

# Super Seminar Tips & Tricks<sup>®</sup> by Frank Maselli

## Episode 14: Where to Do Your Workshop?

There are many options for where to hold your workshops and the core decision you need to make is about how you want your audience to perceive your program.

### What do you want them to feel?

Different seminar venues have a different “feel” and send subliminal messages about you and the style of program you’re likely to deliver. Because the venue is part of the invitation process, it’s one of the first impressions they will form about you.

#### ● Pure Education?

The biggest trend in the seminar world has been the explosion of educational events. People love feeling like they’re NOT BEING SOLD! Libraries, community centers and college or high school classrooms are the prime locations for learning. These will likely be a cornerstone of any modern seminar process.

#### ● Social & Fun?

Dinner seminars always draw a crowd and have been a staple for advisors for decades. They do have a bit more “sales flavor” but that’s easy to overcome with your delivery.

For dinner events, I prefer to use a “hybrid” agenda where I break the event into 4 segments. Part 1 is a 20-minute “Teaser” where I lay out “The Challenge.” Part 2 is the main food course. Part 3 is the “Solutions & Close.” Part 4 is dessert. This keeps folks from getting restless and allows me to do the critical Power Close with a fully fed and totally relaxed audience. Give it a try.

#### ● Creative & unique?

Theaters, art galleries, and museums have a certain curiosity appeal and allow you to display some personality. I’ve done workshops in airplane hangers, zoos, aquariums, spas, in private stadium boxes and on boats. All of these can be fun, but I wouldn’t make them a core of my marketing effort.

#### ● Generic?

Hotels are OK, and very convenient, but they may have a “time-share” feel that you will need to overcome.

Bottom line is you have lots of choices and you might even want to diversify venues and track the results over time to see which work best for you.

### Trust but verify

Your seminar marketing firm knows what locations work in your area and should be able to provide attendance data for any of the venues you might use. You don’t need to re-invent the wheel here. These companies know what they’re doing.

I always recommend checking out a facility yourself before locking in a specific location. This is YOUR show! You owe it to your audience and yourself to make sure the venue supports the kind of image you want to project.

### Location “deal breakers”

Two things that are a hard “NO” for me are a crowded space and lots of noise. I like to spread people out (*with classroom style seating if possible*). And I don’t want any boisterous distractions.

You have a critical message that can change peoples’ lives. Make your audience extremely comfortable and create a professional but relaxed environment. This greatly increases the odds of success both for you and for them!

### You are the key

Your delivery is always the most critical piece of the seminar process. If you’re good, you can succeed in any imaginable location. But please stay away from zoos. BIG mistake!

Seminar Facility Chart	Top Picks								
	Classroom	Library	Community Center	Hotel	Restaurant	Theater	Art Gallery	Country Club	Your Office
Easy to get to	Yes	Yes	Yes	Yes	Yes	Yes	?	Yes	Maybe
Plenty of free parking	Yes	Yes	Yes	Yes	Probably	Yes	Yes	Yes	Probably
Educational feeling	Yes	Yes	Yes	No	No	No	No	No	?
Upscale facility	No	Maybe	No	Maybe	Maybe	No	Yes	Yes	?
Unique idea	No	No	No	No	No	Yes	Yes	Yes	?
Low cost	Yes	Yes	Yes	No	No	No	No	No	Yes
Few distractions	Probably	?	?	Probably	No	Yes	Probably	Probably	Yes
Food on site	No	No	No	Yes	Yes	No	No	Yes	No
Proper equipment	Yes	Yes	Yes	Yes	Probably	Yes	No	Yes	Yes
“Salesy” feeling	No	No	No	Yes	Yes	No	No	No	Yes
Valet Parking	No	No	No	Maybe	Maybe	No	No	Maybe	No

Yes = Almost certainly | No = Almost certainly not | Maybe = 50/50 chance | Probably = Very likely | ? = Unknown