



Training: Hosting Live Intimate Local Events

Behind the Scenes Process, Systems, and Procedures

Thinking Through the Event Strategy

- What's the goal for you, as the host?
- How many peeps?
- Logistics of the venue

How and Who to Invite - I use application process.

- Personal invitations via email (see example text below)
- Application reviewed
- Payment link sent
- Once payment is received, they get the dinner info and prep info

Dinner style - I use the themed Jeffersonian style.

- What is your goal, as the host?
- I will explain the Jeffersonian style in detail here:

Follow up After the Event

- Group email everyone with answers to the final question at dinner (Who do you know who)
- Separate email for those who would be good fit for events/want marketing help
- Separate email to introduce me to two peeps they know who would be a great fit for an upcoming dinner.

Invitation Example

Founders Dinner Invitation *(Note: this is not super personalized at the beginning, mainly because i spoke with most peeps prior to sending and let them know this was headed their way.)*

Subject Line: An Intimate Dinner Invitation

Hey there {name},

I love networking...on my terms.

The truth? I've found very few opportunities that are effective or feel good to participate in. So many of them are inauthentic pitch-fests, and the way they are designed makes it difficult to form lasting connections and bonds with like-minded business owners.

So when I dreamed of a different kind of networking-- one that involved real relationships-- I had this image of sharing a delicious meal at a table surrounded by CEOs and business owners who care for each other.

That's why I created The Founders Dinner. **And I'm reaching out today with a personal invitation to join us on March 26th in Brooklyn.**

This is an experience for people who value #RelationshipsFirst, who desire to build lasting friendships, and who want to support and lift others up.

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The goal for The Founders Dinner is for you to connect more deeply with yourself, as well as embrace the opportunities that open up around the dinner table.

- Deep lasting friendships
- Important realizations
- A feeling of having found your peeps
- New professional collaborations
- More self-love and acceptance
- Shifts in thinking and ways of being
- Serious communication and relationship upgrades

[If you are ready for this kind of heart-centered experience, read the details and apply to join us.](#)

Applications must be received by March 15, 5p ET. You will be notified no later than March 18th if you are a good fit for this month's Founders Dinner. *(Please go ahead and put the dinner date, March 26; 6:30P ET on your calendar so you have the time allotted, should you be selected to join this curated experience.)*

I hope to see you at the table.

xo
Shannon

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