

Join Me As I Train You Virtually

Date: June 15, 16

10AM – 1PM PST

For **Coaches, Consultants, Small Businesses, Nonprofits, and Expert Entrepreneurs**
Who Want to Sell Products and Services via Virtual Events (**Earn More \$\$\$**)

Learn Virtual Events

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is a **FREE** online event to teach you how to move your local product or service into a global online industry.

Have you ever wondered how easy it would be to take your product (or service) out of a brick and mortar store and share it with the whole world?

YES! SIGN ME UP NOW!

✓ Connect meaningfully with more people.

✓ Host a successful virtual event without a massive marketing budget.

✓ Enjoy a new income stream.



Learn Virtual Events

Most people think that they can't host a virtual event because they:

- » Have no confidence.
- » Are introverts and don't like to be on camera.
- » Can't imagine how to start.
- » Have hosted other events that failed.
- » Don't believe in their message or purpose.
- » Don't have a "list" to begin inviting people.
- » Think it requires a lot of expensive, fancy equipment and technical skills.
- » Believe that their products or services can't reach an international or national audience.
- » Don't have a step-by-step process to walk them through a successful event from start to finish.

No matter what your small business is, you're likely missing out on an "UNTAPPED MARKET" that offers "HUGE" payouts for doing what you already do or selling products you already offer.

If you're ready for a step-by-step plan from an industry expert that walks you through everything you'd ever possibly want to know about how to start, plan, and carry out a crazily successful virtual event, then look no further.

Or keep scrolling to learn more about Katie Bence, virtual event planner extraordinaire.

YES! SIGN ME UP NOW!

Who IS THIS FOR?

This event is based on an expert virtual event planner, Katie Bence's success with hundreds of clients to help you:

- ♥ Identify new income streams in an "untapped market" for an existing business (product or service based).
- ★ Get back your time.
- ♥ Invite, plan, host, and implement a virtual event to effectively sell products, services, or raise money for a non-profit.
- ★ Reach tons more people in many geographic regions you've not tapped into before.
- ♥ Create more freedom since you're not stuck to a physical place.
- ★ Validate your business model for a fraction of the cost of the normal production cycle for most products and services.
- ♥ Effectively use virtual events as a selling tool for any retail or wholesale product.

Throughout this page, you'll learn more about this 'untapped market' and why people are in desperate need of experts, thought leaders, entrepreneurs, and retailers like you.

WHAT'S SO DIFFERENT ABOUT THE Virtual Market?!

Your special skills or product need a wider audience.

Just over a year ago your ideal customer made their buying decisions based on price, word-of-mouth feedback, and advertising — all in a physical store.

The last 15 months have changed **EVERYTHING**.

In 2020, online shopping resulted in an additional \$174.87 billion in eCommerce revenue for brick and mortar stores. If it weren't for the bump in online sales due to the pandemic, the \$861.12 billion in virtual sales wouldn't have been reached until 2022.

Consumer buying is changed forever.

Now, a potential customer is influenced by a variety of other factors, and may make buying decisions without ever setting foot in a physical store.

eCommerce sales are going to skyrocket. A leader in eCommerce research, Gartner says, "By 2022, organizations using multiple go-to-market approaches for digital commerce will outperform non-commerce (retail only) organizations by **30 percentage points in sales growth**."

Give Katie Bence just a few hours of your time spread out over 2 days and you'll be a virtual event expert-in-the-making. You **WILL NOT** regret learning how she's turned people's marketing up to a whole new level with virtual events.

YES! SIGN ME UP NOW!

June 15 & 16 from 10AM – 1PM PST

ADD YOURSELF OR YOUR SMALL BUSINESS TO THE SUCCESS BOARD:

Nonprofit Church	A church hosted an online event for a one-time-only annual fundraising effort and made more from the single, one-day virtual event designed by Katie than they had ever made in any other fundraising attempt.
Winery	A popular local winery based out of California started a virtual wine tasting event and experienced a 30% increase in their online wine sales.
Artist	A painter started an online painting/life coaching virtual series and not only taught people how to paint online, but also gave them life-enhancing coaching. She now has a wait list three months out for each event due to the success of the first few she hosted. She also bundled art products into her offering and now has a second income stream to augment her life-coaching and art classes.



WHO IS Katie Bence?

Hi, I'm **Katie Bence**.

I've been in the live event marketing space for over five years, and I've personally witnessed what quality **live event hosting can do to radically change someone's business – even their life!**

It's my biggest passion because I absolutely love it when people come together in a new space. The energy that's created by people from all walks of life, at completely different stages in their life, being present, and vulnerable, and together is phenomenal. The latest event I witnessed made me literally high!

There was so much **possibility for creating, connecting, and experiencing true human interaction on a virtual platform**, in this case it was Zoom, and in a completely safe space, that I was just astounded.

And even though I've worked 14-16 hour days getting a live event started, it's some of the best time I've spent in my life. I'm taking all that passion, and everything I've learned, and I'm transferring it to you! I'm going to open up my brain, and pour it out into yours. 😊 **All you have to do is show up.**

CLIENT Testimonials

"I worked with Katie during our first event, and it was great! **She is super on top of stuff with such attention to detail.** A lot goes on with producing virtual events, and Katie is so skillful in how she navigates all the little details, including proactively preparing for any glitches that could arise. I also enjoyed working with her tech support. He was on point and very attentive, like he was part of our team. Katie is also very pleasant to work with. She's supportive, open, and approachable. **She listens well, has your back, and goes the extra mile!** I've recommended Katie to several people seeking virtual event support. And I will happily continue doing so!"

– Suzaita, Host & Producer of Elevate Your Energy Frequency

What I loved most was that Katie pin-pointed exactly where I need to start and where I would finish. I had this business idea that I wanted to see if anyone was interested in and to see if it was something I could do to add an additional stream of income as well as get my name out there, so I reached out to Katie. We strategically talked through all of the details of what this would look like, how to make some quick cash, how to put it all together, and of course how to host this series of classes. The biggest thing I learned was how to host my own class. I learned a super simple tech setup that I can do all on my own, which is huge because I am not a tech person. In the end I hosted a 3 part series class where I was able to combine my love for painting and life coaching. Katie walked me through every step of the way, taking out all the guess-work and confusion. She ran my rehearsal and was by my side for anything I needed the day of the classes. Katie is definitely my go-to for all event support!"

– Jessica

"What I loved most was that Katie pin-pointed exactly where I need to start and where I would finish. She gave me a clear path to a successful event! She walked me through every step of the way, taking out all the guess-work and confusion."

– Anita

"I am so grateful I found Katie! **She is exactly what I needed and I didn't even know!** She is such a joy to speak with and we had such a great connection."

– Anita

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YES, SIGN ME UP FOR THIS FREE VIRTUAL EVENT NOW!