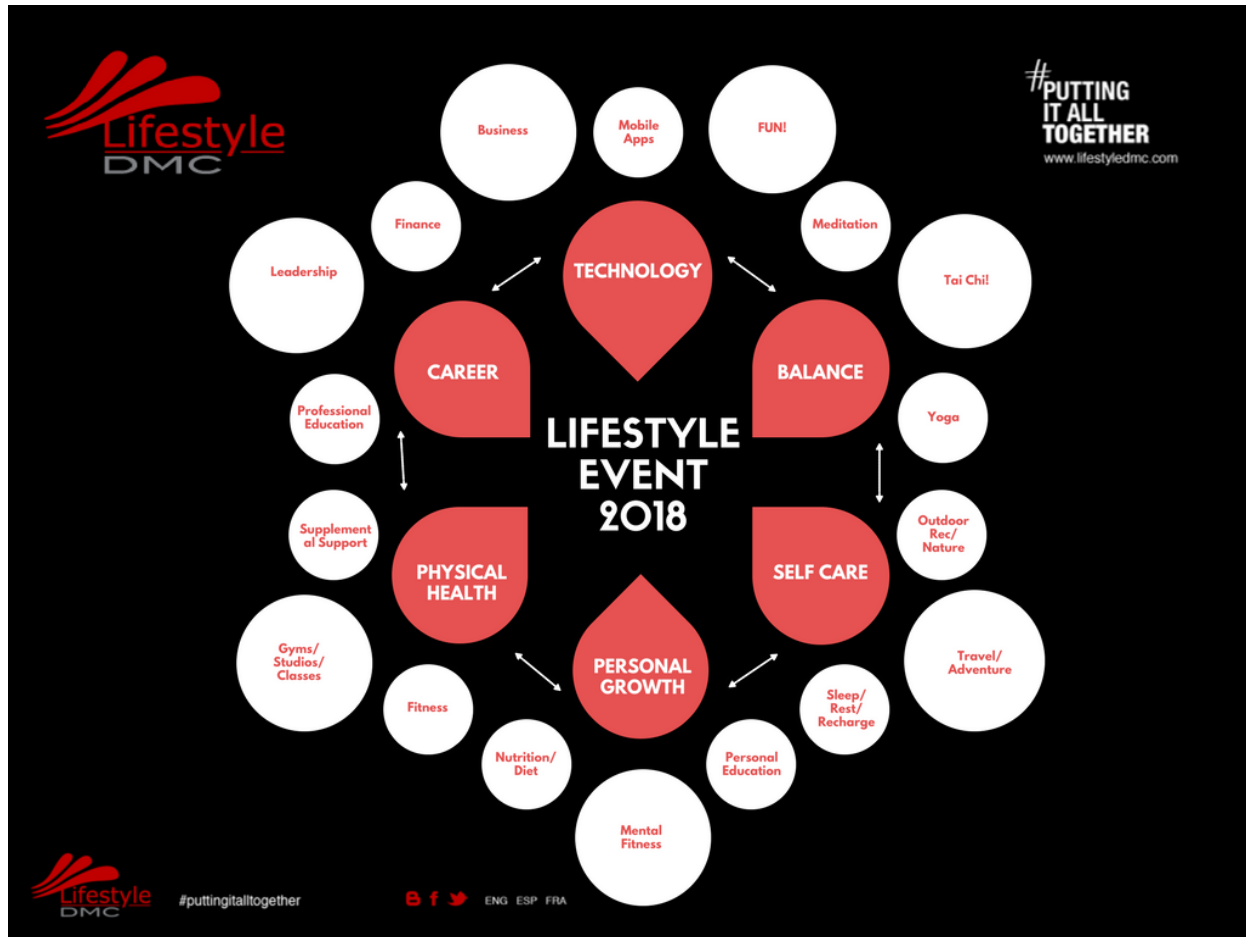
A topic is a subject area that you're interested in covering at your event.

THE MEETING PLACE OF WELLNESS TECHNOLOGY

An idea is the original concept or notion that your speakers will bring to the stage at your event.

The many facets of wellness and how technology will impact the future of this industry.

MINDMAP



TOPIC: WELLNESS

Potential Conference Names:

HealthTech@Barcelona: The business of balance

Health = Wealth: The business of wellness

WELLth

Optimus

Balanced Business

A Saludable World

Integrated Barcelona

HOLISTIC Barcelona

TechListic

Balanced Barcelona

Wellness 2.0 (2.0 tu: pɔɪnt 'læʊ/ adjective used to denote a superior or

more advanced version of an original concept, product, service,
"welcome to Big Government 2.0")
TechWELL @ Barcelona: where wellness meets fun!
WINNER: WELLTech@Barcelona
(Future iterations: WELLTech@Tokyo, WELLTech@NYC, etc)

WHAT EXISTS:

[WellToDo London](#)

[Wellness Piscina Barcelona](#)

[ECHAlliance](#)

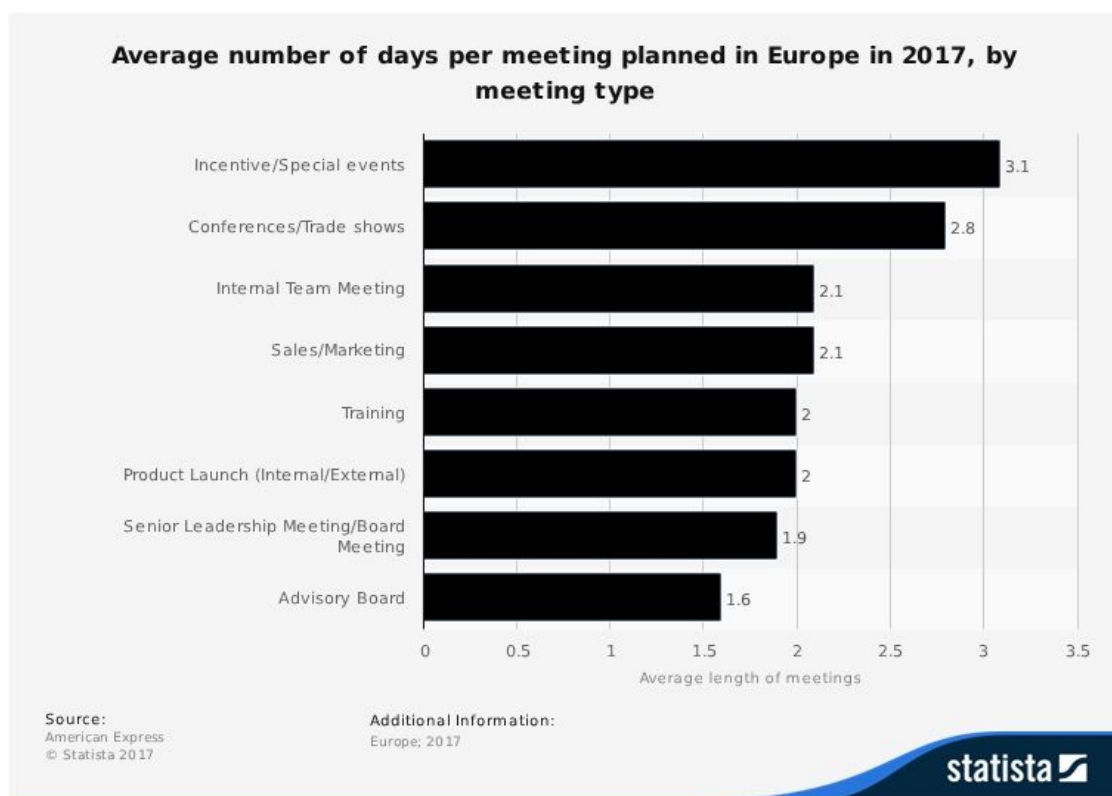
[Fresh Conference @ Historia](#)

[Wellness Spain Influencer Meeting/Organization](#)

EVENT DETAILS:

DURATION:

Even a single hour difference can make an impact on your planning, so you need to get specific about your anticipated time frames. For example, starting at 10 am instead of 8 am means you may not need to allocate a breakfast budget.



3 day conference

One day at the beach, one day at sea and one day in the mountains to wind down, exhibiting a theme of balance inherently

TIME OF YEAR

Consider any seasonality of topic selections. For instance, although the last six months are the most common time for large events, a summer-focused topic may or may not make sense in the winter months.

May AND/OR end of September 2018

DATES:

Everything revolves around the date of your special event. Ideally, you want to have three potential dates in mind so that you can compare availability and prices across the board. Try to include different days of the week for maximum flexibility.

Set the event on a Thursday and Friday and give attendees the opportunity to play the tourist during the weekend.

May 24-26, 2019 (Thurs - Sat)

May 3-5, 2019 (Thurs - Sat)

September 20-22, 2018 (Thurs - Sat)

September 27-29, 2018 (Thurs - Sat)

VENUE

The event industry has a wealth of venues and spaces available to utilise, yet too often settle on conventional conference centres. Gone are the days of a slide projector and easel, with the advancement of audio visual technology and some out-of-the-box thinking, exciting new opportunities open up. A selected venue should still be easily accessible and adhere to the philosophy of your event. If you can't find a venue unique enough on the outside, change it up inside – build a giant ball pit – or an ancient Greek agora – and challenge people's expectations as soon as they walk in the door

Even if you do not have a thoroughly built budget plan at the time you book the venue, the implied financial constraints should be conveyed to the venue from the start

Sea venue example:

<http://hotelmiramarbarcelona.com/spa#spa>

[AZULETE room](#)

[MEDITERRÁNEO room](#)



<http://www.hoteldiagonalzero.com/en/event-spaces/>

Mountain examples:

Cool hotel next to a monastery:

<http://hotel.monstbenet.com/en/location/>

Cool place on top of tibidabo mountain:

<http://www.hotellaflorida.com/en/barcelona/things-to-do-in-barcelona>

<http://www.hotelcamiral.com/en/activities/adventure/>

BUDGET CHECK:

Identify activities expenses. If your event includes activities such as catering, hotel rental, venue fees, transportation costs or other activities, you will want to note the cost of these fees separately. Consider summarizing the total cost in your spreadsheet and attaching a breakdown.

Pre-event advertising

Event Management software with app for delegate use

Event landing website page attached to Lifestyledmc.com

Unique and personalized invitations

Flights for key delegates/speakers

Salary, event organizer

Potential marketer/communication company

Hotel Room (two different locations)

Day 1

Day 2

Day 3

Venue rental

Day 1 Session 1

Day 1 Session 2

Day 2 Session 1

Day 2 Session 2

Day 3 Session 1

Day 3 Session 2

Evening Adventure Activity

Day 1 Choice 1

Day 1 Choice 2

Day 2 Choice 1

Day 2 Choice 2

Day 3 Choice 1

Day 3 Choice 2

Transportation to and from events.

Day 1

Day 2

Day 3

Catering (Catering: <http://fudi-box.com/>)

Day 1 breakfast/lunch
Day 1 coffee break snacks
Day 2 breakfast/lunch
Day 2 coffee break snacks
Day 3 breakfast/lunch
Day 3 coffee break snacks
VR setup for event
Equipment fees (custom tech displays)
Printed collateral (signage, etc)
Speakers
Gifts for key delegates/speakers
Evening Cocktail
Day 1
Day 2
Day 3



Post other expenses. If an expense doesn't fall into any of the above categories, list them as a miscellaneous expense item here:

Technical screens: <https://youtu.be/-ZKHmqVshME>

Give yourself a contingency fund category. Depending on the size or complexity of an event, you may want to give yourself as much as up to 20% of the event budget here. Despite the best planning, charges are going to exceed projected plans with expenses that you never consider. This will keep you from going over budget every time.

Summarize projected expenses. As you build your event program, you will have a good projection of the total expenses so that there aren't any surprises later on.

Line item for gifts. One common event tip is to never allow a guest to leave empty handed. So, whatever gift or gifts you provide, track the cost for them separately; you'd be amazed at how much these items can cost.

SPONSORSHIP:

Example:



Inform potential sponsors that they will reap the following benefits by sponsoring your conference:

- Demonstrate thought leadership
- Speak alongside industry experts, to an audience of senior decision makers.
- Meet industry insiders and understand current trends and strategic challenges.
- Work with Marketforce to develop exclusively branded, digital or printed content that can be used post-event
- Access decision-makers and generate leads
- Share the speaking platform with C-level & Director-level executives.
- Host a private lunch or dinner.
- Make the most of your exhibition stand and complimentary passes to ensure high visibility throughout the day.
- Use our conference apps and online communities to engage with delegates before and after the conference.
- Raise brand awareness
- Your organisation will be promoted to our growing network of industry executives on brochures, emails and social media.

SPONSOR PROPOSAL

The sponsor proposal is the most important, but least-understood, document in the sponsor industry. If you want top-tier sponsors, you need a compelling sponsor proposal. This is basically a business plan and snapshot of the benefits of your property. It contains the story of your property, mission statement, sponsor benefits, demographics, marketing plan, goals, media opportunities, advisory board, and the sponsor fees.

SPONSOR PACKAGES:

What is your corporate sponsor getting in return for funding your event? It will typically be arranged in advance what the sponsors will receive. This often includes opportunities for exposure. Create a checklist to ensure all the sponsor's requests are met.

- How will the sponsor's logo be shown? Will it appear alongside your own in flyers, banners, and digital signage?
- Will the logo also appear in promotional gears and other giveaways?
- Will the sponsor be allotted a booth?
- Will the sponsor be hosting its own presentation?

“Today’s event sponsors are looking for customization, connection, integration and ROI.”

BORROW EXPERIENCE

Sponsors want experience, but don't worry. If you don't have it, someone else does. Tell the sponsor about your previous experience in a related business. Surround yourself with key influencers on your advisory board. Tell the sponsor about leading-edge companies that you know or have worked with. Get creative to sell the sponsors on your concept.

MAKE INTEGRITY A PART OF YOUR BRAND

Sponsors want to see that you have integrity and credibility. They may test you to see if you do what you say. Get them their information on time and arrive early to appointments. Keep in mind that you need to pass their unspoken tests to see if you can handle their brand image. Sponsorships can be a powerful means to skyrocket

your business. "Sponsors have given me opportunities to grow my business, travel the world, create my own events, do lots of media, and empower more people with my message," says Hollander. You know you have quality and value to offer your sponsors. Dream big. Now go out and get them!

SPONSOR EXAMPLES:





ACTIVE
IN STYLE



BODYISM



BOTANIC | LAB
PIONEERING NUTRITION



THIRD
SPACE

THE SPORTS EDIT
THE WORLD'S FINEST SPORTSWEAR

REBEL



TARASTILES

mio
fit skin for life

Welltodo Global Wellness!!!!!!! <http://www.welltodolondon.com/>

VR for surgeons to train: <http://www.surgicaltheater.net/who-we-are/>

Online fitness coaching: <https://www.fitocracy.com/>

Wearable ring Activity, Heart Rate and Sleep Tracker: <https://mymotiv.com/>

SPEAKERS

Unexpected speakers It is vital to have relevant high-profile speakers, attracting delegates and sponsors to engage with their insight and wisdom. However, by diversifying the speaker line up, with some off-the-wall choices and approaching a topic from a unique angle can reinvigorate the audience between core sessions. For example, an event on Social Media could include a Twitter Comedian (they exist!)

- ❑ Watch your prospective speakers perform
- ❑ Look for speakers who research and prepare thoroughly (and who include you in the preparation)
- ❑ Make sure your speakers are willing to make pre- and post-speech appearances
- ❑ Ever been to an event where the keynote speaker finishes, answers a few

questions and then makes a mad dash for the door? It kinda makes the whole audience feel like he's in a hurry to leave them (and that they weren't really that important) and that he had better things to do than stick around and mingle.

- ❓ Even a free speaker may cost you thousands when your attendees hit the exits early and decline to sign up for next year's event because this year's speaker was a dud.
- ❓ Speakers who co-promote the event get special consideration
- ❓ Understand the risks of high-priced, high-profile speakers

SPEAKER EXAMPLES

SerenaFit

One of Forbes five most influential health influencers.
International health and wellness professional.
10 years in the industry as a coach and entrepreneur.



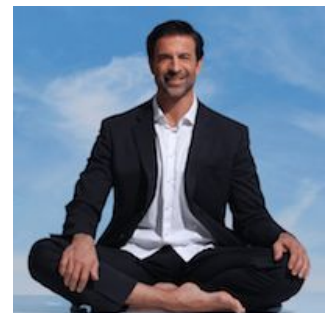
Todd Whitthorne

Anyone with access to the bottom line understands that corporations can no longer afford to ignore the rapidly rising cost of healthcare. Todd believes that "C-suite" leadership is paramount for any organization to address the health and performance of its workforce.



Jeremy Howick

Oxford University Business School's Teacher & Speaker on 'Mindfulness for Leadership'.
Writer, Oxford Philosopher, Medical Researcher,
Former International Rower & Yoga Guru.





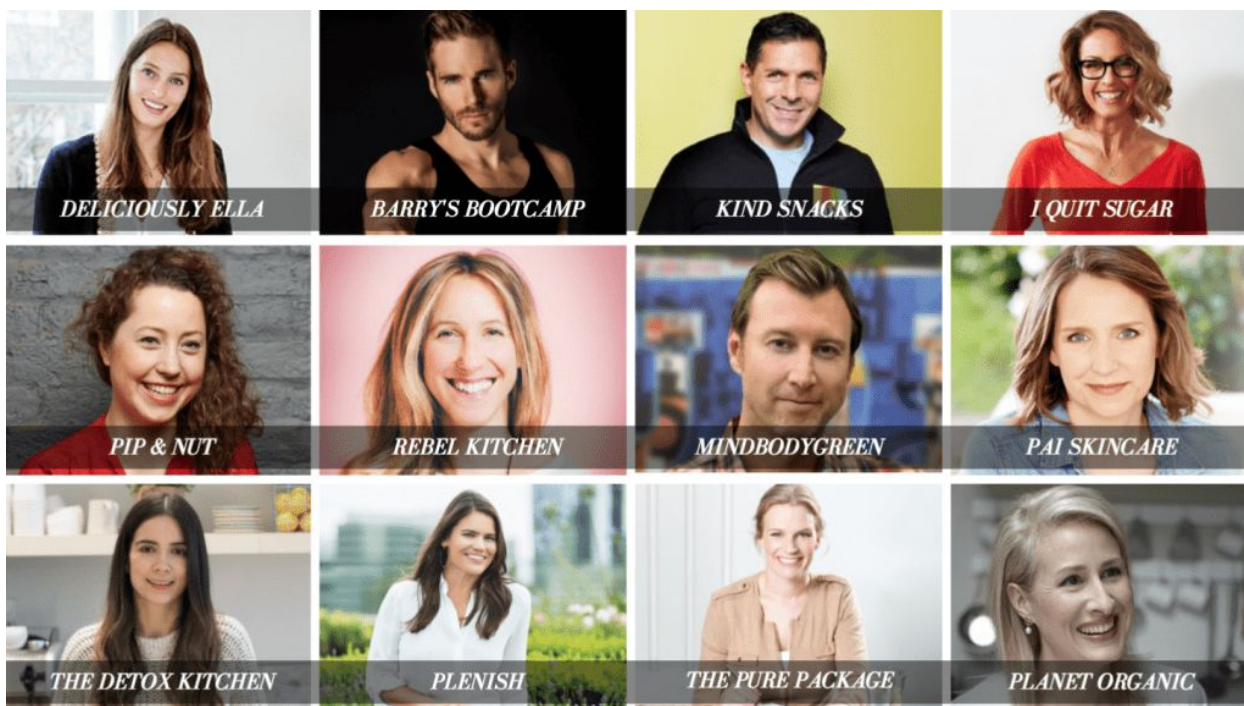
Bertalan Meskó

International keynote speaker on the future of medicine, healthcare, diseases, treatments and technologies.

The Medical Futurist is on a mission to prove that we can only improve the human touch in medicine by using more disruptive technologies.

Other speakers in industry and currently in relevant conversations:

<http://www.welltodolondon.com/welltodo-summit/>



AGENDA

WHAT CONTENT FITS THIS TOPIC:

- Leading medical research
- Future of wellness in corporate initiatives
- The entrepreneurship of wellness
- How cutting edge medical research can be applied to corporate wellness programs
- What corporations can learn from entrepreneurs
- What does the corporate world need from academic and medical research platforms to improve employee health?

ACTIVITIES

OTHER IDEAS



EXAMPLE SCHEDULE:

Thursday September 20:

1:00PM – 1:45PM

ARRIVAL + REGISTRATION

1:45PM – 2:00PM

WELCOME + OPENING REMARKS

2:00PM – 2:40PM

BREAKOUT SESSION:

WELLNESS TRENDS + INSIGHTS

TRACK 1: WHAT LEADING MEDICAL RESEARCH MEANS IN CORPORATE WELLNESS

or

TRACK 2: FUTURE OF WELLNESS IN CORPORATE INITIATIVES

2:40PM – 2:50PM

BREAK

2:50PM – 3:30PM

BREAKOUT SESSION:

NEW MARKET OPPORTUNITIES FOR WELLNESS BRANDS

TRACK 1: WHAT DOES THE CORPORATE WORLD NEED FROM ACADEMIC AND MEDICAL RESEARCH PLATFORMS TO IMPROVE EMPLOYEE HEALTH?

Or

TRACK 2: WHAT CORPORATIONS CAN LEARN FROM ENTREPRENEURS

5:50PM – 6:45PM

BREAK

7:00PM – 9:00PM

EVENING ADVENTURE OPTION:

Mellow option: Cocktail class experience (40€ *45 pax)

Adventure option: Bike Tapas Tour (35€ * 45 pax)

10PM

DRINKS, CANAPES + NETWORKING AT THE HOTTEST ROOFTOP IN TOWN

Friday September 21, 2018

8AM

BREAKFAST

9AM

BREAKOUT SESSION:

THE BUSINESS OF WELLNESS – PANEL DISCUSSIONS

TRACK 1: THE BIG BUSINESS OF MINDFUL LIVING

or

*TRACK 2: TIPS FROM THE WELLNESS INDUSTRY'S HIGHEST PAID
ENTREPRENEURS*

9:50AM

BREAK

10AM-11:30

KEYNOTE SESSION:

TRACK 1: KEYNOTE – Brent Knudsen (MD, Financo): “INNOVATE FOR GROWTH”

Brent is an expert in the wellness industry having been directly involved in the sale of Blue Print Juice and transactions for TRX, Anytime Fitness, DryBar, Sambazon, and Sahale Snacks.

Or

TRACK 2: KEYNOTE – Hayley Ard (STYLUS): “MONETISING MINDFULNESS”

Hayley is an expert in future trends and forecasting around consumer behaviour with a particular focus on wellness and ways in which businesses can leverage the boom in mindfulness.

11:30AM-12PM

BREAK + NETWORKING

12PM

LUNCH

1:45PM – 2:30PM

BREAKOUT SESSION:

THE BUSINESS OF WELLNESS – PANEL DISCUSSIONS

TRACK 1: THE BIG BUSINESS OF MINDFUL LIVING

or

*TRACK 2: TIPS FROM THE WELLNESS INDUSTRY'S HIGHEST PAID
ENTREPRENEURS*

2:45PM – 3:00PM

BREAK

3PM – 4:30PM

BREAKOUT SESSION

MARKET WELL

TRACK 1: INVESTMENT + ACCELERATED GROWTH

or

TRACK 2: INFLUENCERS + PARTNERSHIP MARKETING

4:45-6PM

SIESTA

6PM

EVENING ADVENTURE OPTION:

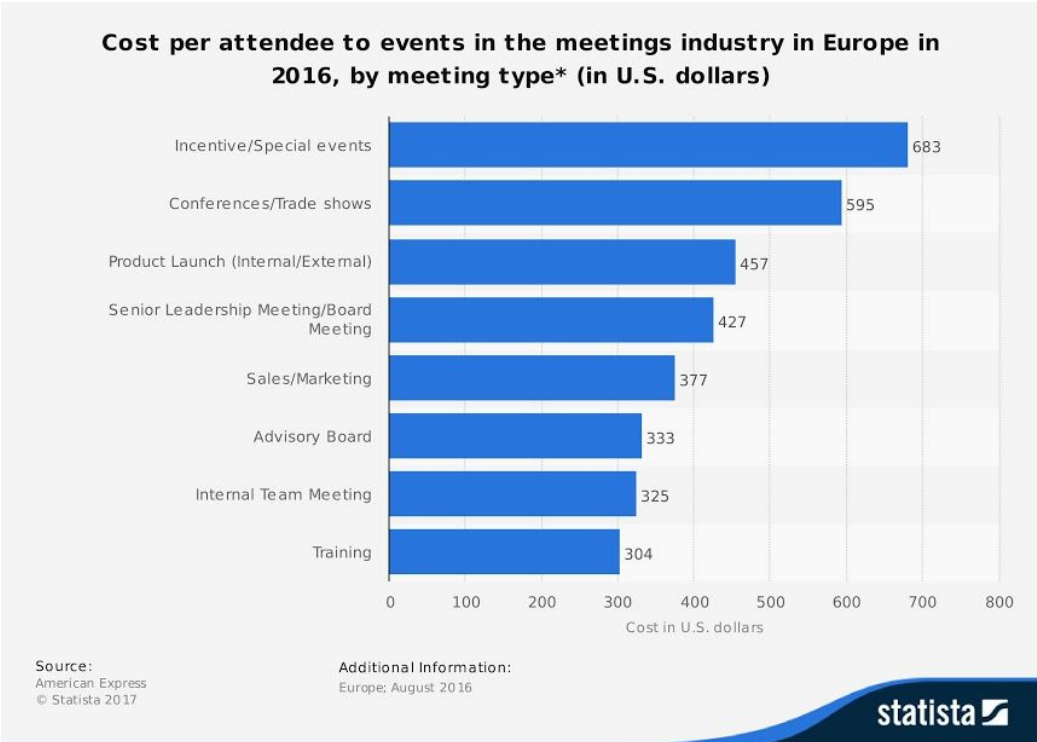
Mellow option: Beginner Tai Chi class experience (40€ * 45 pax)

Adventure option: Flamenco class experience (60€ * 45 pax)

10PM

DRINKS, CANAPES + NETWORKING AT THE HOTTEST ROOFTOP IN TOWN

DELEGATE COSTS:



€989 with a €1699 VIP experience option for 3 days and 3 nights in Barcelona’s most boutique hotels in a completely immersive wellness technology summit with the industry's most forward thinking minds in an intimate setting created exclusively by Barcelona’s leading travel professionals.

BUDGET:

BUDGET			
	Standard Ticket Price	€989	
	Tickets Sold	85	
	VIP Ticket Price	€1,699	
	Tickets Sold	15	
	Total Tickets Sold	100	
	Sponsorship Revenue	€120,000	
	Basic Tix Revenue	€84,065	

	VIP Ticket Revenue	€25,485	
	Total Revenue	€229,550	
	Basic Ticket Expense & Variable Expenses	€112,794	
	VIP Ticket Expenses	€19,109	
	Additional Options Expenses	€43,100	
	Total Costs	€175,003	
	Profit / Loss WITHOUT added options	€97,647	
	Profit / Loss WITH added options	€54,547	
	Forecasted Profit Margin	24%	
	- Jenn Share 49%	€26,847	Previously paid salary removed
	- LifeStyle DMC 51%	€49,800	
		Goal	
VARIABLE EXPENSE			
	Event Bright Costs	€87	2.5% plus \$0.99 / ticket
	Overall marketing	€19,000	12% of overall budget for first time event of 150,000
FIXED EXPENSES			
	Event landing website page attached to Lifestyledmc.com	€2,200	
	Pre-event video	€2,000	Video shoot to be broken down into several digestible video bites for social media
	Flights for key delegates/speakers	€5,200	

	Necessary staffing of event personnel	€2,500	2hr brief * D1:6hr + D2:8.5 + D3:8.5 = 25hrs * 25€/hr = 625€ * 4 = 2500€
	Salary, event organizer (Jenn's Share)	€21,000	\$3K x 8mo. (January 2018 - September 2018)
Hotel	Day 3: Mountain location (Hotel Florida, Tibidabo)	€20,000	248€/room * 80 = 19840
Venue rental	Day 1		
	Day 1 Session 1 (Gaudi I room)	€3,500	3500 + 21% VAT Half Day
	Day 1 Session 2 (Gaudi II room)	€2,500	2500 + 21% VAT Half Day
	Slide advancer "clicker" Logitech (with laser pointer)	€16	
	Wireless microphone hand held, Sennheiser series 500	€64	
	Projector screen 3LCD 6.000 lumens FullHD	€765	
	Projector screen 4,50 x 2,50 m	€200	
	Day 2		
	Day 1 Session 1 (Gaudi I room)	€3,500	3500 + 21% VAT Half Day
	Day 1 Session 2 (Gaudi II room)	€2,500	2500 + 21% VAT Half Day
	Slide advancer "clicker" Logitech (with laser pointer)	€16	
	Wireless microphone hand held, Sennheiser series 500	€64	
	Projector screen 3LCD 6.000 lumens FullHD	€765	
	Projector screen 4,50 x 2,50 m	€200	
	Day 3		
	Day 3 Session 1 (Garden Barcelona room)	€2,500	Assumes \$25/person

	Day 3 Session 2 (Garden Barcelona room)		
	Sound system per Unit and day	€175	
	Projector 2500 lms per Unit and day	€170	
Transportation	Day 1	NA	
	Day 2	€404	2 50 pax coaches (202,00) from Hotel Arts to Hotel Florida
	Day 3	€468	2 50 pax coaches (234,00) from Hotel Florida to airport
Catering	Day 1 breakfast/lunch (Gaudi II)	€6,500	Lunch Buffet from 53 Euros + 18% service charge + 10% VAT
	Day 1 coffee break snacks (Gaudi Hall)	€2,600	26 Euros + 18% service charge + 10% VAT
	Day 2 breakfast/lunch (Gaudi II)	€6,500	Lunch Buffet from 53 Euros + 18% service charge + 10% VAT
	Day 2 coffee break snacks (Gaudi Hall)	€2,500	19 Euros + 18% service charge + 10% VAT
	Day 3 breakfast/lunch	€3,500	48€/person * 100
	Day 3 coffee break snacks	€1,400	14€/person * 100
VIP TICKET ADDITIONS			
Hotel			
	Day 1&2: Seaside location (Hotel Arts Barcelona)	€8,100	270€/room * 15 = 4050€ * 2 days = 8100€
Evening Adventure Activity			

	Day 1 Choice 1	€300	Mellow option: Cocktail class experience (40€ * 7.5 pax)
	Day 1 Choice 2	€262	Adventure option: Bike Tapas Tour (35€ * 7.5 pax)
	Day 2 Choice 1	€300	Mellow option: Beginner Tai Chi class experience (40€ * 7.5 pax)
	Day 2 Choice 2	€450	Adventure option: Flamenco class experience (60€ * 7.5 pax)
	Day 3 Choice 1	€3,375	Helicopter wine tour (450€ * 7.5 pax)
	Day 3 Choice 2	€2,812	Horseback ride in Penedes (375 * 7.5 pax)
Evening Cocktail Welcome Drink			
	Day 1	€1,170	Location 1: Enoteca Terrace €78/person * 15
	Day 2	€1,170	Location 2: Garden Terrace €78/person * 15
	Day 3	€1,170	Location 3: €78/person * 15
OPTIONAL EVENT ADD ONS			
	Speakers	€15,000	3 speakers * €5000/each
	VR setup for event	€4,200	? In kind sponsorship
	Equipment fees (custom tech displays)	€15,000	
	Printed collateral (signage, etc)	€2,600	? In kind sponsorship
	Temporary social media manager as event nears	€4,300	

	Gifts for key delegates/speakers	€2,000	
	Total for Standard Experience	€112,794	
	Total for VIP	€19,109	
	Total for Optional Add-Ons	€43,100	
	Total for Standard & VIP & Add-Ons	€131,903	
	CONTINGENCY FUND 10%	€13,190	
	OVERALL TOTAL COSTS	€145,093	
Sponsorship Money			
	Gold Partner (1@ €20000)	€20,000	
	Silver Partners (10 @ \$7,500)	€75,000	
	Platinum Partners (15 @ \$2,500)	€25,000	
	Total	€120,000	

KEY METRICS:

Overall cash fund allotted for event: positive/negative?

Social media followers before/after key launches of marketing campaign

Track hits on website throughout key phases of campaign process

Track quality of hits (how many have converted to purchases of Lifestyle products) throughout campaign.

Our major costs will be:

Venue rental
Hotel room costs
Evening activity
Transportation
Catering
Project Manager salary

Revenue:

DURING:

Ticket costs
Additional ticket options (VIP experiences)
Private coaching and meet and greet sessions
Schwag
Lifestyle Barcelona activities mass prepared as an optional supplement for delegates
Sponsorship!!!!!!

POST EVENT

The same communication effort needs to be repeated after the event to encourage consumer loyalty and retention. What are some ways you can engage with your audience outside the event?

- Social media contests with prizes (e.g. free tickets) as giveaways
- Discounts after the event as a thank you gift for attending the conference
- A countdown mini event to create hype and anticipation for the event
- Surveys to gauge overall satisfaction

REVENUE POSSIBILITIES:

Membership to year-round mentorship pool community providing access to industry experts

Membership to their own forum group of peers paired carefully with those in similar passions and pursuits

Membership for exclusive invitations to various formal and informal events throughout the year

NEXT EVENT

One event leads to the next, but in-between there are plenty of revenue opportunities, from digital events, to workshops, or awareness campaigns. Sponsors can gain credibility by being associated with the key takeaways or findings of an event, such as white papers or infographics. And it's just as important to keep the event front of mind for attendees – if it's an annual one, for example, consider asking previous attendees to suggest speakers or find out whom they would like to hear from. Engagement – before, during and after an event – is a serious revenue driver. It opens the door to cross selling, rebooking or upselling. It's also proven to increase order size, which could tip a participant from buying a standard ticket to upgrading to a premium package. In turn, loyal attendees bring new participants.