

# LIVE EVENT BLUEPRINT: LEVEL 3

Start Time	End Time	Day 0: Set-up Day * Event Team Training Day, Date	Day 1: Content, Connection, Community Day, Date	Day 2: Pain, Solution, Invitation Day, Date	Day 3: Decision, Commitment, Celebration Day, Date	
7:30 AM	8:00 AM	General Session Set-up Inventory Unpacking	Registration * Client Early Access at Time *VIP Early Access at Time *GA Access at Time	* Client Early Access at Time *VIP Early Access at Time *GA Access at Time  *Coaching Zone opens at 8am Possible Sponsorship Breakfast Speak to Sell Offer (up to \$997)	* Client Early Access at Time *VIP Early Access at Time *GA Access at Time  *Coaching Zone opens at 8am Bonus Q and A session with Host	
8:00 AM	8:30 AM					
8:30 AM	9:00 AM					
9:00 AM	9:30 AM					
9:30 AM	10:00 AM					
10:00 AM	10:30 AM		General Session: Module 1 Welcome/Overview Host Story Theme for the Event Ovevriew of the Week Seeding Key Moments Create Safety	General Session: Module 6 Welcome/Aha's Summary of Day 1	General Session: Module 11 Welcome/A-ha's Summary of day 2 Overcoming Objections (Content) Emotional Heart Close (if not you, who? If not now, when?) CTA: Commitments in by Lunch	
10:30 AM	11:00 AM					
11:00 AM	11:30 AM					
11:30 AM	12:00 PM					
12:00 PM	12:30 PM					
12:30 PM	1:00 PM		Coffee Break List as "Networking Break" if no coffee is served	Coffee Break	Coffee Break  ***Last Chance to turn Commitment Cards In for Lunch	
1:00 PM	1:30 PM					
1:30 AM	2:00 PM					
2:00 PM	2:30 PM					
2:30 PM	3:00 PM					
3:00 PM	3:30 PM		Registration Prep & Training Meeting	General Session: Module 2	General Session: Module 7	General Session: Module 12  Potential Sweeper Offer (@\$1997)
3:30 PM	4:00 PM					
4:00 PM	4:30 PM					
4:30 PM	5:00 PM					
5:00 PM	5:30 PM					
5:30 PM	6:00 PM	Team Lunch/ Overview Meeting	Lunch Break (on own)  VIP Lunch Optional: Q and A with Host  Coaching Zone, Exhibits or Retail Grand Opening	Lunch Break (on own)  VIP Lunch Optional  Recommended: Inspiration Panel Preparation Lunch	Lunch Break (on own)  Orientation/Welcome Lunch for New Buyers	
6:00 PM	6:30 PM					
6:30 PM	7:00 PM					
7:00 PM	7:30 PM					
7:30 PM	8:00 PM					
8:00 PM	8:30 PM	Team Enrollment Strategy Meeting	General Session: Module 3  Possible Guest Speaker Spot (Keynote or Speak-to-Sell up to \$997) or Possible Sponsorship Lead Gen Talk (15 min) or Lead Gen Panel (45 min)	General Session: Module 8	General Session: Module 13 Hot Content or Wrap-UP  **Day can end here or "Wrap-up" in Module 14 Optional: Offer for Your Next Live Event with "Best ever" Pricing	
8:30 PM	9:00 PM					
9:00 PM	9:30 PM					
9:30 PM	10:00 PM					
		Registration Set Up	Coffee Break List as "Networking Break" if no coffee is served	Coffee Break	Coffee Break	
		Registration	General Session: Module 4  Philanthropy "Ask"	General Session: Module 9  The Invitation Inspiration (Panel) Invitation (Offer) Motivation (CTA)	General Session: Module 14 Wrap-up A-Ha's Planning for Monday Ceremony or Celebration	
		Optional Pre-event Mastermind or Bonus Session	Dinner Break (on own) Alternate: End the day with a VIP or "Everyone Invited" Reception	Dinner Break (On own)	AfterGlow/ Testimonials Connection Conversion Testimonials	
		Optional Welcome Reception VIPs, Clients and/or General Admission	General Session: Module 5 (Optional)	General Session: Module 10 Business Makeover (Laser Coaching/Hot Seats)	Team Debrief and Celebration	
		Host Sound Test	Team Sales Meeting: Prep for the Offer	Team Sales Meeting: Review questions on the Offer		
		Reg Team Debrief				