



The
Virtual
Summit
Package

 *Effervescent*
EFFICIENCY

The *Virtual Summit* Package

Overview summary of the package:

- ◆ ALL technical setup (domain, hosting, WordPress, email, etc.)
- ◆ Optin page and thank you page
- ◆ Automated welcome email for each stage of the summit (4)
- ◆ Promotional center for speakers
- ◆ Banner
- ◆ 21+ promotional graphics (1 for each speaker)
- ◆ Facebook-sized graphic
- ◆ 1 group promotional graphic with all speakers
- ◆ Speaker's interview page template
- ◆ 21+ speaker's interview pages
- ◆ Daily email template
- ◆ 21+ daily emails
- ◆ Speaker line-up page
- ◆ Replay page
- ◆ Encouragement and suggestions GALORE!

» Top 20 Benefits of Hosting a Virtual Summit «

The *Virtual Summit* Package

My Virtual Summit Package includes:

- ◆ Website and autoresponder initial setup
- ◆ Optin page, thank you page, and welcome email
- ◆ Affiliate tracking links and Google Analytics setup
- ◆ A system for us to manage your confirmed speakers and their files
- ◆ Initial design of the speaker page, then creation of all the speaker's pages
- ◆ Initial design of the daily email, then creation of all the speaker's daily emails
- ◆ Scheduling daily emails and speaker pages for each day of the summit
- ◆ Replay page setup for after the summit
- ◆ Troubleshooting & resolving technical problems that could potentially arise
- ◆ Proofreading and perfecting all copy you provide
- ◆ Making suggestions that may enhance the summit experience
- ◆ I will ensure you know how to access and understand the reports for the affiliate links, Google Analytics, and your autoresponder so you know the participation rates of your speakers.

» Top 20 Benefits of Hosting a Virtual Summit «

The Virtual Summit Package

TECHNICAL SETUP.

I am extremely technical and proficient in setting up the technical aspect of virtual summits, including domain/subdomain management, hosting, and setting up WordPress and autoresponders. I will setup your speaker's affiliate links in either Bitly or Pretty Links and ensure you understand that process as well. With my technical skillset, if we encounter a problem during the summit, I am more than capable of implementing the best solution!

DESIGN.

If you don't already have a banner designed, I will work with you to create a beautiful banner, which is the premise of the design scheme we will use throughout the summit. I will also design coordinating social media graphics for all your speakers to use during their promotions. The pages and emails will be designed beautifully and professionally and will lend to an overall pleasing summit experience.

SPEAKER MANAGEMENT.

I have an excellent process to collect the speakers' content, and a wonderful way to deliver the promotional materials to the speakers. I will help you to understand the speakers' participation (promotion) throughout the summit. I will manage the speakers and produce their interview pages and daily summit emails, and I will also help you to fully understand your email program.

If you haven't already obtained all your speakers, I can assist you with the research and outreach process for an additional hourly rate.

EXTRAS.

I will ensure we have everything ready for the replay period as well. I include the summit survey in my virtual summit package. I will also setup your website and autoresponder for when the summit is over.

After the Virtual Summit...

I also offer post-summit VA services, including:

- ◆ *3-Part Video Series*
- ◆ *Webinars*
- ◆ *Social Media Challenges*
- ◆ *Content Repurposing:*
 - ◆ **Selling your summit,**
 - ◆ **Creating courses,**
 - ◆ **Creating infoproducts,**
 - ◆ **& more!**
- ◆ *Web Design*
- ◆ *Email Campaigns*