

donn leVie jr STRATEGIES

HACK Your Game. UNLEASH your Brand. CHANGE Your Life.

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BUNDLED HIGH-VALUE, HIGH TAKEAWAY CONTENT PROGRAMS

Donn's standard fee includes these bundled conference program options:

- Keynote address (55 minutes) **and** one breakout session (75 minutes) **or** participation on a panel discussion (same day sessions)
- Half-day Decision Maker Engagement/Positioning seminar **and** participation on a panel discussion (same day sessions)
- One breakout session **and** eight 30-minute individual engagement/positioning consultations for 8 attendees (morning or afternoon sessions; same day sessions)

Event coordinators can request additional breakout sessions, half-day seminars, and individual engagement/ positioning consultations to address the professional development needs of conference attendees. Contact Donn for details.

To further elevate your "Extended" Return on Event*, Donn offers a free follow-up group conference call with seminar and breakout session attendees to answer questions and ensure the content value remains "sticky" as attendees apply that knowledge in their respective work environments.

In every keynote, seminar, and breakout session, Donn gives away several copies of his award-winning books to attendees.



*"Donn LeVie Jr. provides the best, most comprehensive guidance I have ever seen regarding professional development and the skills and techniques individuals need to make a career change, advance in their current position, or building customer and client lists. Donn is also a top notch speaker and presenter who captures an audience with his witty dialogue and strategic experience. **He is the meeting planner and conference coordinator's best friend.**"*

**Leslie Simpson, Director of Events
Association of Certified Fraud Examiners**

** Ira Kerns, Managing Director of GuideStar Research and Meeting Metrics, described the term "Return on Event" (ROE) in 1991 to account for the perceived benefits expected before an event (the baseline) with post-event benchmark results from various measurements and attendee feedback. The greater the positive difference between the anticipated results and measured results, the more successful the event, yielding a high return on event.*

*Extended Return on Event, or eROE, is the term I use to further assess the real and perceived conference benefits after attendees have returned to their respective work environments and applied any new-found knowledge, strategies, and tactics acquired at the event from my programs...and that helps put **your** ROE through the roof and makes you look like a Superstar.*