

ELEVATED.EVENTS

Volume 10, April 2017

Awards Banquets



Christine Rouse

Life's Celebrations

Victoria, Texas

Cheerleader Awards Night Entrance



Best of Bubbles™



Featuring
Tope Abulude and Anne McGovern



Create festive arrangements and fun designs featuring versatile Bubbles™! Attendees will learn how to produce trendy looks that increase profits and enhance every participant's skills. This class explores the range of options for Deco Bubbles and Air Bubbles™, including centerpieces and balloon walls suitable for a variety of events and occasions.

<p>April 27th 9AM–5PM burton + BURTON® 325 Cleveland Rd Bogart, GA 30622</p>	<p>Register online! www.qualatex.com/worldtour/united-states EARLY BIRD REGISTRATION— \$100 PER PERSON (includes lunch) REGISTRATION AFTER APRIL 13th— \$130 PER PERSON (includes lunch)</p>
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Mystery Box Competition

Are you ready for a competition that will stretch your creativity to its limits?

Contestants are given a box of balloons to create an innovative, eye-catching design in the span of only 30 minutes, and may compete as an individual entry or as teams of two. The winner will receive a prize and advance to compete with the winners of all the other tour stops. A grand prize will be awarded to the world champion.

Only ten entries are allowed per stop, so sign up today for this epic competition!

FREE to Enter

Register Online!

www.qualatex.com/worldtour/united-states

<p>Don't miss your chance to become a Certified Balloon Artist™!</p>	<p>April 26th 9AM–1PM CBA® Exam burton + BURTON® 325 Cleveland Rd Bogart, GA 30622</p>
<p>REGISTER FOR CBA® EXAM BY TELEPHONE 1-800-999-5644</p>	



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Editorial Team



Joette Giardina, CBA



Jen Marshall



Mindy Neal

“Busy Season”

Every month can be busy season, depending on who you market to! However, I find that across the board right now our industry is **BUSY!** Thanks to social media we are getting request World Wide for Organic balloon décor, big cloud builds, Three foot balloons with Tassels, Creative sculptures and themed décor!

With all the amazing décor that is being created around the world, I find that many people get trapped into thinking that every event must have tons of difficult, time consuming techniques in them. However, the majority of the companies who are making the larger incomes from balloon décor are those that focus in on **Classic Décor!** Garland arches, columns, swags, helium décor and a few special touches done daily can bring in money to live off of. Yes there are companies that also make really detailed sculptures etc. But the overall bread and butter for our industry is classic décor done professionally.

In the US we are gearing up for the end of the school year, awards banquets and graduation parties! Time to focus in on easy to customize décor that shows off school spirit.

Your Partner in Success!

Joette Giardina, CBA

BalloonCoach.com

Business Coaching, Monthly Webinars, Business Workshops

Tips, Tricks & Fixes

Linda Soto

Design Street Studios

Los Angeles, California



Customer Service

It can make you or break you.

We are much more than balloon and décor providers. From the first contact with the client to the striking of décor we are there to provide the best customer service possible. Many people feel they are giving good customer service by getting the job right and getting it up on time. That makes the client happy. But we want more than just making the client happy. We want that client to love us. To remember us. To rave about us. We want them to feel so glad that they hired us that they can't imagine doing an event without us.

How? We are problem solvers. We help guide them to the best use of their décor. We show up on time or earlier. We don't make excuses because we do our best not to put ourselves in a position where we need to make apologies or excuses (yes, sometimes the world crashes down around us and stuff happens). You come prepared. Before you turn off the lights the night before a job you have everything loaded in your vehicle if you can or else staged and ready to go out the door. No running around in the morning trying to remember where you left that bag of green balloons you needed or where the mono line is.

Make sure you have enough crew to help you with your job. If you aren't sure if you need someone then you probably do. I have figured out that for every \$500 of décor for a job, I need one person. If my crew is very reliable and experienced I can make it about \$700 per person. This means if I'm doing a \$1500 job, it will require 3 people. Yes, many can do a job that size by themselves, but they are usually seasoned veterans or like living on the edge. [LOL](#) .

Manage your time. Try to be finished and area cleaned up well before the event start time. Yes, sometimes it's unavoidable and you are running to get it done in those last few minutes, but continue to work towards that goal. This also gives you time to ask the hosts if you can help them with anything. WHAT??? Often the hosts is stressed and behind on their tasks. If you don't have to get to another job immediately then see if you can lend a hand with the last minute details that they may need help with. A few extra minutes of your time to help your client can brings tons of good will towards you and your company. Always remember...Great customer service rocks!



What we
FOCUS ON
becomes our
reality

**Make the time to take a day to
Focus ON your business!
June 21st!**

LIMITED SEATING!!

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Creating the Opportunity
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How to Generate Leads
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Mindy Neal
Digital Marketing Strategist

Register Today! <http://ballooncoach.com/chicago-classes/>

Decorator Spotlight

Christine Rouse

Life's Celebrations

Victoria, TX



Christine Rouse has a growing business in Victoria, TX. In 2000, Christine became a clown, and in 2002 she discovered balloon décor. She now works from a store front offering Balloon Décor, Deliveries, Clown and Character Visits, trophies and personalized items.

Her first school décor for awards banquets came from a client who had come in and spent hours planning for a personal event, however did not spend much on that event. A few weeks later, the customer returned stating she was working on the high school football banquet and since Christine had been so helpful she wanted her to do the décor and had hundreds of dollars to spend. Christine states customer service is important as you never know when the personal order for \$20 will turn into being the customer who is the head of an organization that can spend larger budgets with you.

On the cover is a tunnel created using the cheerleaders megaphones and linking arches to create a personalized tunnel!





Schools love to see their names in balloons! Creating columns in the schools colors with sports accents and personalizing it is the key to happy repeat customers!

Check out this Video on Facebook from the room of one of the [Titans Banquets](#)



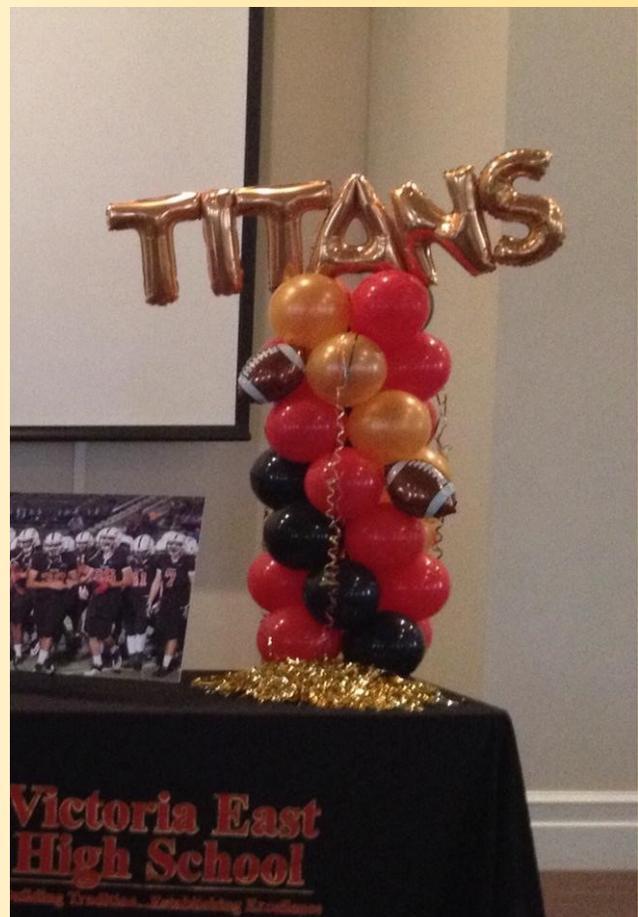
Basketball tabletop columns accent the theme of the awards night and shows off the school spirit!

Anagram NBA Spalding Basketball



After you start working with one team many times word of mouth spreads and the next thing you know you are doing all of the schools events!

When you post photos make sure to tag the schools so that future sponsors and parents find you when they search online for décor ideas.



Reaching your audience—Tagging on Facebook

By Mindy Neal

When you tag someone, you create a link to their profile. The post that you tagged the person in may also be added to his/her Timeline. For example, you can tag a photo to show who's in the photo or post a status update and say who you're with. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also show up on that friend's Timeline.

When you tag someone, they'll be notified. Also, if you or a friend tags someone in your post, the post could be visible to the audience you selected plus friends of the tagged person. *See where we are going here? That's a lot of reach!*

Tags in photos and posts from people you aren't friends with may appear in Timeline review where you can decide if you want to allow them on your Timeline. You can also choose to review tags by anyone, including your friends.

To tag people or pages in a status update (text), simply type @pagename or @personname

If you don't want posts you're tagged in to automatically show up on your timeline, follow these simple directions:

- 1) Click ▼ at the top right of any Facebook page and select **Settings**
- 2) In the left-hand column, click **Timeline and Tagging**
- 3) Look for the setting **Who can see posts you've been tagged in on your Timeline?** and click **Edit** to the far right
- 4) Choose an audience from the dropdown menu

Have questions? Tag me (@mindyneal—see below) in the [BalloonBoach Community](#)—**Not a member of the group?** Ask to join! It's free, and a great way to connect with fellow Balloon Businesses!



Learn more tricks to reach your audience on Facebook in Chicago: June 21st All classes available: **Creating the Opportunity Create Your Life Vision Board** **How To Generate Leads & Sales on Facebook** *Get all 3 Classes & Save [Chicago Classes](#)*



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Parade Promotions & Profits 2017!

<http://ballooncoach.com/parade-promotions-profits-with-balloons-by-tommy/>

Elevate YOUR Business!

What do people say who attended PPP 2016?



*This was an amazing experience!
Very rewarding with lots of hands
on training. The instructors en-
couraged us to excel in our craft
and reach for the stars! Life long
relationships were build in the
industry on both a professional and
personal level. Walida Colon*



Entertainer Spotlight
Sean Rogers
Inspired Balloons
Lake Tahoe, California

Interview by Val "Daisy" Tutson

When I interviewed Sean Rogers of Inspired-Balloons.com he was making pancakes for his family. What a fascinating, delightful, energetic and contagiously excited man! I wanted to go to a balloon jam as soon as I hung up!



Sean's business is based in Lake Tahoe. This is how it all began...Sean was bartending in Florida in 2008 when the economy was tanking. He had a friend who was balloon twisting in restaurants and told him the money was great. Sean said he had no interest in balloon twisting. He actually teased his friend about his profession.! One day Sean made a friendly bet with the twister and lost, so losing the bet on his end he had to go out and twist balloons. Six days later he tested with Johnathon Gerber and he put him in a restaurant the next night. Fast forward 9 years, and Sean is a fulltime balloon designer.

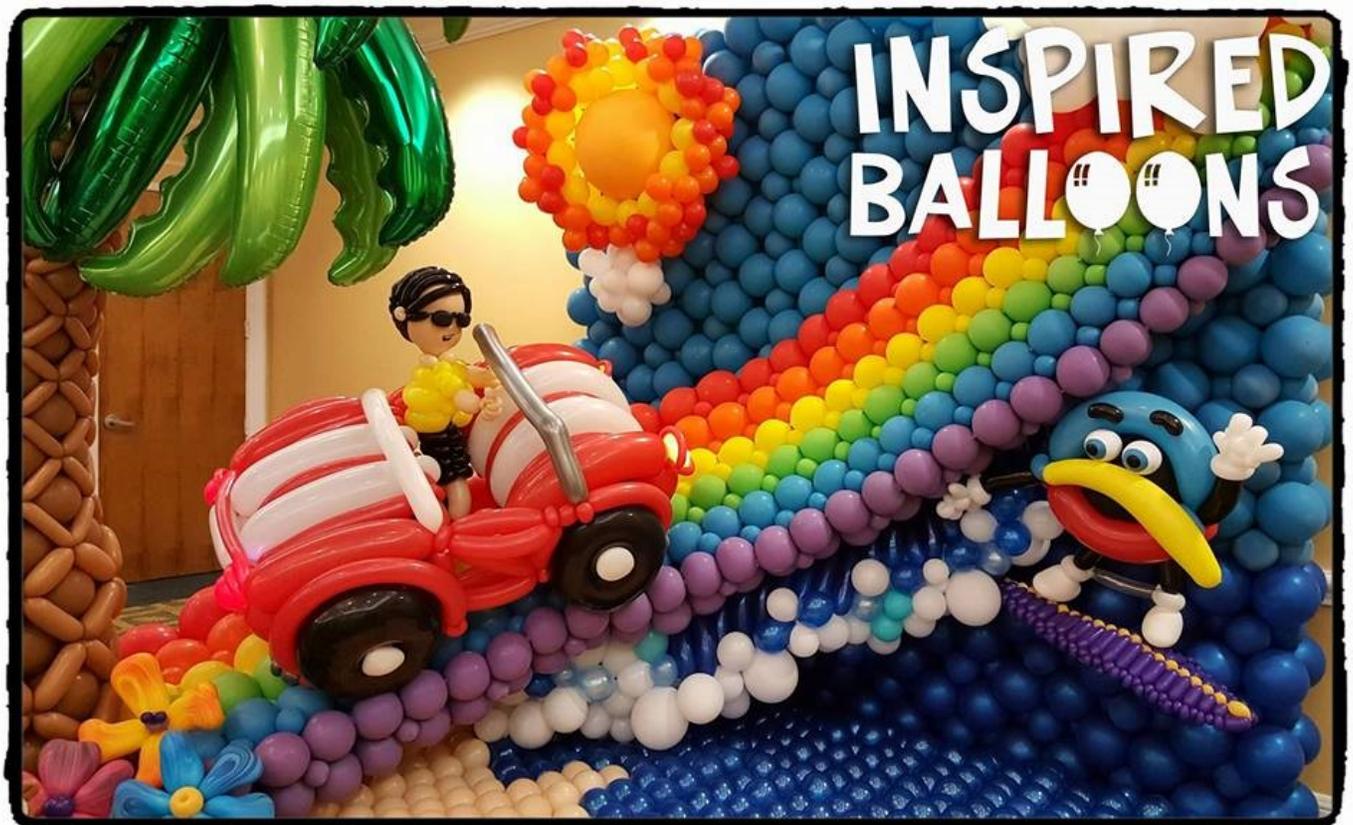
I will back up just a little now to tell that he began his balloon business in 2009, branded his company as "Lake Tahoe Balloon Art and Entertainment" in 2010. Then he went "Full Time" in 2013 when he rebranded with his new name and website to "Inspired Balloons." This was when Sean went to his first balloon convention and met "Ken Stillman."

"I made this cool super hero balloon and I asked Ken to put a face on it for me. He did this awesome face and I loved it!"

I asked Sean to talk about his thought process for his competition piece at Twist and shout this year called “Trip to Paradise.”

“The really fun thing about competing is that you can know some techniques that you want to try, but you’ve never had a chance to practice. “Competition is the time where you have all the tools at your disposal to learn and perfect the technique.” Sean tells me about watching Dante Longhi creating the balloon floor out of the “duplet square pack.”

He learned that technique from Dante, but he wanted to perfect the technique for himself. “It’s a technique that creates a smooth surface in which you can design logos and so many things.” We can all see that Sean learned well and honed his skill with the duplet square pack looking at “Trip to Paradise.” He never creates anything in competition that he can’t “sell” to a client. He uses competition to build his portfolio of selling ideas. This method gives him the room and supplies needed to be creative. “Trip to Paradise” is something that he has already put on his website and face book page as a Balloon Art Piece that can be ordered. What a great business sense he has!





I asked Sean about what he favors more “Deco” or “Twisting?” He likes both, and stated that “these days it’s 50/50 half deco and half twisting.” He tells his customers that he creates “Elegant Experiences.” He said that he thinks that deco twisting is the way of the future for the balloon industry. “Combining the two styles definitely gives your art added value.” A friend of Sean’s told him that twisting and Deco is the difference between a \$50 weekend and a \$500 weekend.



My” fun” job is I work with a restaurant and Bar that has live music all day from open to close. When the weather is good he sets up on the patio and “Sells” balloons. He does not take tips, Sean says” it’s just like selling any product like flowers or candy.” He went to the city and got a sellers permit and a license. His sculptures sell from \$3 all the way to \$100 each to add His menu was very low at first between \$3 - \$5, and then he started with bigger better things. Now he sells balloons mainly in the \$5- \$20 range. “Once I got out of the tip range it made it FUN!” He has an agreement with the restaurant that he can go whenever he wants, and no other twisters are allowed to be there.

It was a pleasure to talk with Sean, he is a down to earth guy, with loads of talent and willingness to share his love of balloons and his experience. We will look forward to his class at “World Balloon Convention 2018!



Interview by *Val”Daisy” Tutson*
A Mile of Smiles Events



Everyone likes to feel like a STAR! Foil stars come in a wide variety of colors to match most schools and corporation colors. Many times an arch going over the top of a stage can get lost in photos of people on stage getting their award. These clients liked adding color to the front of their stage.



Awards Banquets Galore

Joette Giardina, CBA

Balloon Coach



The end of the school year in the US is fast approaching that means lots of awards events. How can you grab your piece of the pie?

You Sell what you Show!

- If you don't have a website **GET ONE!**
- Update your website photos
- Put out a Blog post with tips for a Great Awards Ceremony
- Post on social media Awards Décor & Ideas

Pick up the Phone or Get out of your Office!

- If your phone is not ringing as much as you wish then it's up to **YOU** to take the initiative and reach out to potential customers
- Network with venues that hold graduation events
- Network with rental companies, DJ's and Catering companies

Take Action Today!

Your Partner in Success,

Joette Giardina, CBA

Mentor. Motivator. Speaker.



Stars from the ceiling in Hall greet guest to Awards night