



Professional Booksellers School 2024 Event Management Course

Syllabus Contents

- 2 Course Description
- 2 Course Components
- 2 Instructor Information
- 3 Course Schedule
- 4 Learning Outcomes
- 5 Homework Overview
- 5 Certification Criteria
- 6 Major Projects
- 7 Office Hours
- 7 PBS Code of Conduct
- 8 - 17 Overview of each class's topics and homework





Course Description

The Professional Booksellers School Event Management Course provides booksellers with the the skills and tools to:

- Create a balanced and successful event program
- Understand how to use metrics to create a strategic plan for your event program
- Create effective data management systems
- Understand planning, hosting, and marketing needs for a variety of events including author, non-author, live, virtual, on-site and off-site
- Build and use partnerships to expand your event program
- Plan and manage school-focused events
- Build a publicity kit and learn to pitch your store to publishers
- Strengthen management skills to create events that are welcoming to authors, guests, customers, and staff

Course Components

- 16 live online classes
- twice-weekly course emails with links, recordings, and homework
- Discussions, chat, and office hours via Discord
- Weekly homework assignments uploaded to Discord
- 3 live online student presentations of projects in small groups
- live, online Publicity Speed Dating

Instructor Information

Core Faculty

Dean Elliott batTzedek, Main Point Books, Wayne, PA

Instructor Kit Little, Little Extra LLC, Barre, VT

Instructor Molly Olivo, Child's Play, Washington DC

Instructor Julie Stravinsky, Warwicks, La Jolla, CA

Guest Instructors

Candice Huber, Tubby & Coo's, New Orleans, LA

Kathy Ellen Davis, NAIBA, Sterling, VA



2024 Event Management Course Schedule

**Classes are Sunday nights, 7-9 pm ET / 6-8 pm CT /
5-7 pm MT / 4-6 pm PT**

- 01/21 Class 1: Welcome to Event Management
- 01/28 Class 2: Elements of a Successful Event Program
- 02/04 Class 3: Marketing Your Events
- 02/18 Class 4: Using Data for Understanding Your Event Program
- 02/19 - 03/01 Office Hours: Help with your Event Capacity Presentation
- 03/03 Class 5: Live Presentations: Event Capacity Analysis
- 03/10 Class 6: Running an Event: Proposal Through After-Report
- 03/17 Class 7: Managing Event Program Data
- 03/18 - 04/06 Office Hours: Present your Event Data Management System
- 04/07 Class 8: Publicists Panel and Using Event Grids
- 04/14 Class 9: How to Prepare a Publicity Kit & Pitch
- 04/15 - 04/27 Office Hours: Help with Your Publicity Kit
- 04/28 Class 10: Live Presentation: Publicity Kit & Pitch
- 05/05 Class 11: Virtual Events
- 05/08 Class 12: Publicity Speed Dating (This is a Wednesday)
- 05/19 Class 13: Developing Successful Event Partnerships
- 06/02 Class 14: School-Focused Events
- 06/09 Class 15: Above & Beyond
- 06/10 - 06/22 Office Hours: Help with your 6 Month Strategic Plan
- 06/23 Class 16 Live Presentation: 6 Month Strategic Plan



Course Learning Outcomes

As a result of this course, you will have the knowledge to:

- Understand the types of bookstore events, and the components that make each kind successful
- Establish and use a metrics system to track and measure the success of your store's events
- Understand the best tools and channels to market your events and how to use analytics to evaluate which promotions are working
- Know what data to gather in order to evaluate your store's current event program capacity to help shape an effective growth plan
- Know how to run a successful event from proposal through after-report, including best practices for scheduling, planning, ticketing, and hosting all types of events
- Establish a system to effectively manage event program planning and data, including making information available to key stakeholders such as buyers, frontline staff, and partners
- Know how to write and submit a compelling event request using Edelweiss+ grids and/or direct email
- Create a Publicity Kit and pitch that will highlight your store's personality, customer base, marketing, and event programming
- Know how and when to use a Publicity Kit to submit event requests to the publishers and publicity departments
- Know how to use a Publicity Kit to pitch the store's event program quickly and efficiently through participating in Publicity Speed Dating
- Identify and evaluate community partners to increase options for event space, production, and/or promotion
- Know best practices for working with school-focused events, including author visits and book fairs
- Understand how a hospitality model helps event managers care for their guests, their staff, their stores, and themselves
- Use all of the skills taught in the course, build a six month strategic plan that identifies the kinds of events that will work best for your store's mission, market demographics, square footage, staffing resources, partnership options, and community goals



Homework

Homework is assigned each week. For regular homework, plan to spend an hour on the work. For the five major projects, plan to spend 3 - 6 hours.

Students who are taking the course to audit, not to become certified, may choose to turn in homework or not.

Weekly homework will be uploaded into Discord, where instructors will review and comment on it. The major projects will be presented live in small groups with other students and an instructor. Each project description will include a checklist of criteria to pass. Students will be given one chance to re-do the homework to improve their score.

Students are expected to stay on top of their homework deadlines and assignments. At each round of office hours, instructors and students will review any missing work. Students who fall significantly behind, or who miss live presentation dates, will automatically be moved to audit status.

Certification Criteria

Homework is evaluated on a point scale of 0 - 2:

0 - not turned in

1 - Turned in, but missing major parts of the assignment

2 - Meets criteria, shows understanding of concepts/skills

To be certified, students are required to score a 2 on the five major projects: Event Capacity Analysis; Data Management System; Publicity Kit & Pitch; Publicity Speed Dating, and 6 Month Strategic Plan. For Publicity Speed Dating, we don't evaluate the presentation, so the score is either 0 for not presenting or 2 for presenting. Attendance at each live class is worth 1 point, and attending one voluntary office hour is worth 1 additional point.

To receive a certification in Event Management, you'll need:

13 out of the possible 16 points for attendance

1 point from office hour

2 points from live Publicity Speed Dating

22 out the possible 26 points for homework

For a total of 38 out of a possible 45 points



Major Project Deliverables for Certification

Due 03/03 Event Capacity Analysis Live Presentation

Using data gathered from their stores, students will create an analysis of their current event program and of their current capacity to grow. This is both small detail (how many chairs do you have) to big picture (what is your store mission statement, and can your event program serve that statement). The live presentation will consist of a slide deck with photos and other evidence accompanied by a 7-10 minute spoken analysis of the data. Students will receive a list of information to include in their presentation.

Due 03/18 - 04/06 Event Data Management System

Students will develop a system to track and share event program data. This must have: a system to track each step of an event from pitch to after-report; a clear way for how information is shared with coworkers; and methods for tracking multiple events at the same time. The system presented must be scalable. Students will meet with instructors one-on-one during office hours to present and talk through their systems. Students will receive a list of criteria their systems must meet to pass.

Due 04/28 Publicity Kit & Pitch Live Presentation

Students will be creating a Publicity Kit, which is a single page, double sided, organized marketing tool. It can be distributed as print or .pdf to publicists and partners to showcase your store's location, specialities, demographics, partnerships, and event program. Along with the kit they will develop a scripted, rehearsed presentation of their store's event program and event capacity geared towards publicists.

Due 05/08 Publicity Speed Dating Live Presentation

Using a revised version of the Publicity Kit and pitch presented in class, students will have a chance to present their store's event program to publicists. This will happen live online, to an audience of publicists from large, Indie, and small publishers. The event happens on a Wednesday and students sign up for time slots across the day to accommodate all time zones. The time slot includes a brief q&a so you can share your store's unique strengths and author/event wishlist.

Due 06/23 6 Month Strategic Plan

Building on all prior homework assignments, students will create a strategic plan for the next six months for their store's event program. This will include event capacity data, marketing plan, data management system, community partner and school information, publisher/sales rep/event grid connections, and publicity kits. Students will create a slide deck with photos and other evidence, along with an oral presentation no longer than 10 minutes based on a list of required criteria.



Office Hours

The course includes 3 rounds of optional office hours:

02/19 - 03/01	For support creating the Event Capacity Analysis
04/15 - 04/27	For support creating the Publicity Kit & Pitch
06/10 -06/22	For support creating the 6 Month Strategic Plan

During these time slots, the instructor will review your progress in the course. If you have a draft of your project, or questions about it, you are welcome to bring that work to discuss. You are also welcome to bring other event program questions.

Office hours are scheduled in 30 minute segments. Students may meet with more than one instructor if schedules allow. For each round of office hours, each instructor will provide their days and times that are available, as well as their areas of focus/skills. Students can find this information in the Office Hour Info channel on Discord. Students will direct message an instructor via Discord to request one of those times. Instructors will confirm the time by replying to the message.

Office hours take place in the instructor's office channel on Discord. Office hour conversations are private and protected, as sensitive store information may be shared.

In addition, there is one required round of office hours from 03/18 - 04/06. This is a required meeting for certification in which students will share and explain their Event Data Management System. For this meeting, instructors will provide blocks of time, with slots being first come/first served. We will provide options that are accessible in all time zones.

Professional Booksellers School, Inc.'s Code of Conduct

The Professional Booksellers School, Inc. (PBS) values the dignity of everyone with whom we interact. Our safety and anti-harassment policies are critical to ensuring that this core value guides how we speak and how we act. All participants in PBS courses and events are required to adhere to PBS's code of conduct, as described below. This includes booksellers, PBS staff, instructors, speakers/presenters, guests, donors, volunteers, and all affiliated students.

PBS is committed to a broad vision of diversity, equity, and inclusion. This includes providing a harassment-free experience for everyone, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), ability, marital status, sexual orientation, or military status, in all of its activities or operations. We do not tolerate harassment, discrimination, or other disrespectful or unlawful behavior based on any of these characteristics. We are committed to providing an inclusive and welcoming environment for our students, staff, volunteers, instructors, donors, subcontractors, vendors, and clients.



Behaviors that violate this policy include, but are not limited to:

- Offensive verbal comments related to any protected category above
- Inappropriate physical contact
- Unwelcome propositions, attention, words, or conduct of a sexual nature
- Unwelcome virtual contact inside or outside of PBS settings
- Inappropriate or obscene jokes, remarks, or gestures *Intimidation, stalking, or trolling
- Disrespect towards difference of opinion
- Sustained disruption of speakers, conversations, classes, or events
- Unauthorized screenshots, photography, or audio or video recording

PBS expects all participants in its programs to follow established rules throughout official classes, office hours, virtual platforms, and related social gatherings.

PBS takes any violation of this policy seriously. Accordingly, participants who violate this policy may, in the judgment and discretion of PBS, be asked to stop; may be expelled from a PBS class or event, without refund if applicable; may be prevented from attending future PBS classes or events; may be banned from virtual platforms; and may have future PBS participation privileges revoked.

If you are being harassed, observe someone else being harassed, or have concerns about potential violations of this policy, please notify PBS staff immediately. PBS will take all appropriate action in response to protect anyone affected by violations of this policy.

Privacy Statement

For Stores

PBS asks for both public (address, etc) and private (square footage, POS, sales levels) information from stores who are enrolled. We ask for this information to help us understand and support students. The only public-facing information, in our website directory, is the store's name, address, contact information, and regional trade association. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other store information is protected and available only to PBS staff.

For Individuals

PBS asks for both public (bookstore, job title) and private (home address, demographic, years of experience) information from individuals who are members. The only public-facing information is the student's name, bookstore, job title, and earned certifications. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other information is protected and available only to PBS staff. The exception to this is for students who are



receiving financial support or reimbursement from their regional association, with whom their enrollment, attendance, and certification status will be shared.

For Homework

We recognize that homework can contain personal or sensitive information. Student homework assignments are uploaded into a location available only to the individual student, PBS staff, and instructors, with the exception of projects delivered live in class. These projects are announced well in advance and student presentations are never recorded. All student homework for PBS is owned by the student, not PBS or the student's employer, and is confidential and protected. All shared, spoken, shown, submitted, and typed information is protected and confidential and not to be discussed, saved, or shared outside of applicable PBS classes, platforms, or events without express permission.

Class 1 Welcome to Event Management

01/21/24

Instructors: All

Overview: Meet and greet your instructors and classmates. We'll cover how the course works, the homework and major projects, and our channels for communication. We'll also break into small groups to get to know one another, and have time for Q&A.

Homework: Upload a document into your homework channel that includes:

1. Your store's mission statement (if you have one), and your store's event program mission statement, if you have one (you will by the end of course!) If you don't have a mission statement, describe your store's customer base.
2. A description of your current event program. Include the type of events you've been doing, frequency, and an overview of what your attendance/sales numbers have been for the last six months. Please briefly describe your program's strengths and challenges.

Homework due: 01/28/24

CLASS 2 Elements of a Successful Event Program

01/28/24

Instructors: Julie Slavinsky and Molly Olivo

Overview: We'll discuss the wide variety of events that are part of a balanced event program, including: touring national authors, local/regional authors, reading series, storytimes, book fairs, school events, club and game nights, topical/special events, and more. Instructors will give examples from our stores, and discuss the different timelines, staffing, and marketing strategies for different kinds of events.



Homework: Download the Data Collection Spreadsheet from Discord. Complete the Data Collection spreadsheet and upload it to Discord. Use specific information - you may need to discuss the questions with your manager or owner. Use your best guess for any category whose information your store doesn't have. All of the information you gather is necessary to complete your first major project.

Homework due: 02/04/24

CLASS 3 Marketing & Analytics

02/04/24

Marketing & Analytics

Overview: A key step to successful events is knowing how and where to promote your events and how to analyze your data to continuously improve your marketing strategy. In this class, you will learn the best tools and channels to market your events, how to understand whether your promotions are working, website, newsletter, and social media best practices, and how to evaluate marketing and social media analytics.

Homework: Create and share a marketing plan for an upcoming event. The plan should include:

- A brief analysis of past social media and website analytics for your events page/events calendar page, including what kind of posts work best for your audience, your average engagement, and the demographics of your audience
- Which social media platforms you will use to promote your event and why you're choosing those platforms
- Which other marketing channels you will use to promote your event and why you're choosing those channels
- One social media post caption OR newsletter paragraph describing your event

Homework due 2/18/24

No class 02/11/24 - Winter Institute



CLASS 4 Using Data to Understand Your Event Program

02/18/24

Instructors: Molly Olivo and Elliott batTzedek

Overview: This class explores how gathering and using data lays the groundwork for a successful events program. We'll review the kinds of data you need, how to gather it, and then how to analyze it to create big picture goals for your events program. We'll introduce a powerful tool: a ROI/points system that enables you to compare different types of events and assign rankings based on your program's goals. This class will prepare you for your Event Capacity Analysis presentation and is intended to get you thinking about your event program more intentionally to create a cohesive vision.

Homework: Complete the Event Capacity Analysis, which will be presented live in class on 03/03/2024. Event Capacity Analysis should include:

- Space/seating in store and in partner spaces
- Staff capability
- Marketing channel(s) including newsletter(s), website(s), social media, advertising
- Demographics/audience
- Relationships with authors
- Relationships with publishers/publicists/sales reps
- Use of Edelweiss grids
- Event attendance and sales record for at least last 6 months
- Mission statement for your store and/or event program
- How management feels about the current event program, and their goals
- Your thoughts, goals, and wishes for your event program
- Overall analysis of strengths and weaknesses

Office Hours are 02/19 - 03/01

Our instructors will be available to help you create your Event Capacity Analysis. Each instructor will list dates/times they are available on Discord, and students will sign up there. Meetings will happen in each instructor's "office" in our Discord server. If you want an instructor to review any part of your presentation during your meeting, arrange with them the date you need to share your work with them in advance.

Event Capacity Analysis Description

- Present your data as a slide presentation
- The presentation should be 7-10 minutes long
- You'll be screen sharing in a small group with other students and an instructor
- We'll be looking for the criteria outlined in the homework assignment as well as clarity of verbal presentation - as event managers we must have great communication skills

Class 5 LIVE Presentation: Your Event Capacity Analysis

03/03/24



Class 6 Running an Event: Proposal Through After-Reporting

03/10/24

Instructors: Kit Little and Julie Slavinsky

Overview : Running an event is a process that starts long before the live/virtual presentation, and extends out afterwards as well. This class will explore the life cycle of a successful event, from pitch to marketing to run-of-show and post-event analysis. Our instructors will discuss and model their own checklists, show schedules, guidelines for working with publishers, and post-event reporting. Events can quickly go awry if details fall through the cracks, and this class will help ensure that (almost) never happens. We'll be considering free, ticketed, and bundled events, both virtual and live. We'll cover pre-event details, show schedule, working with publisher guidelines, and post-event reporting.

Homework: Using an event from your store as an example, create an information flow system for that event from pre-event through post-event. This can be a spreadsheet, checklist(s), card on a Trello board, or any system that works for you and meets the criteria. Vital information that must be covered includes:

- Whether event is free, ticketed, or bundled
- Marketing/Promotion schedule
- Venue/Partner contact information if applicable
- Run-of-Show
- Information on store staff involved in the event
- Any relevant publisher guidelines to meet, if applicable
- Post-event reporting and evaluation

Homework is due 03/17/24

Class 7 Managing Event Program Data

03/17/24

Instructors: Elliott batTzedek and Molly Olivo

Overview: To create multiple, ongoing successful events, an event manager needs systems to manage the flow of requesting, scheduling, promoting, and reporting on events. These systems need to be shareable, scalable, clear, and consistent. This class will help students create systems for their stores that meet these criteria. We'll concentrate on flow from first contact, through the event itself, and reporting out. We'll be showing different examples of successful information tracking systems and encouraging students to build what works for them, as well as modeling spreadsheets and Trello boards.



Homework: Create and share with us a model event tracking system for your store and program. This can be a system you already have, or a new one created from scratch. It can be any system that works for you: a spreadsheet, Trello board, or work share program like Slack or Hive. You'll be showing us your system in a one-on-one meeting with an instructor, so come prepared to screen share and demonstrate and explain the elements of your system.

Systems must include ways to record/track:

- How key store staff will access and use information
- Author and publicist contact information
- Book(s) title(s), ISBN(s), and ordering information
- Venue information
- Marketing audience/strategy
- Development and sharing of graphics and social media assets
- Publicity platforms and timeline
- Flow from pitch through post follow-up
- Timeline action points such as one month out, two weeks out, one week out
- Post-event reporting

Homework is due during office hours, 03/18 - 04/06. Instructors will provide you with blocks of time from which to choose. Plan to spend at least 1/2 an hour talking through the elements of your system.

Class 8 Publicists Panel & Using Event Grids

04/07/24

Instructors: Elliott batTzedek and Kit Little

Overview: We'll discuss how to effectively use the events grids on Edelweiss+. Then a panel of publisher representatives will talk about the bookstore/author/publisher relationship from their perspective. They'll discuss tips and insights for creating effective pitches and proposals, as well as what criteria they have for judging an event's success. They'll be available for Q&A.

Homework:

1. In the class channel, follow the link to watch the NVNR video "Killer Pitches."
2. You'll be revising (or creating, if necessary) the information in the "general event profile" box on Edelweiss +. For the written homework, first paste in the current content of the box. Then create a revision based on the criteria below, and write a brief reflection on what changes you made and why you made them. Remember that this written statement is a brief paragraph designed to describe your event program's capacity, not a history or biography of the store.



Include the following suggested criteria from Edelweiss+:

- Your store's location
- Your event spaces, in store and offsite
- Where you report sales
- Variety of events you currently host and want to host
- Any partnerships or strong community relationships
- How you market and promote your events
- 2 -3 representative events

Homework Due: 04/14/24

Class 9 How to Prepare a Publicity Kit & Pitch

04/14/24

Instructors: Kit Little and Molly Olivo

Overview: To persuade publishers to send touring authors, or recruit partners, or get coverage in media, bookstores need to communicate their strongest selling points. A well-thought-out publicity kit enables a store to make the best impression when speaking with publicity directors and potential community partners or others who can help you secure more desirable author bookings, increase book sales, and grow your business. The work of creating a publicity kit can help you find gaps in your programs and discover strengths you've never considered featuring! This class will present the steps needed to develop a publicity kit that conveys vital information and leaves a positive visual impression of your store and your event program. We'll also teach and model the verbal pitch you'll create to highlight and explain your kit.

Homework: Create or update your publicity kit and pitch and present it live in a small group in class on 04/28/24

Office Hours are 04/15 - 04/27

Our instructors will be available to help you create your publicity kit between 04/15 and 04/27. Each instructor will list dates/times they are available on Discord, and students will sign up there. Meetings will happen in each instructor's "office" in our Discord server. If you want an instructor to review any part of your publicity kit during your meeting, arrange with them the date you need to share your work with them in advance. During office hours instructors will also review with you your homework to date, and be available to answer questions.



Publicity Kit & Pitch Criteria

- Your publicity kit must be a 2 page .pdf, with 8.5 x 11 pages
- The kit must be ready to screen share in class
- Your pitch must be no more than 10 minutes in length
- Your kit and pitch must include all applicable criteria given in the handout

Class 10 Publicity Kit & Pitch Live Presentation

04/28/24

Overview: Students will present their publicity kit and pitch in small groups with other students and an instructor. Students who are auditing are encouraged to attend, as we all learn from one another. The presentations will be timed, and cut off if they run too long, as we must learn to be concise and polished to effectively market our stores. Instructors will provide you with feedback by 04/30.

DUE DATE for Publicity Speed Dating: your revised publicity kit to use for publicity speed dating must be emailed to Kit Little by Sunday morning, 05/05/24. **It must come as a 2 page .pdf in a single file attachment.**

Class 11 Creating Successful Virtual Events

05/05/24

Instructors: Julie Slavinsky and Candice Huber

Overview: We will discuss best practices for virtual event programs and present case studies of successes and not-quite successes. We'll model how to establish criteria for which kinds of virtual and/or hybrid events work for your store and how to evaluate metrics. We'll also present ways to help you determine the purpose of your virtual events and how to best meet that purpose.

ALSO: We will be introducing the final project, reviewing criteria, process, and timeline

Homework: Using the questions on the worksheet provided and the criteria discussed in class, determine which kinds of virtual events could work for your store and the best purpose for those events (sales, marketing, community building, etc.). Create a plan for implementing at least 2 virtual events and share with us.

Homework Due: 05/19/24



Class 12 Publicity Speed Dating **Wednesday 05/08/24**

Overview: You'll have 10 minutes to present your store on a live virtual event, via your publicity kit, to a panel of publishers. They will have 5 minutes to ask you questions. Students will sign up for a time block during the day, then be assigned a specific time. Participating in Publicity Speed Dating is a requirement for being certified in this course and a unique opportunity to connect to publicists across the country.

Class 13 Developing Successful Event Partnerships **05/19/24** **Instructors: Kit Little and Elliott batTzedek**

Overview: Partnerships are key to growing your audience, outreach, and event program. In this class we'll consider a variety of partnerships including: venue, community, and marketing. Instructors will share examples of effective partnerships from our stores, and lay out criteria for how to evaluate which partnerships will help you grow your event program.

This class will also include an overview of the requirements for the final project.

Homework:

1. Make a list of 5-7 potential or existing community partners. These can be venues, co-promoters, storytellers or musicians, or any space or person with whom you can work to host and market events. At least one of these must be new, as we want you to always be reaching out.
2. For each person/company, list all of their contact information and clear descriptions of partnering information, such as rental cost, number of seats, or co-promotion agreements. Tell us which item listed is new to you.

Homework Due: 06/02/24

Class 14 School-Focused Events (Includes Book Fairs + in-Person + Virtual School-focused author events) **06/02/24** **Instructors: Molly Olivo and Kit Little**

Overview: This class will provide an overview of school-focused events, including book fairs and in-person and virtual author visits. Our instructors will talk about: the intricacies of working with school staff; how school author events differ from store events; and how to build realistic timelines for school events. They'll also provide case studies from their own experience.



Homework:

1. Using a provided template or your own model, create a listing of your school partners or potential partners. You'll be given a list of criteria to include.
2. Draft an invitation/offer that can be sent to schools inviting them to partner with you for an author event or book fair.

Homework Due: 06/09/24

CLASS 15 Above & Beyond

06/09/24

Instructors: Kit Little and Julie Slavinsky

Overview: Being an Event Manager is as much about problem solving as it is about events. To be good at this, you have to be creative, flexible, patient, and above all a brilliant problem solver. In this class we'll talk about the actual job description of being an event manager, from the skills you need to start through the skills you will develop with experience. We'll cover how event managers provide quality experiences for guests, customers, and staff members, while also taking care of ourselves. Then we'll focus on the Problem Solver part of our jobs – how we use all of our experience, connections, skills, and instincts to go above and beyond, turning challenging moments into successful events and happy guests and customers.

Homework: Write two sample intro/outro scripts – one for live events and one for virtual events. Include information on:

- Appreciation for attendees
- Run of show
- Bio of guest(s)
- Event flow
- Book Purchase: where and when to buy
- Store geography: bathroom, drinks, snacks OR, for virtual, space geography: chat, hand raising, etc
- Other upcoming events
- Invitation to return

Homework Due: 06/15/24

Office Hours are 06/10 - 06/22

Our instructors will be available to help you develop your final project between 06/14 and 06/23 Each instructor will list dates/times they are available on Discord, and students will sign up there. Meetings will happen in each instructor's "office" in our Discord server.



Class 16 Live Presentation: 6 Month Strategic Plan 06/23/24

Overview: Students will present their 6 Month Strategic Plan live in a small group with other students and an instructor.

Timeline for End of Course

07/09/24 - All homework must be completed and uploaded

07/10/24 - Course surveys go out to all students

07/16/24 - Students will be notified about their certification status

10/16/24 – Student access to recordings and the Discord server will end