

ELEVATED.EVENTS

Volume 11, May 2017

Summer Fun!



Carolynn Hayman

POP! Designs & Creations, LLC

Ann Arbor, Michigan



BALLOONIVERSITY® AUGUST 9-12, 2017 DESIGN COMPETITION

Earn your spot in the Ballooniversity® Hall of Fame by competing in one of three design categories OR try your hand at the ultimate title of **Designer of the Year!**

All entries in this year's competition must have a Sunset Safari theme.

LARGE SCULPTURE

(\$25 entry fee)	3rd Place	\$100 + Plaque
	2nd Place	\$200 + Plaque
	1st Place	\$300 + Plaque

TABLE CENTERPIECE

(\$10 entry fee)	3rd Place	\$50 + Plaque
	2nd Place	\$75 + Plaque
	1st Place	\$100 + Plaque

NON-ROUND BALLOON SCULPTURE

(\$10 entry fee)	3rd Place	\$50 + Plaque
	2nd Place	\$75 + Plaque
	1st Place	\$100 + Plaque

SUPPLIES PROVIDED:

burton + BURTON® will provide the following supplies for design competition participants if list is received before July 14, 2017:

- Latex balloons for competition •
- Helium cylinders + inflators • Air inflators •
- Heat sealers • ULTRA HI-FLOAT® •

All other equipment and materials are the responsibility of the applicant.

DESIGNER OF THE YEAR

- \$1,000 burton + BURTON® credit memo + plaque
- Complimentary registration for our next Ballooniversity®

To qualify for DESIGNER OF THE YEAR, contestant must compete in the large sculpture + table centerpiece categories. One winner will be determined based upon the cumulative points from both categories.

Design Competition winners will be announced and prizes awarded at 7:00 P.M. on Friday, August 11, 2017, in the Classic Center Atrium.

SIZE RESTRICTIONS + SCHEDULE

In order to allow sufficient building and display space for Design Competition entries, please consider the following size limitations. Also, note the time schedule for each category.

LARGE SCULPTURE

15'H x 12'W x 12'D

3:00 P.M. – 10:00 P.M.
Wednesday, August 9, 2017

6:00 A.M. – 4:00 P.M.
Thursday, August 10, 2017

TABLE CENTERPIECE

72"H x 18"W x 18"D

10:00 A.M. – NOON
Thursday, August 10, 2017

NON-ROUND BALLOON SCULPTURE

7'H x 7'W x 7'D

10:00 A.M. – 4:00 P.M.
Thursday, August 10, 2017



Contest guidelines are as follows: all entries must have a Sunset Safari theme. Registration, entry form, and fees are due by July 14, 2017. Job cost form must be provided to burton + BURTON® prior to July 14, 2017. Participants may compete in more than one category, limit one entry per category. Failure to adhere to competition guidelines including time limits and pre-construction guidelines will result in loss of points or disqualification. If a competitor is disqualified because of failure to adhere to the guidelines, he or she will not be entitled to a refund of the entry fee. All competitors, their volunteers, and assistants must be registered Ballooniversity® participants. Ballooniversity® instructors, sponsors, manufacturers/vendors, and burton + BURTON® employees are not eligible to enter or assist in design construction.

What's Inside

[Tips, Tricks & Fixes Linda Soto](#)

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[The 4 "Magic" Questions to Engage Your Audience
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Editorial Team



Joette Giardina, CBA



Jen Marshall



Mindy Neal

Summer Fun!

As the school year comes to a close, there are many celebrations! Time to gear up for summer time fun with Parades, Bar-b-ques, pool parties, corporate events and family reunions! Wishing you a balloon filled summer!

June 2016 was the first Hands-On Workshop by BalloonCoach.com The unique feature being a real-life behind-the-scenes training with a growing company: Balloons by Tommy. On the front cover is Carolynn Hayman the creator of Conrad the Unicorn! Thanks to Betallic for serving as a sponsor for Carolynn to teach at the workshop and have Conrad as a huge hit for the parade. Check out more on page 8 on the adventures and impact Conrad has had on the industry.

I'm delighted she will be returning to PPP 2017 June 22 -25th Come Learn more about wearable designs!

Email Joette@ballooncoach.com if you would like to contribute to our ezine!

Your Partner in Success!

Joette Giardina, CBA

BalloonCoach.com

Tips, Tricks & Fixes

Linda Soto

Design Street Studios

Los Angeles, California



What's Your Plan?

Are you a planner? Do you keep 2 calendars going? One for all your booked events and another for your TO DO plans? Are you mapping out how you will grow in the next 6 months, 1 year, 3 years?

Is your dream to get some of those big corporate accounts, have a store front, be able to quit that “other” job and be a balloon pro full time? Have you already reached those goals yet feel like you have plateaued in your business? It happens. We either get too busy trying to hit our goals or we never really mapped out what our goals were and are now feeling a little lost or stuck.

Do you have a business plan? When you started off your business did you write one up? If not it's something you should do. Have you been in business more than 5 years, 10 years? Did you know you should have a current business plan? Your business has grown (hopefully) and changed. So many things are different since you decided to become a professional. Technology has opened many new doors for us. Social media has changed the face of marketing your business.

(continued next page)

Access to education has grown and improved considerably. With all of these changes shouldn't your business plan reflect this? By updating your old one or writing up your first business plan you are giving yourself a road to follow to reach your goals.

You have a greater percentage of success when you write things down. It's there in front of you. It's not some vague thought that you might remember when things aren't so hectic.

Right now, we are in our big season of graduations, proms and events. There is usually a lull coming up in the summer for many people. Mark your calendars now to make time for you and your business plan during this down time.

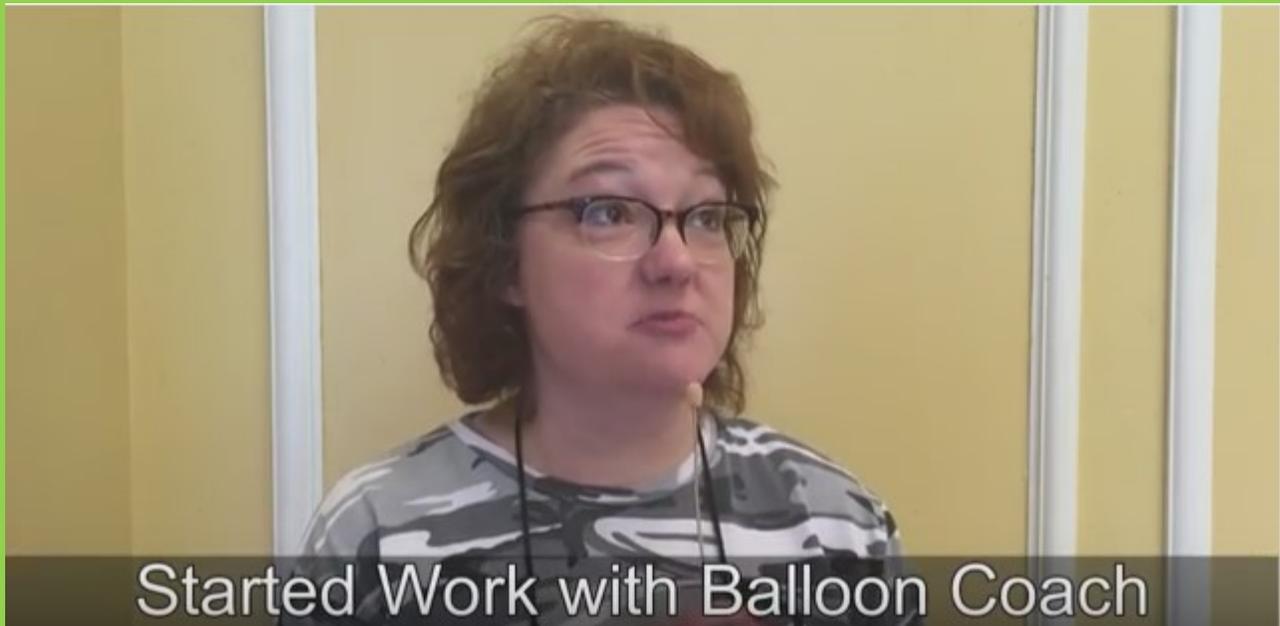
Don't have down time? Make an appointment with yourself to do it. Do whatever it takes to get this done. Do you need to step up your game by working with a coach, update your website, add a marketing campaign or further your education?

Get that into your business plan. When you have a good business plan in place and you work at following it, you will be able to track your progress and make changes if you decide you need to shift direction. Keep your plan updated. It's not meant to sit in a file cabinet. It's your compass for steering your business in the correct direction. The business side of balloons may not be the most glamorous but it is necessary.

Bonus tip* - A great resource book to help with your marketing is **WORDS THAT SELL** by Richard Bayan. Over 6,000 key words to help promote your products and services.

Linda Soto

**Have you heard about One to One Coaching
To put your Dreams into action?
Your Partner in Success!**



**Meet Julie Pierson—[Click to watch her video](#) and hear what she
has to say about One-to-One Coaching with
BalloonCoach.com**

[Coaching](#)

One to One and Elite Coaching give you direct time with me to focus in on your goals and make a road map to get you on track to meeting your business goals.

Access to the 21 Webinar Recordings!

Group Coaching meets the first and Third Monday of each month 9 pm Eastern for one hour to help motivate you and live Q & A time to answer questions and help problem solve as a group.

Conrad the Unicorn
Carolynn Hayman
Pop! Designs & Creations LLC
Ann Arbor, Michigan



Conrad is really getting around! Even auditioning for America's Got Talent, season 12! Hard to believe that this all started with me watching a video of Carolynn perform in the costume competition at Twist & Shout 2016. From there, our Parade Promotions & Profits team invited Carolynn to be an instructor at PPP 2016 and have Conrad represent the Happy section in the Balloons By Tommy Entry! Betallic sponsored Carolynn as a teacher at the event and the balloons to create Conrads for the parade.

Chad Johnson captured the video of Conrad Practice the night before the Parade with Carolynn Haymann & Anais Williams and the next thing we know the video went Viral!

Most recently MTV France, Italy, Germany, Spain, UK and Netherlands have featured the video. [Click here or the image to watch.](#)



It has been a delight to see all the costumes that are now being requested around the world after people seeing the Conrad Video. Thank you Team Conrad!

If you have delightful décor/costumes to share with our community, we'd love to see it and celebrate YOUR wins! Please email Joette at joette@ballooncoach.com to get your work featured!



Check out this video of PPP 2016—[Click here or the image above.](#)
Ready to Elevate Your business—join us June 22-25th in Chicago!





Let's Get SOCIAL!

CONNECT WITH BETALLIC

for the latest product announcements, educational opportunities, and more!



*Betallic
Betallatex Group
The Original LINK-O-LOON Group*



Get exclusive access to instructions and more when you join the bGallery at Betallic.com!



Carolynn Hayman, POP! Designs & Creations LLC

Why should you attend Parade, Promotions & Profits?

Sara Meyer shares her experience, and how a year later, she is still utilizing and benefitting from the valuable hands-on learning and lessons from her time in the workshop.

For our YouTube Audience:



For our Facebook Friends



The 4 “Magic” Questions to Engage Your Audience

by Mindy Neal

How do you turn leads and subscribers into buyers and raving fans?

You answer these four questions:

Question #1: Why Now? Marketing is interruptive. The first question that you have to answer for people is basically why are you interrupting them? *Why now?* Why should they focus their attention on your right now?

Here are a couple of examples: If you’re interrupting someone, the follow-up questions that you should ask, “Is it new? Is it on sale? Is it limited or exclusive? Is it timely?”

Question #2: Who Cares? Think about it like this: Who would be affected the most positively or negatively by having or not having your product or service. When thinking about your targeting, think about the end result that your WHO is looking for.

Question #3: Why Should They Care? What does their life look like before you enter their life? What does it look like after? Imagine how they’ll feel when they see your work and how it transformed their event. I see a lot of people who position their “why” in terms of features of the product or service that they’re actually selling.

Question #4: How Can You Prove It? People believe that you can do what you say you can do. People believe that you’ve done it for other people. People believe that you could even do it for someone that they know, but it’s tough for them to believe that **they** can do it too. **Proof is a big deal.** Even though they believe that, you need to leverage testimonials, customer stories, case studies or news stories. Check out <http://getbravo.com>



Notice the beauty on the left from Sara. :) **We used Animoto to dress up her testimonial, adding text and music to make it POP.**

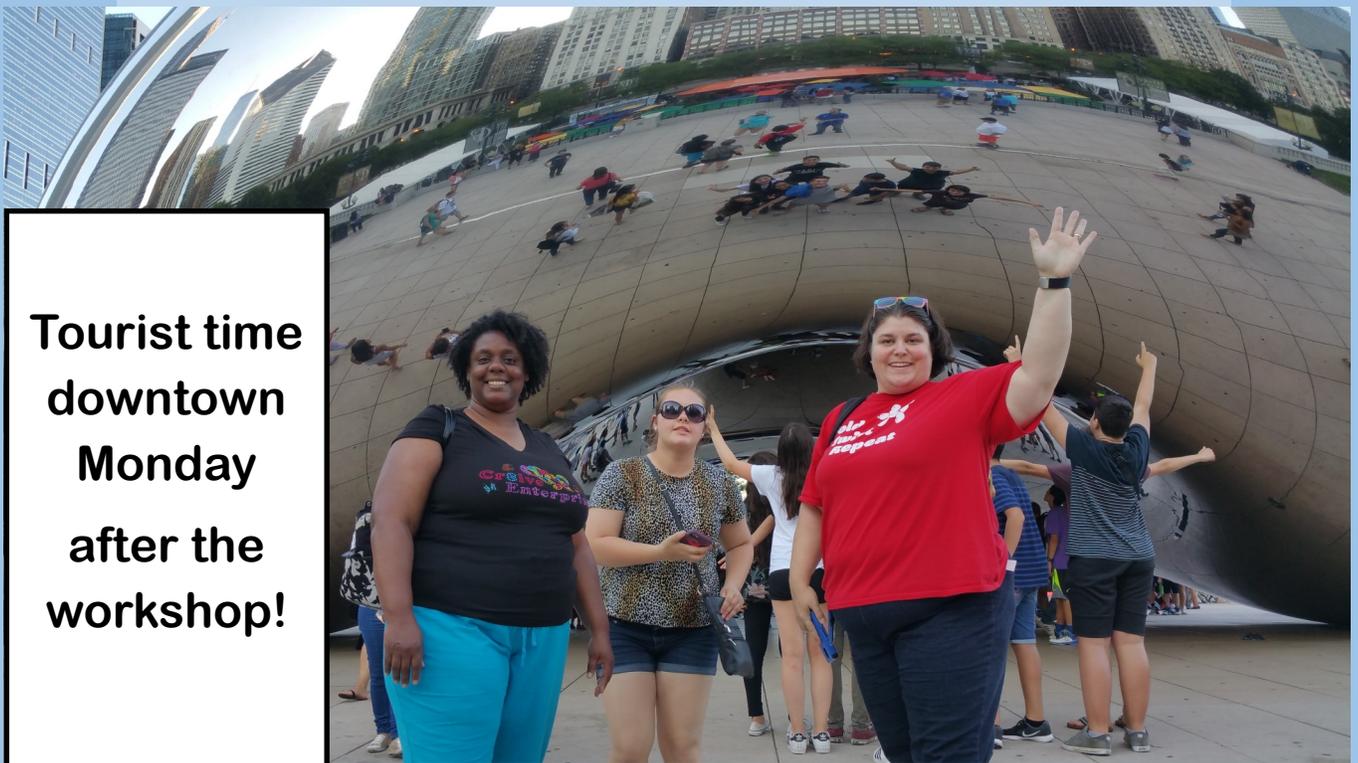
If you take the time and ask yourself these four questions before you write your next sales script, before you make your next sales call, before you write your next broadcast or email follow-up campaign, or write your next ad, it’ll work better.

It really will.



**Eddie says
No More
Starving Artist!**

Parade Promotions and Profits 2016



**Tourist time
downtown
Monday
after the
workshop!**



**Discover
YOUR
Potential at**

**Parade
Promotions
& Profits**



June 22-25, 2017 Chicago, Illinois

More than merely a parade, this 3-day, intensive workshop will show you how Tommy DeLorenzo expanded from a balloon décor business in his parents' house to a high-volume, in-demand business earning more than \$330,000 a year in sales. In partnership with Balloons by Tommy and Betallic, BalloonCoach.com invites you to be a part of this unique opportunity.



Learn the secrets of success to:

- Put more money in the bank
- Achieve financial stability
- Ensure long-term success for your business

Workshop includes:

- One-on-one networking with instructors and attendees
- Hands-on experience working side-by-side with staff
- Round-table discussions where you can ask ANYTHING
- Marketing and sales tips to help you GROW
- Daily lunch
- Dinner and behind-the-scenes tour at Balloons by Tommy headquarters
- Participation in the amazing Chicago Pride Parade
- And more!

Increase your confidence and walk away with the knowledge to increase your profits! We look forward to seeing YOU in Chicago!

Register NOW for only \$499 [HERE!](#)



Do you know that BalloonCoach.com has a Blog?



Check out tips on making sure your pool décor stays in the
pool!

<http://ballooncoach.com/pool-balloon-decor-tips/>

5 Tips on Creating Professional Outdoor Balloon Décor

<http://ballooncoach.com/free-post/>

**Make the Most
of your Summer!
Joette Giardina, CBA
Balloon Coach**



They say what you do today reflects in your business 3 months to a year down the road. If you decide, “kids are out of school, so it’s time to take a 3 month break” from working your business, you will see a drop off in business in the Fall!

My husband is a middle school teacher, so he is counting down the days till school is out! One of the tricks I learned to help me during summer time when my family is home and expects more “together time” is to set dates that I will go on vacation and enjoy time away from the office.

Then I set a schedule of time for me to be on the computer and phone to meet my clients needs, keep up with social media, and contact potential clients.

Take Action Today!

Your Partner in Success,

Joette

Mentor. Motivator. Speaker.