

# 2017 SC Event Planner's Conference

## Speakers

**Greg Blake; PepWorks, Greenville, SC**

*Reboot, Re-Ignite & Re-Engage*

**Sunday, January 29 1:00pm**

Come get ENGAGED, ENERGIZED and “EDUTAINED” with Greg Blake, the Chief Engagement Officer from PepWorks based in Greenville, SC. His positive message in a negative world will uplift your spirit and give you hope!



We are truly living in uncertain, unprecedented and paralyzing times. We cannot predict the twists and turns our lives will take in 2017. We will continue to be astonished, confused, confounded, shocked, stunned and terrified by world and economic events that are completely out of our control.

At the end of this highly motivational inspiring session, you will:

- Learn why bringing your passion and attitude to your event world every day is so important to your success.
- Be able to define the Platinum Rule for your business relationships.
- Take the Stressed for Success Test and learn practical principles for work live balance.
- Be able to define the 10 “Demandments” for becoming an ethical, selfless leader in a me first “selfie-stick, everybody gets a trophy” world.
- Be Fired Up, Re-Ignited, Re-Engaged and Re-Committed!

**Ellesor Holder; Gray Marketing & PR, Greenwood, SC**

*Choosing the Most Powerful Apps for Success*

**Monday, January 30 2:30pm**

You'll be introduced to the best web tools and apps to make your work, marketing, email, communications, social media, time management and daily lives less stressful and more productive - all from your smartphones, tablets and computers. You will learn which tools work best and how to integrate them into your daily life. Attendees will walk away with information you can incorporate right away and start using immediately. Holder provides lots of ideas and helpful info that attendees can implement easily and without extra work. You will walk away saying, “WOW!”



## **Betsy Hayden; Awesome Focus, Charleston, SC**

### ***Co-Workers & Team Building***

**Monday, January 30 10:30am**

Do you want to increase Loyalty & decrease turnover with your employees and volunteers? How about reduce cynicism and create a more positive work environment. You will experience firsthand how motivating by appreciation will help you build a loyal team and a positive work environment.



### ***Winning with People***

**Monday, January 30 2:30pm**

Charisma. That winning way with people that draws others to you like a magnet, bringing respect, achievement, and success along with it. You either have it or you don't, right? What if such charisma were something you could learn a set of skills you could develop, and master, in a matter of mere days. What kind of difference would it make in your family, in your career and in your life? We will cover a few of these skills and the psychology behind them.

## **Rick Jones; SponsorSmarter, Charleston, SC**

### ***Big Ideas Rule: How to Sell More Sponsorships with Impactful Ideas***

**Sunday, January 29 2:15pm**

Rick Jones will discuss ways to develop and implement big ideas to connect both Properties and Corporate Sponsors to fans. Ideas should enhance fan involvement and provide ways for the corporate sponsor to get credit for bringing the enhancement. Rick will show relevant case studies and provide a process for the development of breakthrough ideas.



## **Esther Wagner; Palmetto Pride, Columbia, SC**

### ***Event Recycling***

**Sunday, January 29 2:15pm**