

EVENT GARDE

TEAR AWAY PRECONCEPTIONS.
REVEAL DYNAMIC EXPERIENCES.

DYNAMIC PEOPLE DESERVE DYNAMIC EXPERIENCES.

The professional development landscape is changing...
STAY A FEW STEPS AHEAD.

COMPETITION.

Wouldn't you like to edge out the competition, secure member loyalty and become a provider of choice?



Simply scan the environment and it's clear our culture is mobile-obsessed. We've become more technologically advanced and move at a faster pace. Combine this competition for time and resources with the endless access to information and content available online—not to mention the countless organizations now offering education opportunities at

competitive rates (even free!)—and you have a long list of continuing education providers competing for market share.

STRATEGY.

Do education research and strategic conversations about learning inform your annual meetings calendar?

As associations play a more significant role in training today's workforce, they must help learners take responsibility for their own learning, as well as teach them how to learn and how to leverage that learning within their organizations. To remain relevant, associations must also:

- Transform industry-specific knowledge and information into viable training;
- Align education with member needs through regular industry research, analysis and trending;
- Connect the dots between theory and practice; and
- Explore opportunities for virtual or blended learning formats.



EXPERIENCE.

Do you have the staffing, infrastructure and expertise necessary to build dynamic member experiences?



Recall a past conference experience with a one-dimensional keynote speaker and an afternoon of lecture-style breakout sessions. (Rather not, right?) Members today demand compelling experiences—delivered in a unique and interactive way—that inspire learning, engagement and community. These transformations require buy-in from key leaders and stakeholders, deliberate training and coaching of program facilitators and

content leaders, and significantly more planning, organization, lead time and logistics management than ever before.

Professional development support comes in all shapes and sizes—and at various price points. Following are some of the ways we can up your game.

Consultation | a quick fix

Expert advice to ensure your program attendees have an exceptional, unique and memorable experience.

- Half-day consultations
- Actionable recommendations to focus planning efforts

Research | industry analysis

When you want to re-imagine a signature program or an entire annual meetings calendar.

- Custom-designed member survey
- Professionally facilitated education focus group
- Executive summary highlighting key recommendations

Retainer | monthly support

We can work on monthly retainer to advise and support your planning efforts, and keep your projects moving forward.

- Site/vendor selection
- Contract negotiation
- Speaker vetting/coaching
- Continuing education compliance
- Program/learner evaluation
- Content curation

Planning | big-picture thinking

For more dedicated planning efforts, we will work with you out of the gate to develop a quality learning or networking experience that exceeds program goals and objectives.

Management | an extra set of hands

Full-service assistance, including creative and resourceful strategies to help make your event both sustainable and engaging.

- Budgeting and pricing
- Branding and marketing
- Venue liaison
- Onsite meeting management

More Partnership Opportunities | a trusted resource

- Speak at your next live program or webinar.
- Write for your magazine, blog or newsletter.
- Conduct a meetings department makeover.

Founder & President | the man behind the curtain

Michigan native Aaron Wolowiec is an exceptionally talented and



passionate leader whose diverse achievements guide and propel association goals and initiatives, especially as they relate to education and learning. Aaron has more than a decade of experience in the meetings industry, and has taught for three years at a Michigan college. Aaron is a certified association executive, a certified meeting professional and a certified tourism ambassador, and he earned a master's degree in

administration from Central Michigan University. A 2011 recipient of the Michigan Society of Association Executives' Emerging New Leader award, Aaron is a meetings innovator and professional development trailblazer who strives to deliver dynamic, meaningful and inspiring experiences your members won't soon forget.

"Within the association community, Aaron is an innovative and forward-thinking leader. I witnessed this a few years ago through ASAE and our CAE study course. His vision and experience are the exact reasons we contracted him for the Louisiana Society of Association Executives' annual convention."

—Shannon K. Robertson, CAE, M.S., executive director at LSAE

ACHIEVE MORE FOR YOUR ORGANIZATION WITH EVENT GARDE AT YOUR SIDE.

Through teamwork, leadership and a quality focus (perhaps even a bit of fun!), Event Garde will:

- Build the reputation of your meetings department and, in turn, add value and tangible deliverables to your recruitment and retention efforts.
- Drive operational excellence by focusing on member needs, empowering employees and optimizing existing engagement activities.
- Exceed program or event goals and objectives to promote improved member satisfaction and a healthy bottom line.

You'll also have a partner who speaks your language, understands your unique challenges and adapts strategies that have proven successful in similar organizations. We focus on your people and the way you work.

Your success is our only priority.

Tear away all preconceptions about learning and networking events to reveal the dynamic experiences within. Partner with Event Garde today.

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