

Organizing Training Event

1. *MWS Showcases*
2. *Inhouse Programs*
3. *Public Programs*

Seminars and events have always been implemented as a holistic approach to guests and participants to experience of the MWS Products and Services. Thus, organizing an event requires extensive planning and preparation with most work implemented at least a few months before the actual event. With this guide you should be able to save lots of time and costs to accelerate your process.

Once you've established a solid event marketing plan for your business, working an event or two into your promotional schedule is an excellent way to build brand awareness, attract new customer segments, increase community involvement and (most important) garner positive publicity.

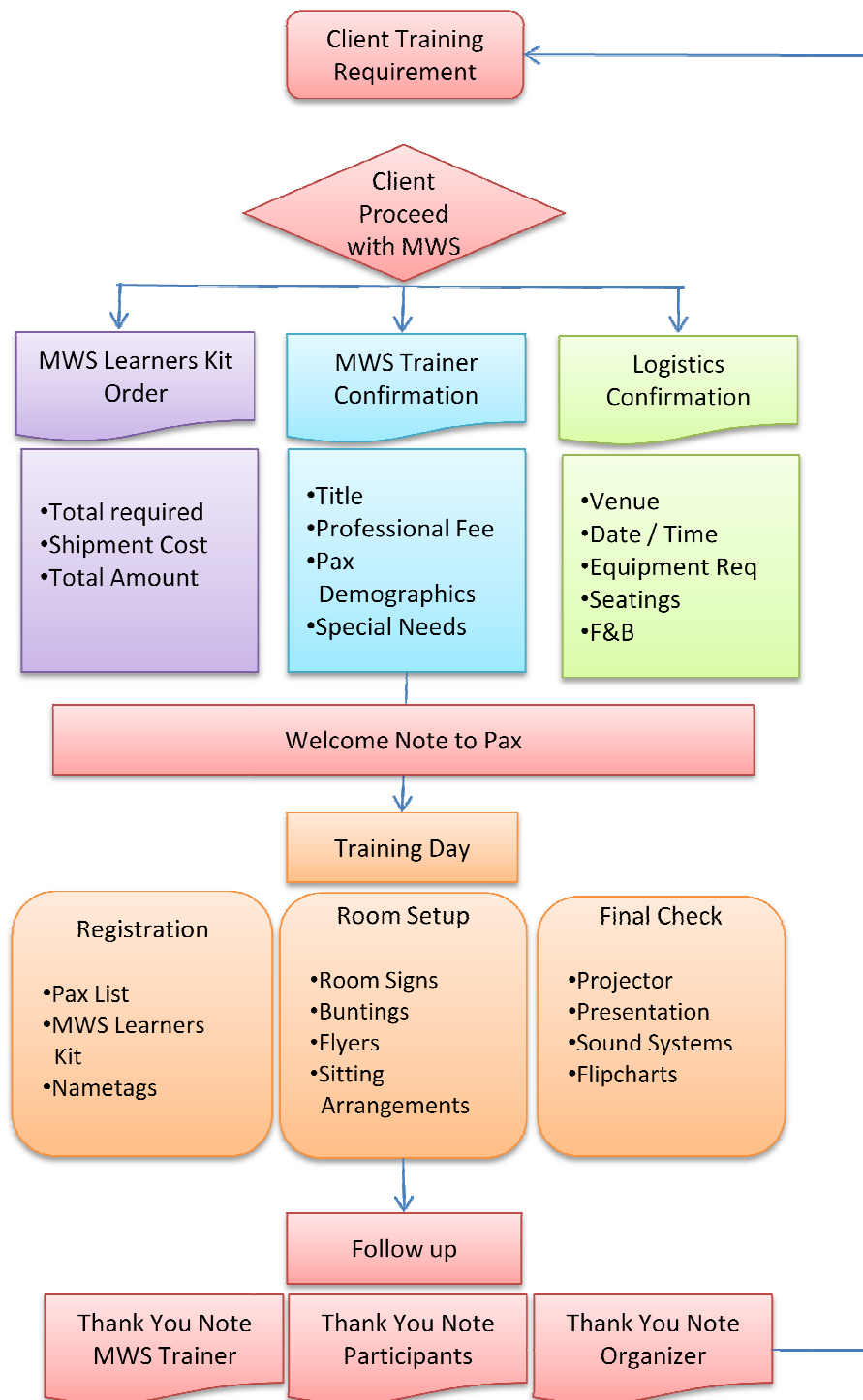
Planning an event can be an excellent way to promote your business. Try to design your event so that it will catch people's interest.

Most of the time, events seem to run like clockwork with all events flowing smoothly according to schedule. In reality however, much groundwork has been worked on with the purpose of developing the right atmosphere in addition to a beneficial experience to guests and participants.

In this Guide you will find quick tips, ideas and steps to ensure you have a smooth and successful event. Do make sure you download all the Checklists.

Planning an MWS Workshop Event

You have just made your first sale of the MWS Workshop for your client. Now this is an exciting time for both you and your clients. To get you started, we have prepared an extensive checklist so that your client and team can enjoy a smooth and successful event. Here is simple process flowchart:



Make sure you download the MWS Workshops Event Organizing Checklist.