Believe It. Achieve It.

November 3-4, 2016
Denver, CO
VIP Workshop 2:

VERY IMPORTANT PROSPECTS
Cultivate VIPs

Event Chair

Very Important Prospects

Board Member

Major Donors

Corp. Chair

Event Honorees

Volunteers Inspire Progress
Event Participant Cultivation

How does your market cultivate event participants before, during, and after events?

**Pre-Event:**
- What do you do before the event to prepare for effective cultivation?
- What changes/additions would you recommend for the Pre-Event section of the Plan?

**On-Site:**
- What has worked well for your Market for on-site cultivation of attendees?
- What changes/additions would you recommend to the On-Site section of the Plan?
- Is this the time to make the “ask”?

**Post-Event:**
- What does your market do after the event to cultivate attendees?
- What changes/additions would you recommend for the Post Event section of the Plan?