

## Your Exceptional Event Toolkit

### Meeting Planners: Everything You Need to Create an Exceptional Event

Planning a meeting can be overwhelming for even a professional meeting planner. At Carla Cross and Co., we work hard to make it easy for you! Even if it's your first time planning a meeting, we will make it easy and successful for you, with our Event Toolkit, designed from your perspective.

After you've contracted with us, we will email you your customized Exceptional Event Toolkit, with the items listed below to assure getting that event organized will be a 'snap' for you. We are here to assist you in all facets of planning your Live Event!

### Our CC Checklist Assures all Bases are Covered

By the way, we also use our own Exceptional Event Checklist, to assure we cover all the bases. If you've ever worked with a speaker who didn't return phone calls or didn't get outlines to you in a timely manner, you will appreciate our attention to detail, our responsiveness, and our detailed checklist approach.

### Here's what's in our Exceptional Event Toolkit:

- Your Meeting Planner's Checklist—a detailed checklist with timeframes we've made to help you cover all the bases, and alert you as to what to expect from us, so we can coordinate well with you. Even if you're never organized an event before, you'll find this Event Toolkit easy to follow—and a lifesaver!
- Carla's Introduction, customized for you, with her experience with your company, and her experience with agents and/or brokers, so you can start your program with confidence
- Our Room Set-Up and A/V requirements, so you know what to prepare for and exactly how to set up the room, and have everything in place prior to the event—no last-minute room hassles!
- Pre-Conference Survey (may be for agents and/or managers). We use this special survey so we're sure we 'hit the mark' to represent your culture, values, points you want covered, and market conditions. We may also interview via tele-conference your important leadership people prior to the event, to make this event exceptional for you.
- Short biography – for your marketing

- Carla's picture—for use in your marketing
- Articles related to the event topic for your use in your marketing
- Description of the Presentation, customized for you both in topic name and content