

**Prepare to Elevate Your Business
RESERVE YOUR SEAT TODAY!**



Promotions & Profits

Presented By



**October 11– 14, 2017 Orlando
Holistic Business & Hands on workshop
By BalloonCoach.com &
Party People Events**



Profits & Promotions

Workshop Team:



Workshop Producer

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**Digital
Marketing
Strategist**

Mindy Neal

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Party People Events

Lakeland, FL



Eddie Heyland

Balloon City USA

Dallas, TX



Gary Ledbetter

Dynamite Magic

& Balloons

Montgomery, AL

Behind the Scenes Workshop Team



Joette, Marlee & Brian Giardina



Jennifer Marshall

What people thought of past workshops.

I attended PPP as a total balloon novice but left with a new set of skills and a new confidence that has boosted my business and motivation. I was under the assumption that I was going to learn how to create a parade float, which I did, but I also learned several designs and concepts that are incredibly marketable and easy to sell clients. From large framed letters to “fireworks” and “backpacks”, I’ve sold it all. My very next sale after returning home was a set of large framed letters that paid for my entire workshop cost. I also received professional photos of our work that took my website and marketing materials to an unreal level.



In addition I met a group of hard working, fun balloon artists who each had ideas and tips to share and never once made me feel like my beginner skills weren't good enough. We are all still active in a group on Facebook and the encouragement and support is outstanding. I could not have imagined a better way to get started in the balloon community.

I was so impressed with the quality of the workshop and not a second of my time was wasted. I've recently discovered that the same care and thought that Joette put into planning the workshop carries over to her Balloon Coach webinars. Each webinar offers solid, usable information that pays for itself. Listening to experts share their sales numbers, marketing strategies and best tips is unheard of in most other industries. Balloon Coach has given me a tremendous advantage and helped me start my business on firm ground.



Meet Sara Meyer
She shares her
experience...

Sarah Meyer, Wisconsin Balloon Decor

Click to listen to Sarah describe her long-lasting skill-building experience at the 2016 Workshop.



The skills I acquired at the Parade, Profits, and Promotions Workshop have been extremely beneficial to my business. The techniques taught are not limited to parades and have helped improve my decorating skills and gave me a boost of confidence. -Adrian Winfrey

This was an amazing experience! very rewarding with lots of hands on training. The instructors encouraged us to excel in our craft and reach for the stars!!! Life long relationships were built in the industry on both a professional and personal level. – Walida Colon



When October 11 –14 Workshop

Where: Host Hotel is Park Inn, Kissimmee

[Click Here](#) to reserve your room in our special event block to

FLY Into Orlando International airport and take Uber or a taxi to hotel.

Registration just \$499

Includes 3 full days of training, Lunch Wednesday, Thursday, Friday, Snack pack on Saturday.

Professional Photography of you and work created.

Bonus day of participating in Parade on Saturday.

Questions?

Email

Joette@ballooncoach.com



Hotel Has 2 outdoor pools and a hot tub

Bring your swimsuit to refresh after classes and the parade!

WORKSHOP SCHEDULE may flex some to complete all task.

This is preparation for a live event on Saturday, so we will be working efficiently to complete all task like preparing for a job at home.

Wednesday, October 11

7:30 am Registration Open

8:30 am - 9:00 am Rise & Shine

9am—10:30 am Opening Session

Meet the Team of Instructors

Growing Your Business With Purpose Joette & Johnathon

How to prepare for a parade or large event, checklist and tips.

11 am – 12:00 pm Framing Letters Eddie & Johnathon

12:00 pm —1 pm Lunch

1pm—3 pm Hands on Framing Fill in the letters with balloons

3:30 -4:30 pm Press Releases Joette

Create Press Release—Bring your Laptop or notebook.

Attending this workshop is step 1, now it's time to promote that you were here to gain FREE marketing for your business.

Many of our workshop Alumni were on TV & Newspaper

4:30 –5:30 pm Framing for Outdoor Arches & Sculptures Gary & Johnathon

5:30—7 pm Dinner on own

7 pm – 9 pm Hands on Build

9 pm—9:30 pm Cool & Calm



Thursday, October 12th

8:30— 9 am Rise & Shine

9am –Noon Parade Poles Johnathon

Noon to 1:00 pm Lunch

1:00 pm – 4 pm Flamingos &

Sculptures Gary & Johnathon

4:30 -6:00 pm Networking online and offline. Mindy & Joette

You know all these great things to do with balloons now time to increase the people you do business with, people need to Know, Like and Trust you via networking!

6—7:30 Dinner on your own

7:30—9:30 Continue Sculpture build

9:30 pm— Prepare to rest

Friday, October 13th

9 am—Noon Backpacks Eddie Part of the high impact of the Parade is backpacks! Perfect for any parade!

Noon – 1 pm Lunch (freshen up for photos!)

1 pm – 5:30 pm

Continued Inflation of all designs to be ready for parade

Professional Individual and group photos will be taken this afternoon.

5:30—6:30 pm Group Dinner

630 pm Marketing Plan for when you get home. Mindy & Joette

What to Expect at Parade tomorrow.

Prepare to have great Formation during the Parade.

Complete Projects.

9 pm Calm & Cool



Saturday, October 14th

Let the Parade Begin!

8:30 am Rise & Shine

9 am—10 am Panel Q & A with all of instructor team

10 am—11 am Final touches, packing

11 am Head to parade Set up

Set up the Parade

4 pm is the live parade

ON SITE SET UP

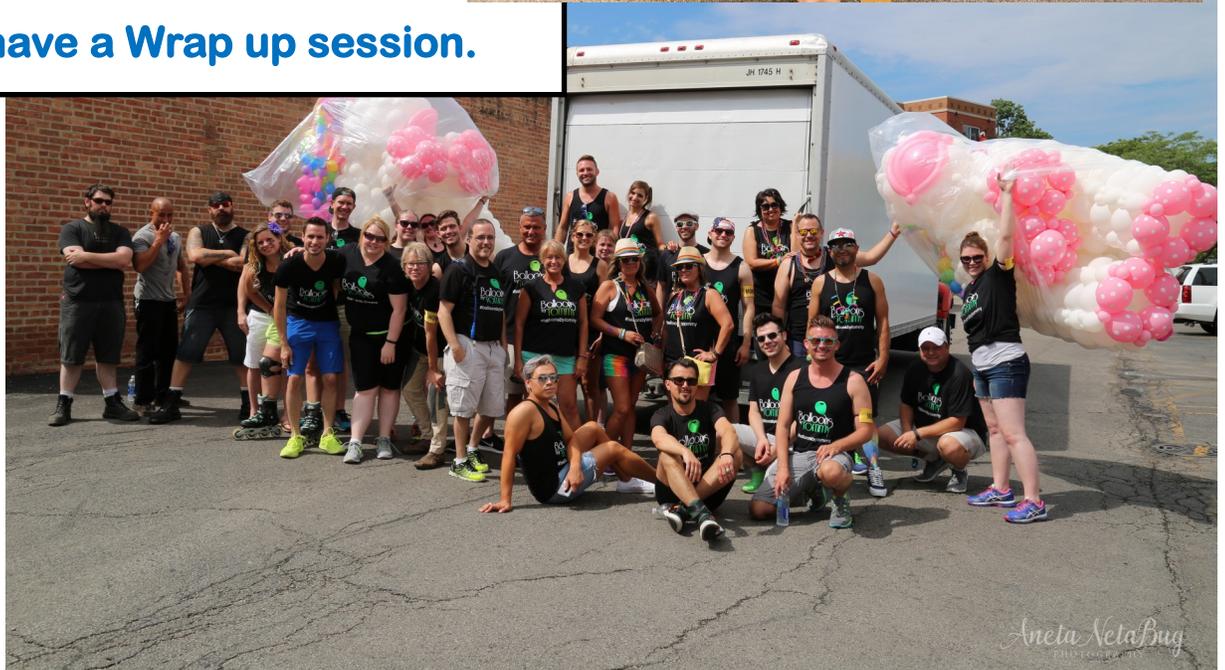
**Move the Balloons from the trucks
to the Float & Assemble.**

Keep balloons off the ground.

Dance in the Streets!

Enjoy the Parade!

**When we return from Parade
we will have a Wrap up session.**



Benefits from Promotions & Profits Workshop!

Networking at meals to build new professional relationships.

Small workshop = quality time with instructors.

Focus on growing your income and marketing tips that work.

Johnathon shares how he grew his business to over \$415,000 in sales counting on a team to help him grow.

Professional photos you can use as your headshot and in marketing.

Hands on experience to increase efficiency and confidence.

Designs to sell to your clients when you return home.



More Testimonials...



We had an INCREDIBLE time! Fun and high impact designs, relevant and valuable information, new friends and unforgettable memories. Easily the most effective investment we've ever made in our business!

Brandi Nesbitt

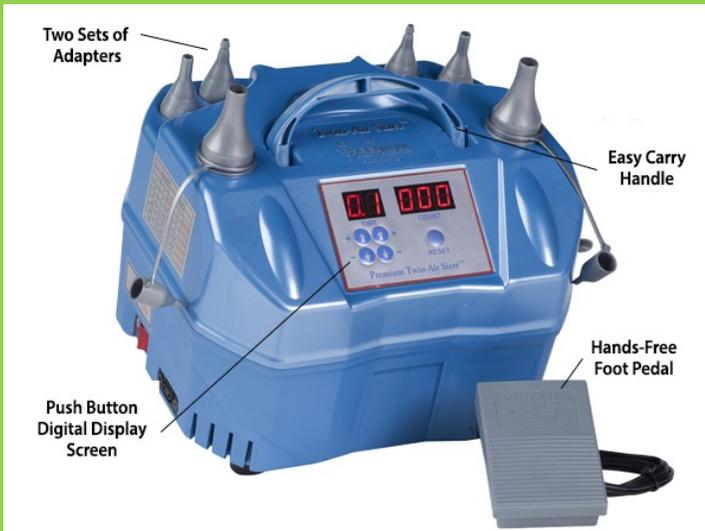
Everything was great. The hands-on was fantastic. Loved the professional photographer. Loved having most meals as a group. Great team building. Seems like Joette thought of every detail'

**Carolynn Hayman,
Creator of Conrad the Unicorn!**



Gain valuable experience & knowledge

- Work side by side with instructors
- Transfer all the skills you learn to market to clients , not just parades!
- Framing for Letters and arches
- How to create concepts for your clients to make a splash in the parade.
- Marketing plan to apply these skills to clients outside of the Parade Market.
- How to organize a volunteer or paid crew for large events.
- How to run your business while preparing for a large event weekend.
- Photo's through out the workshop to use in marketing when you return home.
- Prepare Press releases at workshop to help you get FREE news coverage in your area.
- How to use SEO to your advantage after participating in a parade.
- Lunch each day and Dinner on Sunday is a part of the workshop payment to network.



Premium Twin—Air
Regular \$1299.00

On Sale only 4 available
\$999.00 each

You have the opportunity to purchase the Premier Inflation Equipment for a great discount. These are the machines we use at the workshop!

Premium Cool Aire 4
Regular \$399.00

4 available after workshop for
\$350.00 each



First come first serve, email Joette@ballooncoach.com for details to purchase in advance!