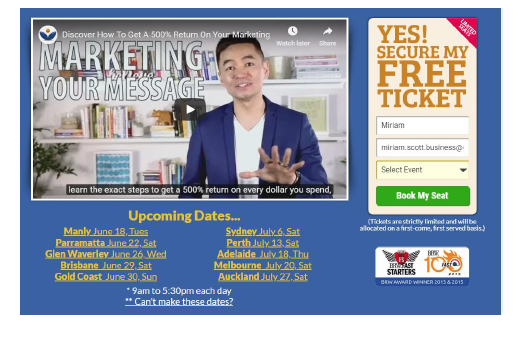
There is a system to setting up workshops and events online

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| **WORKFLOW** | | **DONE** |
| 1 | Page - Set up Landing Page |  |
| 2 | Set up Payment gateway |  |
| 3 | Page - Set up Thank You page |  |
| 4 | Form - Google Forms – Questionnaire link |  |
| 5 | Email - Set up Registration Email for Guest |  |
| 6 | Email - Set up Registration Email for Organiser |  |
| 7 | Email - Reminder Email for Guest – send 1 day prior to event |  |
| 8 | Form - Google Forms – Questionnaire link |  |
| 9 | Email – Thank you for attending event – send 1 day after event |  |

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| **1. LANDING PAGE** | **Event Registration** |
| **Organiser name** | Gold Coast Training Workshops |
| **Title** | How to set up your business online - your digital presence |
| **Organiser Email** | gctrainingworkshops@gmail.com |
| **Organiser Phone** | 0410 070 456 |
| **CTA Button** | I want to register for the ‘How to set up your business online – your digital presence workshop |
| **Additional Requirements** | Please add Calendar link when participant has registered |

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| **Mockup** | |
| **Gold Coast Training Workshops presents**  **How to set up your business online - your digital presence**  Do you need to have your business online but don’t know how to create a strategy for all areas?   * 82% of searchers use their phone to help them make a decision * Close to half the world’s population ([3.03 billion people](https://blog.statusbrew.com/social-media-statistics-2018-for-business)) are on some type of social media     Come to our workshop to get started.  Learn about having your business online, have time to implement what you learnt.  Outcome of the workshop is for your business to reach more customers and make more money from being found online.  Date - Wednesday 29May19  Times - 9.00am to 1.00pm  Location - Surfers Paradise Golf Club  Address - 1 Fairway Dr, Clear Island Waters  Price - $97 | |
| **CTA Button** | I want to register for the ‘How to set up your business online – your digital presence workshop |

Competitor example:



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| **2. Payment Option** | **Event Registration** |
| **Information required** | First name  Last name  Phone  Email  Their Business name  Their Business website URL  Pay by Paypal or credit card |
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| **Upsell** | Want to reserve a ticket for a friend or colleague – CLICK HERE |

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| **3. Thank You page** |
| Congratulations *(name)*  You are registered for the *(workshop name)*  Date:  Time:  Location:  To save the dates to your calendar – please click on this link – *insert link* |

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| **4. Google Forms Questionnaire - Registration** | |
| Questionnaire link | <https://docs.google.com/forms/d/1e8hJ_yYhZYTQZ5gr6DgzuUxEy9ycXT4q0jkzfsyh_gc/viewform?edit_requested=true> |

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| **5. Registration Email to Student** |
| Hi *(name),*  Thank you and congratulations on deciding to join me at *(workshop name).*  I'm excited to see you soon and show you exactly what matters most in the world of digital marketing right now.  It's going to be an amazing time full of content you can use immediately to market your service, product or business.  My goal is to empower you with the world's most effective strategies for attracting new clients, making more sales, and sharing your message with the world in a BIG way!  **1. Your Course Details...**  If you haven't already saved it, here's the address and course details:  ***Location address***  ***Date***  ***Workshop name***  Registration opens at: ***8.45am*** Your course starts at: ***9:00am (sharp) - 1:00pm***  \* Please bring a jumper in case the room is colder than you prefer.  **2. Add It To Your Calendar**  [outlook/ical](https://www.authentic.com.au/addtocalendar?CAL=outlook&EID=a1L6F00000KsMvt)Outlook / iCal   [google](https://www.authentic.com.au/addtocalendar?CAL=google&EID=a1L6F00000KsMvt) Google  **3. You Go Far On Your Own BUT Further As A Team**  We highly recommend inviting staff members involved with marketing and friends you can learn together with. Grab a ticket for them (*HERE) – insert link to payment gateway*  (NOTE: All workshop attendees need to be registered separately with their own email address. This helps us plan seating for the event)  **4. Help Us Tailor The Course For Your Personal Goals**  We would love to help you reach your personal goals with this course. And that means knowing what you want. Simply fill out this short questionnaire to help us tailor the course for you and your goals. (It's only 4 quick questions!)  Click Here To Complete The Short Questionnaire *(add link to questionnaire)*  **5. Have Questions?**  We're here to help. Simply hit reply to this email.  See you soon. Please remember to come up and say hi! |

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| **6. Registration Email to Organiser** |
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| **7. Reminder Email to Student – 1 day prior to event** |
| Hi *(name),*  We hope you are getting excited for your *(workshop name)* tomorrow.  We want you to have the best experience possible, and it is always good to be prepared.  Here are some tips that we think will have you be ready:   1. Bring your laptop, there is free WiFi at the venue (we will advise connectivity details) 2. Bring a notebook and pen, if you are a note-taker 3. Bring a jumper or something warm, in case it gets cold 4. Plenty of free parking available at the venue 5. We will have coffee/tea available at the venue if you wish to purchase 6. Lunch specials at members prices are an additional special offer, if you would like to eat after the workshop 7. Have a good attitude and a smile – we all will enjoy a great workshop this way!   If you have any other questions or queries, and need to have them answered before the event, then please email us by clicking on this link. *(add link to questionnaire)*  We look forward to seeing you tomorrow and having an awesome day together.  Kind Regards  Gold Coast Training Workshops team |

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| **8. Google Forms Questionnaire - Feedback** | |
| Questionnaire link | <https://docs.google.com/forms/d/e/1FAIpQLSfavPirWXx3ccT64LxXXymo8h5MlpYTBj9x1phCQJZgm2TlKA/viewform?usp=pp_url> |

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| **9. Thank You Email to Student** |
| Hi *(name),*  Thank you and congratulations on your attendance at *(workshop name).*  I hope you had a wonderful time at the workshop, made some new contacts and learnt some strategies for your business.  We would love to hear your feedback about the event, so we know that you got the ONE thing that you wanted to achieve, and also any improvements or critique that you think would be valuable.  Click Here To Complete The Short Questionnaire *(add link to questionnaire)*  **Do you want to learn more?**  We are always holding many workshops on different topics, so if you would like to attend another event, **we are offering at 25% discount if you book and pay within the next 24hrs.**  Click here to go to our Calendar schedule, so you can see what is coming up *(add link to website calendar)*  **Or do you just want to be kept informed?**  We send out announcements with our scheduled workshops, latest news updates and tips/tricks for online strategies.  *(please note we follow the GDPR policies and will only send you information that is listed above).*  Click here to go to our mailing list, where we send out regular announcements on upcoming events and special offers *(add link to mailing list)*  Thank you once again for attending the workshop, and we hope to see you again in the future.  Kind Regards  Gold Coast Training Workshops team |