



How to Grow your Company, Group, and Private Events

Learn how to create (or enhance) a revenue stream for your organization with this **Master Class** by industry speaker, Bob Pacanovsky. You'll get ten of Bob's proven strategies to build more loyalty and revenue for your organization, and how to manage this business.

The company and group event market is looking for unique venues like yours to hold functions! How much time do you focus on cultivating these opportunities? In this half-day Master Class, you will work on these strategies and leave with an action plan on how to increase this revenue stream in your organization.

Here are a handful of the concepts we'll discuss and work on during this workshop:

- ◆ **Identifying** six goals that meeting planners have when working with you
- ◆ **Speaking** the language to attract and retain more company/group events
- ◆ **Discovering** four keys that will separate your F & B from your competition
- ◆ **Thinking** like your competition...it's not who you think
- ◆ **Working** smarter with sales prospecting, follow-ups and closing
- ◆ **Building** revenue and loyalty through repeat business and referrals
- ◆ **Tailoring** your marketing efforts to this market, with success!
- ◆ **Utilizing** open houses (and the blueprint for them)
- ◆ And more!

"Thanks for providing a great seminar on Building Loyalty and Revenue with Company Events to our members! You struck the right chord with them based on their engagement and interaction during your seminar. Thanks for helping our members attract and retain more customers and companies for their corporate events.

— Bill Duff, Executive Director, Illinois State BPA

"I have attended two sessions of Bob Pacanovsky seminars regarding the Black Tie Experience... and personally have come away with a new, fresh outlook on going back into my center and making the experience even better than it was before." — Cynthia Thomas, Mission Bowl

Half-Day Seminar Pricing

Contact Bob for more information and pricing.

Limited VIP Opportunity – Mastermind & Lunch:

This ticket includes the morning Master Class and VIP lunch and is a great value.



BOB KEYNOTE, CONFERENCE, and CORPORATE SPEAKER
PACANOVSKY
*Delivering the Black Tie Experience —
— for your next conference or meeting*

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Keynote, Conference and Company Speaker