



Serena Williams

5 November 2024
9:00 AM EST

POWERHOUSE SPEAKERS
SERIES



Content Marketing Plan



Item	Due Date	Status	Responsible
Powerhouse Speakers Series - Serena Williams - Marketing Plan	11 September 2024	Completed	Brooke
Powerhouse Speakers Series - Serena Williams - Content Approval (Serena)	13 September 2024	Completed	Belen/Serena
Powerhouse Speakers Series - Serena Williams - Member Hub Banner	18 September 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - Announcement Post	18 September 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - Announcement Email	18 September 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - All Member Marketing Email #1	2 October 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - Social Post #1	2 October 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - All Member Marketing Email #2	16 October 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - Social Post #2	16 October 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - All Member Marketing Email #3	30 October 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams - Social Post #3	30 October 2024	Planned	Brooke



Item	Due Date	Status	Responsible
Powerhouse Speakers Series - Serena Williams - Social Post #4 ("Last Call" Carousel)	1 November 2024	Planned	Brooke
Powerhouse Speakers Series - Serena Williams – Forum Post (Creative only)	18 September 2024	Planned	Brooke



EO Powerhouse Speakers Series Content Calendar							
File Edit View Insert Format Data Tools Extensions Help							
A2							
1	Date	Post Topic/Type	Channel	Specs/ Aspect Ratio	Targeting	Post Copy / Caption	Creative Overlay Copy
2		Announcement at Robin's Session	PPT	16:9 Ratio	Powerhouse Attendees	N/A	Announcing our next EO Powerhouse Speaker, neuroscientist Andrew Huberman. Join us on ??? at ??? to hear his incredible journey! [LOGO] [HEADSHOT]
3		Promo Video	All Socials	Landscape Reel + Landscape post	All Members	<p>Discover the power of neuroscience with Dr. Andrew Huberman, a trailblazer in brain research!</p> <p>Unveil the secrets of neural regeneration, stress management, and optimal performance in ONE OR TWO enlightening sessions:</p> <p>EVENT: ??? ??? EST</p> <p>Secure your spot now for this extraordinary EO Powerhouse experience!</p> <p>Register at events.eonetwork.org/powerhouse</p> <p>#EOPowerhouseSpeaker #Neuroscience #OptimalPerformance #TransformativeLearning</p>	[Abbie pulling from video] WAS THERE A VIDEO FOR HUBERMAN
4			Facebook	4:5 aspect ratio, 1200 x 1500 px (portrait)		<p>Get ready for a mind-expanding journey with Dr. Andrew Huberman, the neuroscience guru!</p> <p>Dive into the depths of brain plasticity, stress reduction, and peak performance in a captivating session.</p> <p>Date: ??? Time: ???</p> <p>Don't miss out on this exclusive EO Powerhouse event! Secure your virtual seat now at events.eonetwork.org/powerhouse</p> <p>#EOPowerhouseSpeaker #Neuroscience #BrainPlasticity #PeakPerformance</p>	Harness the Power of Your Mind with Dr. Andrew Huberman's Neuroplasticity Insights! [LOGO] [HEADSHOT]
5			Instagram	4:5 aspect ratio, 1200 x 1500 px (portrait) 1:1 aspect ratio: 1080 x 1080 px (square)		<p>Get ready for a mind-expanding journey with Dr. Andrew Huberman, the neuroscience guru!</p> <p>Dive into the depths of brain plasticity, stress reduction, and peak performance in a captivating session.</p> <p>Date: ??? Time: ???</p> <p>Don't miss out on this exclusive EO Powerhouse event! Secure your virtual seat now at events.eonetwork.org/powerhouse</p> <p>#EOPowerhouseSpeaker #Neuroscience #BrainPlasticity #PeakPerformance</p>	Harness the Power of Your Mind with Dr. Andrew Huberman's Neuroplasticity Insights! [LOGO] [HEADSHOT]
6			Twitter	1.91 x 1 aspect ratio, 1600 x 900 px (landscape)		<p>Get ready for a mind-expanding journey with Dr. Andrew Huberman, the neuroscience guru!</p> <p>Dive into the depths of brain plasticity, stress reduction, and peak performance in a captivating session.</p> <p>Date: ??? Time: ???</p> <p>Don't miss out on this exclusive EO Powerhouse event! Secure your virtual seat now at events.eonetwork.org/powerhouse</p> <p>#EOPowerhouseSpeaker #Neuroscience #BrainPlasticity #PeakPerformance</p>	Harness the Power of Your Mind with Dr. Andrew Huberman's Neuroplasticity Insights! [LOGO] [HEADSHOT]
7							

Link to Content Calendar

https://docs.google.com/spreadsheets/d/10gRnzYaDTIH3lO_HgiMocVx9jcKAul_j_wiRn9ypIIQ/edit?usp=sharing



Creative and Spec Work

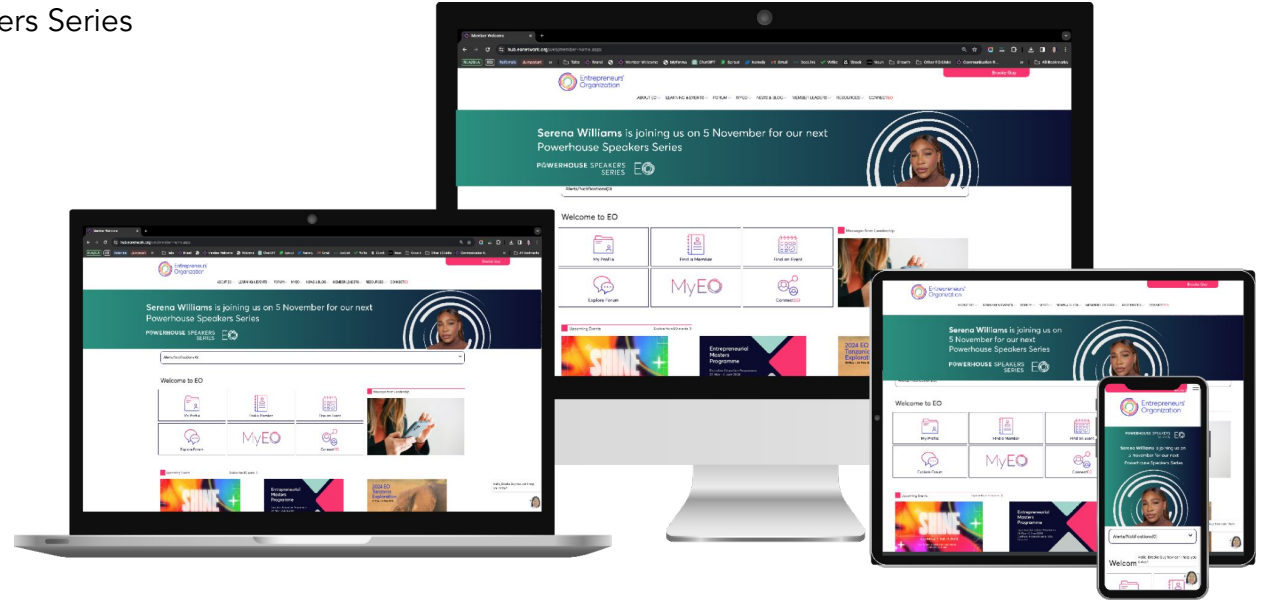


Member Hub Banner

Serena Williams is joining us on 5 November for our next Powerhouse Speakers Series

Logo

Serena Headshot



Link to Content Calendar

https://docs.google.com/spreadsheets/d/10gRnzyaDTIH3IO_HgiMocVx9jcKAul_j_wiRn9ypIIQ/edit?usp=sharing




Powerhouse Speakers Series - Serena Williams – Announcement Social Post

Announcing our next Powerhouse Speaker, Serena Williams!

We are thrilled to announce an exclusive virtual interview with one of the most celebrated athletes and entrepreneurs of our time.

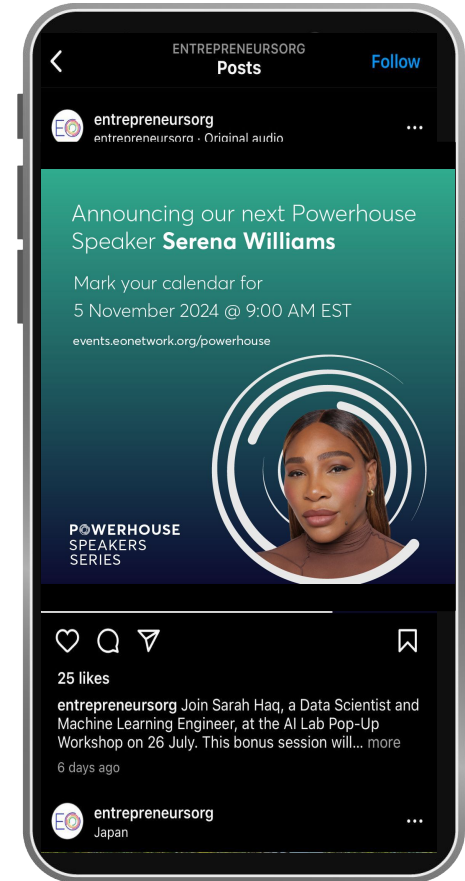
Register early to secure your spot for this rare opportunity.

 Date: 5 November 2024

 Time: 9:00 AM EST

Secure your virtual seat now by registering at
events.eonetwork.org/powerhouse

#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset



Powerhouse Speakers Series - Serena Williams – Announcement Email

SUBJECT: 🎙️✨ Announcing Our Next Powerhouse Speaker, Serena Williams! 🎙️✨

PREHEADER: Powerhouse Speakers Series

BANNER: Announcing Our Next Powerhouse Speaker, Serena Williams!


We are thrilled to announce an exclusive virtual interview with one of the most celebrated athletes and entrepreneurs of our time—Serena Williams.

During this time, Serena will take us behind the scenes of her legendary career, offering insights into the mindset and resilience that have fueled her success on and off the court. Whether you are a fan of sports, business, or simply seeking inspiration, this conversation will leave you motivated to chase your own dreams.

Mark your calendars for 5 November and be sure to register early to secure your spot for this rare opportunity to hear from an icon who is shaping history across multiple industries.

We are excited to have you join us!

 Date: 5 November 2024


 Time: 9:00 AM EST


Secure your virtual seat now by registering at events.eonetwork.org/powerhouse


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 Entrepreneurs' Organization

Announcing Our Next Powerhouse Speaker, Serena Williams!
5 November 2024 | 9:00 AM EST
POWERHOUSE SPEAKERS SERIES 





Announcing Our Next Powerhouse Speaker, Serena Williams!

We are thrilled to announce an exclusive virtual interview with one of the most celebrated athletes and entrepreneurs of our time—Serena Williams!

In this one-of-a-kind event, Serena will take us behind the scenes of her legendary career, offering insights into the mindset and resilience that have fueled her success on and off the court. Whether you're a fan of sports, business, or simply seeking inspiration, this conversation will leave you motivated to chase your own dreams.


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We can't wait to have you join us!

 Date: 5 November 2024
 Time: 9:00 AM EST

Secure your virtual seat now by registering at events.eonetwork.org/powerhouse

Register Now!

 Website | [Contact Us](#)


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Powerhouse Speakers Series - Serena Williams - Social Post #1

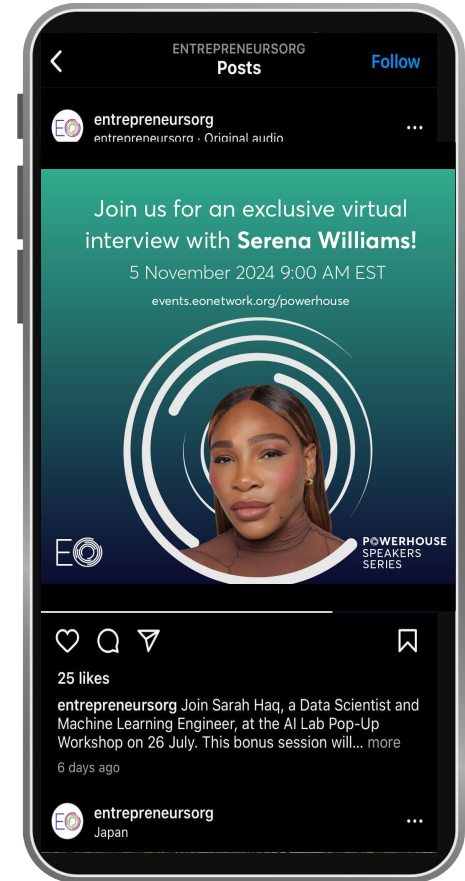
Exciting News! 🎾✨ Join us for an exclusive virtual interview with the one and only Serena Williams! 🌟 We will dive deep into her incredible journey, career highlights, and the mindset behind her success both on and off the court. 🏆💪

 **17** Date: 5 November 2024

 Time: 9:00 AM EST

Secure your virtual seat now by registering at events.eonetwork.org/powerhouse

#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset



All Member Marketing Email #1



SUBJECT: Powerhouse Exclusive: 🗣️🌟 Join Us for an Exclusive Virtual Interview with Serena Williams – A 🌟Legend 🌟 On and Off the Court
 PREHEADER: Powerhouse Speakers Series

BANNER: Join Us for an Exclusive Virtual Interview with Serena Williams – A Legend on and Off the Court

COPY: We are thrilled to invite you to an extraordinary virtual interview with the incomparable Serena Williams! Known for her unprecedented success on the tennis court, Serena has won 23 Grand Slam titles, four Olympic gold medals, and a host of other honors, including the iconic “Serena Slam.” However, her influence goes far beyond the tennis court. As a fashion designer, venture capitalist, film producer, and entrepreneur, Serena is reshaping industries and paving the way for the next generation of leaders.

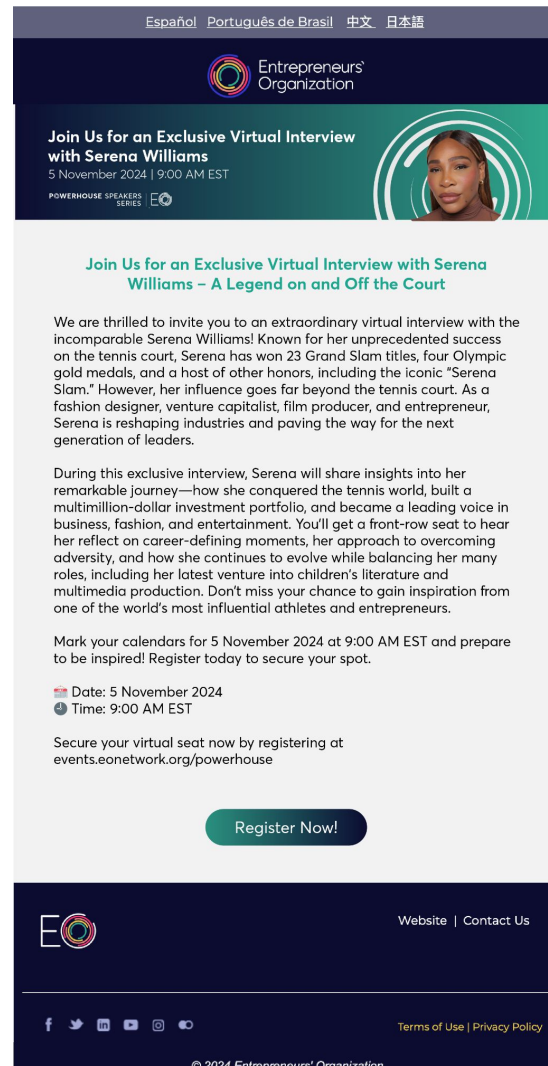
During this exclusive interview, Serena will share insights into her remarkable journey—how she conquered the tennis world, built a multimillion-dollar investment portfolio, and became a leading voice in business, fashion, and entertainment. You'll get a front-row seat to hear her reflect on career-defining moments, her approach to overcoming adversity, and how she continues to evolve while balancing her many roles, including her latest venture into children's literature and multimedia production. Don't miss your chance to gain inspiration from one of the world's most influential athletes and entrepreneurs.

Mark your calendars for 5 November 2024 at 5:00 PM EST and prepare to be inspired! Register today to secure your spot.

 Date: 5 November 2024
 Time: 9:00 AM EST

Secure your virtual seat now by registering at events.eonetwork.org/powerhouse

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Powerhouse Speakers Series - Serena Williams - Social Post #2

🎾✨ Don't Miss The Rare Opportunity For an Exclusive Virtual Interview with Serena Williams We're hosting an exclusive virtual interview with the legendary Serena Williams! 🔥 From dominating on the court with 23 Grand Slam titles 🏆 to thriving in fashion, business, and entertainment, Serena is an icon like no other. 💼✨

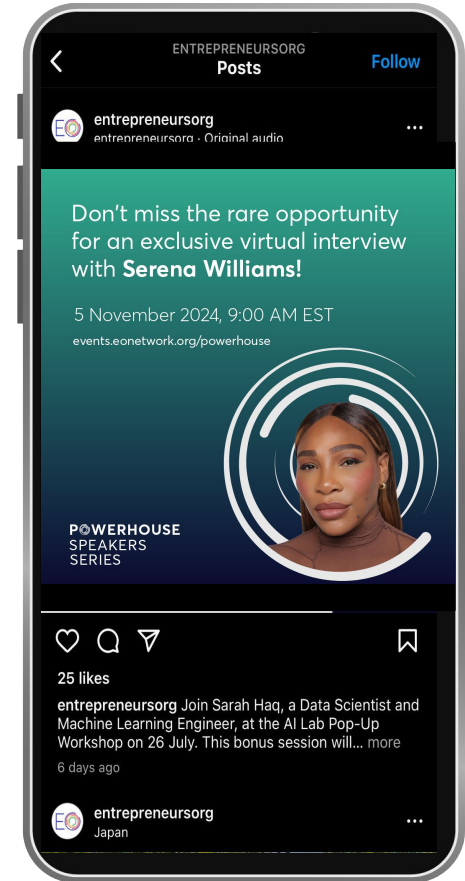
Now, she's sharing her story, and you're invited to join!

 Date: 5 November 2024

 Time: 9:00 AM EST

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events.eonetwork.org/powerhouse

#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset



Powerhouse Speakers Series - Serena Williams - All Member Marketing Email #2

SUBJECT: 🏆🌟 Don't Miss the Rare Opportunity For an Exclusive Virtual Interview with Serena Williams

PREHEADER: Powerhouse Speakers Series


BANNER: Don't Miss the Rare Opportunity For an Exclusive Virtual Interview with Serena Williams

COPY: Join us for an extraordinary opportunity for an exclusive virtual interview with Serena Williams! As one of the most decorated athletes of all time, with 23 Grand Slam titles, Olympic gold medals, and a legacy that transcends sports, Serena continues to make waves both on and off the court. Her journey from tennis superstar to entrepreneur, fashion icon, and venture capitalist is nothing short of inspiring.

In this unique conversation, Serena will delve into the pivotal moments that shaped her legendary career, share the mindset that helped her overcome challenges, and talk about her ventures in business, fashion, and media. Whether you're a sports enthusiast, entrepreneur, or simply looking for motivation, this event will offer invaluable insights into how Serena continues to redefine success and break barriers across multiple industries. This is an opportunity you won't want to pass up!

Mark your calendars for 5 November 2024 at 5:00 PM EST and register now to reserve your spot for what promises to be an unforgettable event. Don't miss out on hearing from one of the most iconic figures of our time!

 Date: 5 November 2024

 Time: 9:00 AM EST

Secure your virtual seat now by registering at events.eonetwork.org/powerhouse

[BUTTON]





Don't Miss the Rare Opportunity For an Exclusive Virtual Interview with Serena Williams

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 Time: 9:00 AM EST

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[Register Now!](#)




[Website](#) | [Contact Us](#)

Powerhouse Speakers Series - Serena Williams - Social Post #3

🎾✨ Don't Miss The Rare Opportunity For an Exclusive Virtual Interview with Serena Williams We're hosting an exclusive virtual interview with the legendary Serena Williams! 🔥 From dominating on the court with 23 Grand Slam titles 🏆 to thriving in fashion, business, and entertainment, Serena is an icon like no other. 💼✨

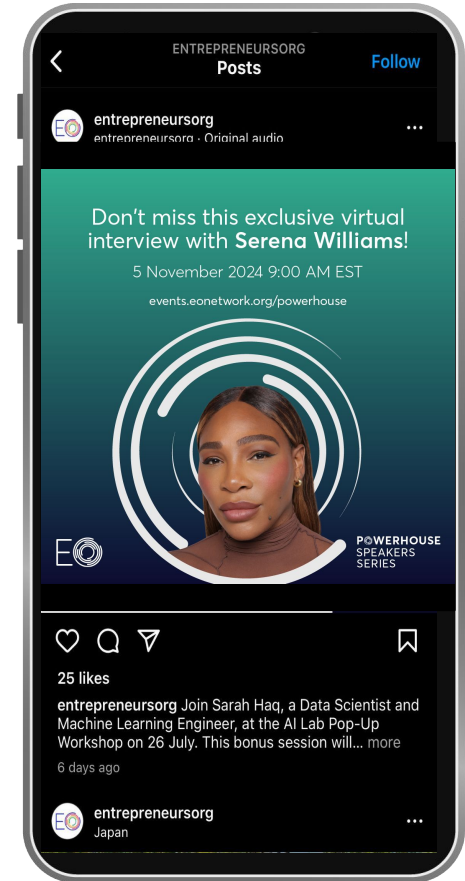
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#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset



All Member Marketing Email #3

SUBJECT: 🎯✨ Prepare to be Inspired! Join Our Exclusive Virtual Interview with Serena Williams



PREHEADER: Powerhouse Speakers Series

BANNER: Prepare to be Inspired! Join Our Exclusive Virtual Interview with Serena Williams

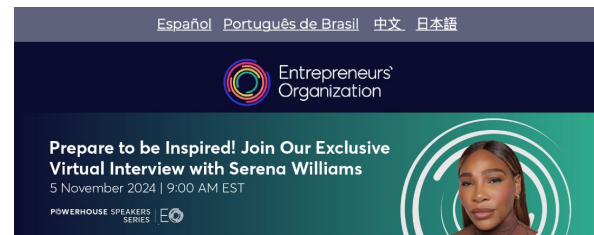
COPY: We are beyond excited to invite you to an exclusive virtual interview with one of the world's most influential figures—Serena Williams! 🌟 Serena's remarkable career, which includes 23 Grand Slam titles and multiple Olympic gold medals, has made her a household name, but her impact reaches far beyond sports. As an entrepreneur, fashion designer, investor, and producer, she's redefined success across industries.

During this unmissable event, Serena will share her inspiring journey, from breaking records on the court to building her ventures in beauty, fashion, and venture capital. Hear firsthand about the mindset and perseverance it took to overcome challenges and stay at the top of her game. Plus, learn how she's making waves in business, media, and beyond. This is a rare opportunity to gain insight from an icon who continues to push boundaries and inspire millions.

Reserve your spot for November 5 and get ready for an event that will leave you motivated and energized. Register now to secure your place!

 Date: 5 November 2024
 Time: 9:00 AM EST

Secure your virtual seat now by registering at events.eonetwork.org/powerhouse [BUTTON]





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Register Now!



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Powerhouse Speakers Series - Serena Williams - Social Post #4 ("Last Call" Carousel)

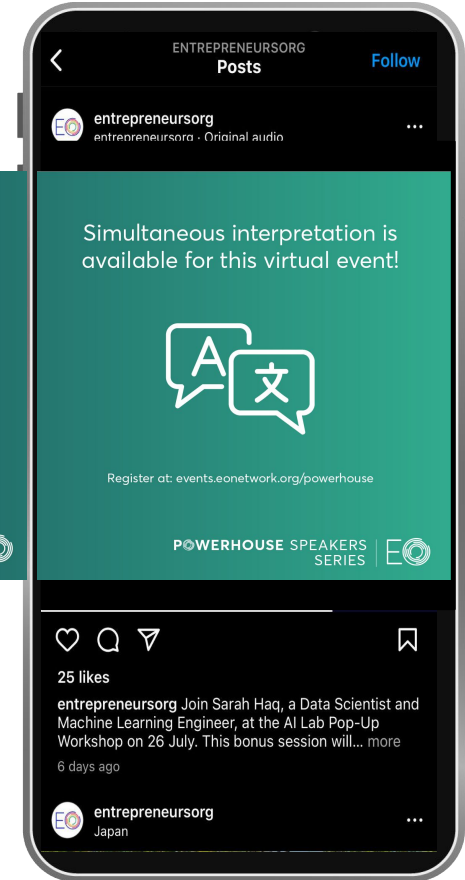


🕒 Last Call! 🕒 Don't miss your chance to join our exclusive virtual interview with the one and only Serena Williams! 🏆🌟 This is your final reminder to be part of an inspiring conversation with a true icon. From dominating tennis courts 🏆 to trailblazing in business and fashion, Serena's story is one you need to hear!

📅 Date: 5 November 2024

🕒 Time: 9:00 AM EST

This is the last week to secure your virtual seat! Register now at: events.eonetwork.org/powerhouse
#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset



Forum

Elevate your learning experience by registering with your Forum!

5 November 2024

9:00 AM EST

Don't miss out on this exclusive EO Powerhouse event! Secure your virtual seat now at events.eonetwork.org/powerhouse

#EOPowerhouseSpeaker #EOPowerhouse #SerenaWilliams #ChampionMindset

