

# KEEP YOUR EMPLOYEES ENGAGED & PRODUCTIVE: EVENT STRATEGY



## Presented by Debra Eckerling

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

**Are you sending employees to a conference, summit, or training?  
Want to make sure your team comes away with information and  
actionable items, so *their* time and *your* money are well spent?**

**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 your team prioritize what sessions to attend  
and with whom to connect. I also help them create a pre- and post-event  
plan that sets them - and your business - up for success!**

### HOW IT WORKS

- 1-on-1 discovery call with CEO, CMO, HR Director, or Team Leader to go over their employee's mission: what they want their team to accomplish at the event and bring back to your business. After reviewing your businesses' needs, along with the event content/tracks, I design custom virtual workshops for your team
- Two-hour virtual workshop(s) with attendees to identify their goals and priorities for the event, and make sure they are in alignment with your company. I will also share recommendations for navigating sessions
- Individual strategy; online support for troubleshooting during the event (optional)
- Post-event recap with team leader and their attendees to discuss key takeaways and plan of action

### NEXT STEP: CONTACT DEBRA

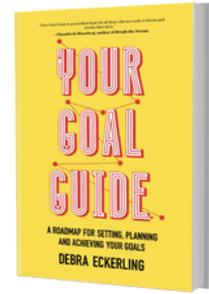
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# the D\*E\*B METHOD®

Goal Setting Simplified



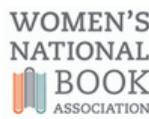
## WHO IS DEBRA ECKERLING?

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 totally engaged the audience with the depth and breadth of her knowledge around all things related to setting goals and implementing strategies to achieve them. Her stories and examples opened many eyes to the awesome potential of goal setting done right. EIN's members simply loved her. You will too."*

- Roger Killen, Organizer, Entrepreneurs International Network ("EIN")

## CONTACT DEBRA

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