

# VANTAGE LIVE EVENT SUPPORT

Powered by Quantum



From seminar presentations to personal coaching on best practices, we're here to help you become a successful presenter. Through our strategic partnership with The Quantum Group, you gain access to customized materials to improve and help maximize your ROI for Live Events. Your support includes:

## BRANDED EVENT COLLATERAL

- Custom presentation design
- Pocket folders
- Business cards
- Whitepapers
- Appointment setting sheet
- Services flyer
- Bio flyer

## LIVE EVENT COACHING

- How to captivate your audience
- Opening strategies
- Powerful closing calls to action
- What to do before your event
- Post-event analysis

## PROCESS

The foundation of live event marketing is connecting with your audience and nurturing your prospects through the sales cycle. You'll receive practical steps to help set more appointments and fast-track your prospects into clients and advocates for your practice.

## APPOINTMENT SETTING

The goal is to introduce qualified prospects to you and your firm. You'll help them understand benefits can come from meeting with you. You will also have access to tools to make appointment setting easier at your event. This encourages the audience to assess themselves and realize they need your help.

## ROI

When tracking your success, the most important data point is the return on your investment. We'll show you how to potentially achieve a 3X average ROI on your campaigns and how to quickly grow it to 7X-10X with proven strategies.

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## DINNER SEMINAR COST

On average, a set of two dinner seminars runs around **\$8,500**. This price includes working with our vendor to design, print, and mail your invitations. It also covers the 24/7 reservation service and the cost of food for both nights.

*The type of mailer you send, the number of mailers sent, and the restaurant may drastically increase or decrease the average cost.*

## NON-DINNER WORKSHOP COST

On average, the cost of a non-dinner workshop may be much less because you aren't paying for food. When we run a dinner campaign, we expect to average a 1% response rate or more. Without the meal as an incentive, the average response rate averages .030%. This means we may have to send triple the number of mailers we send out. The average cost of an educational workshop is **\$6000**. This price includes working with our vendor to design, print, and mail your invitations. It also covers the 24/7 reservation service.

Whether you plan on a dinner campaign or a non-dinner campaign, the question is, who do you want in the room? A workshop tends to attract more do-it-yourselfers. A dinner campaign usually attracts a different prospect with more assets, depending on the venue you choose. Whatever you decide, Quantum is here to coach you through the process.



Call The Quantum Group if you're interested in exploring more. 800.440.1088.

[vantagefinancialalliance.com](http://vantagefinancialalliance.com)