EVENT CHOREOGRAPHY MAP

The 3-Day Flow That Converts Attendees into Buyers

Day 1: Excitement, Authority & Community

Morning (9:00–12:00)

- Registration complete & kickoff keynote
- Deliver ONE big aha → immediate value
- Attendees think: *"This alone was worth the trip."*

Afternoon (12:00–5:00)

- Lunch + breakout sessions led by successful clients
- Position yourself as the authority
- Showcase proof through others' stories

Evening (After Dinner)

- Expert Roundtables: *"Ask Me How I [Achieved X]"*
- Build connection + sense of belonging

Day 2: Problems, Possibility & The Pitch

Morning (9:00–12:00)

- Agitate problems + expose hidden costs
- Show attendees why they're stuck

Afternoon (1:00–5:00)

- *Money-on-the-Table Exercise* → show how they can fund your program

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- Panel Discussion: real client transformations
- Transition seamlessly into your **High-Ticket Pitch**

Evening (After Dinner)

- Laser Coaching: live problem-solving on stage
- Demonstrate expertise + preview coaching experience

Day 3: Mindset, Commitment & Celebration

Morning (9:00–12:00)

- Address objections + mindset barriers (confidence, scarcity, fear)
- Reframe into opportunities
- Soft re-pitch invitation

Midday (12:00–1:30)

- **Enrollment Lunch** (exclusive to new/current members)
- Resell + reinforce commitment
- Outsiders see what they're missing

Afternoon & Closing (1:30–5:00)

- Session on commitment (growth, business, family, future)
- Final keynote: celebrate breakthroughs + community wins
- Soft pitch for next year's event

Key Takeaway: Each day has a purpose.

- **Day 1** builds trust & community.
- **Day 2** creates urgency & offers proof.
- **Day 3** clears objections & locks in commitment.

This choreography ensures your attendees don't just learn, they buy.

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The 2-Day Flow That Converts Attendees into Buyers

Day 1: Knowledge, Problems, Connection & The Pitch

Morning (9:00–12:00)

- Registration & kickoff keynote
- Deliver ONE big aha → immediate value
- Attendees think: *"This alone was worth being here."*

Afternoon (12:00–4:00)

- Breakouts: expose problems + build authority
- Attendees see where they're stuck and that others have solved it

Evening (4:00–6:00)

- Keynote: build emotional connection + community
- Transition directly into **High-Ticket Offer Pitch**
- Pass out response forms, plant the seed overnight

Dinner + Expert Roundtables (Evening)

- Attendees rotate through "Ask Me How I..." tables
- Reinforcement through peer proof & community

Day 2: Proof, Money, Mindset & Closing

Morning (9:00–11:00)

- *Money-on-the-Table Exercise* → show they can afford your program
- Soft re-pitch invitation → second chance for fence-sitters

Midday (11:30–1:00)

- **Enrollment Lunch** (exclusive for current + new members)
- Social proof + commitment cemented

Afternoon (1:00–2:00)

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- Mindset breakthroughs: tackle objections, scarcity, self-doubt
- Reframe excuses into reasons to join

Final Keynote (2:30–3:30)

- Celebrate breakthroughs & wins from the event
- Cast vision for the future
- Soft pitch for next year's event

Key Takeaway:

- **Day 1:** Excitement + Problems → Connection + Offer
- **Day 2:** Proof + Money → Mindset + Commitment

This condensed choreography moves faster but still takes attendees on the same emotional and psychological journey that primes them to buy.

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