

# GOAL-SETTING SIMPLIFIED FOR EVENT PLANNERS



**Presented by  
Debra Eckerling**

**Top Goal-Setting Expert, Award-Winning  
Author & Corporate Consultant**

**Are you hosting an online conference, summit, or event?**

**Do you want to offer a value-add that keeps your attendees  
happy ... and coming back each time?**

**Most events offer so much information, people don't know what to do with it.  
Notes get set aside and all that new information falls through the cracks. It's a  
waste of time, money, and energy ... and no one wants that!**

**My goal-strategy workshops help attendees prioritize what sessions to attend  
and with whom to connect, so it sets them up for success!**

## **HOW IT WORKS**

1-on-1 discovery call with CEO, CMO, Event Coordinator, or HR Director to go over needs, wants, and event specifics. After reviewing event content/tracks, I design and lead custom virtual workshops (see options below). After the event, go over report with company contact.

## **MENU OF DEB EVENT STRATEGY SESSIONS**

Welcome video with key points about navigating sessions for the conference/summit  
Pre-event or day-one workshops for attendees on how to get the most out of your event  
Individual and small group event strategy sessions  
Breakout room consulting during the event  
Post-event key takeaways and goal-planning

## **NEXT STEP: CONTACT DEBRA**

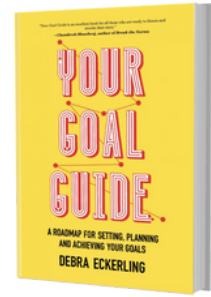
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Goal Setting Simplified



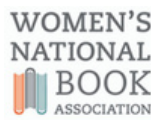
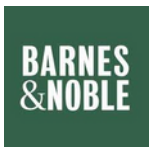
### WHO IS DEBRA ECKERLING?

Workshop leader, moderator, consultant, project catalyst, motivator

Host of the #GoalChat Twitter chat, the #GoalChatLive show on Facebook and LinkedIn, and The DEB Show podcast: Conversations & Motivation

Author of the award-winning *Your Goal Guide: A Roadmap for Setting, Planning and Achieving Your Goals* (2021 Independent Publisher Book Awards, Silver Medal, Self-Help) and Creator of The D★E★B Method system of goal-setting simplified

25+ years of experience in communications. Industries include publishing, education, financial services, social media, and technology. Able to liaise with all levels in corporate and social environments



*"Debra Eckerling has been a terrific speaker for both The Greater Los Angeles Writers Society (GLAWS) and West Coast Writers Conferences (WC2). She is a professional presenter delivering on-target information for our attendees, and is also a great moderator. Debra always generates a warm, positive energy that inspires an audience. I recommend her."*

- Tony N Todaro, President, The Greater Los Angeles Writers Society, and Executive Director, West Coast Writers Conferences

### CONTACT DEBRA

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