

# Altitude Essentials™

## WORKSESSIONS SUMMARY

**BIO** Areas of expertise include strategic branding, marketing, customer relationship management, meeting and event production, sponsor engagement, media and public relations. Available worldwide, platforms for delivery include keynote speeches and breakouts at industry summits and corporate gatherings along with videoconferences, webinars, and small group executive consulting.

## **WORKSESSIONS**

### **Soar With The Eagles**

We offer you a chance to get away and take a serious look at where you have been, where you are today, and what your future might hold. Collaboration with others from vastly different industries and unfamiliar walks of life can allow fresh perspectives to surface. Designed as a breath of fresh air to invigorate educate and rededicate, session topics can include age, change, communication, time, creativity, future, human resources, humor, knowledge, leadership, management, marketing, motivation, negotiation, play, productivity, stress, and teambuilding.

### **Design and Stage High Impact Events**

Event coordination is the visualization, organization, and synchronization of many components along with the orderly completion of requisite tasks so that the end result or the “event experience” appears with invisible precision and in a way that the mechanics of offering that experience are imperceptible to the attendee, Meeting managers, festival organizers, and event planners will examine standard procedures and current approaches to the art of event planning.

### **Sponsorship Procurement and Activation Benchmarks**

A sponsorship is a cash or in-kind fee paid to a property (typically in sports, arts, entertainment, events or venues) in return for access. When talking engagement, connection and interaction, what carries the day is the instinctive equation that together the value of a sponsor and an event is worth more than either could achieve on its own. This session covers inventory, prospects, research, marketing, sales campaigns, contracts, fulfillment, activation, recap, and legacy building.

### **Sales Habits Sales Habits Sales Habits**

Skill building and personal image creation is on the agenda as these fast-paced “salespeople only” gatherings are part corporate training, part Toastmasters, part book club, and part laboratory for trial and error. Give and get answers from other commissioned sales personnel, home office product reps, independent contractors, small business owners, entrepreneurs, and district sales reps at these surrogate “sales staff meetings” full of education motivation and celebration.

### **Trade Show Strategies ( Must Do Tasks Before During After Show Hours )**

Serving as a one-stop brush up for marketing directors from exhibitor companies and booth personnel assigned to work a specific show, a review of sponsorship, public relations, promotions, and merchandising activities will occur along with procedures to conduct effective pre-show promotions, preparations for booth staffing responsibilities and show floor etiquette, and how best to execute post-show follow-up for maximum accountability.

### **Great Customer Service Is Recession Proof**

Customers want to be served well, treated fairly, and shown decency, courtesy, and respect. Successful B2B and B2C businesses know an anticipated level of service must always be experienced at every point of engagement. Created for staff who perform face to face, real-time online, or live telephone contact and interaction with prospects, patrons, and customers, this hands-on session inspires authentic responses and sincere attention based upon needs and situation.

## **CONTACT**

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