

Marketing Your Event Planning Business

...Even in a Tough Market



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When it comes to marketing your business in a rapidly changing work environment, conventional marketing wisdom often doesn't work. In fact, if I had a dollar for every time that I said "But it was supposed to work". I would be a **VERY** rich woman.

One of the realities of promoting your business in a turbulent marketplace is CHANGE. There are no guarantees and no foolproof strategies. In fact, to be successful, it is essential to spot trends and re-chart your course quickly.

In the E-book, I will share some of the lessons that I have learned in the school of hard knocks after running 2 business, The Training Oasis, Inc. and Executive Oasis International for over 20 years. I hope that this will save you some false starts and prevent you from going down some of the blind alleys that I did.

Check back regularly as this is a work in progress and continually evolving in view of a dynamic market and business environment.

It was Supposed to Work

Over 20 years ago, a few years before I started The Training Oasis, Inc. I spun off Executive Oasis International in 2003, focusing on the design and facilitation of executive retreats and team building. In response to requests from clients, I began planning and organizing the entire executive retreat and team building session from start to finish for some clients. Again in response to requests from clients who had fun at executive retreats and team building sessions, I started planning corporate events. When the response was enthusiastic, I realized the opportunities.



I spent a LOT of time marketing to event planning professionals. I went to trade shows, conferences, and networking events for event industry professionals. I managed and grew what has become the largest group for event planners on LinkedIn. I blogged extensively for event planning portals.

All of these strategies were supposed to work based on the advice that "experts" had provided. I thought that these opportunities would generate executive retreats and team building business. They didn't.

In this e-book, I will share the strategies that worked in generating event planning business and those that did not work, despite the hype.

My aim is to save you from years of spinning your wheels.

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About Anne Thornley-Brown



President,
The Training Oasis, Inc.

Facilitator, Executive Retreats, Team Building Training
Education: MBA, MSW

Experience: 20+ Years
Global Reach: Companies from 9 countries

Anne Thornley-Brown, founder and President of Executive Oasis International. Anne has worked with clients in a variety of industries including telecommunications, banking, pharma, the airline industry, transportation, and the entertainment industry.

Anne has facilitated training and workshops from 18 countries including North America (Canada, USA), The Caribbean (Jamaica, Dominica, Barbados), The Middle East (Dubai, Oman, Saudi Arabia, Bahrain), Asia (Singapore, Malaysia, Thailand, India), Africa (South Africa, Egypt, Sudan).

Anne's clients have included Holt Renfrew, Bell Mobility, Telus Mobility, Rogers Communications, Bell Mobility, Nakheel/Dubai World, Bidvest (South Africa), Roche, Scalar Decisions, Manulife Financial, Ingram Micro, OCBC Bank – Malaysia, EPICPCS - USA, Sittercity, Xerox, IBM, and IKEA.

During 18 tours of Asia, Anne has delivered seminars to over 2000 executives and managers In Asia, participants from a variety of organizations including Petronas, Samsung, Malaysian Airlines, Digi, Mobil/Exxon, Thai Airlines, Proton and Perodua, Bangkok Airways, and Dell Computers have attended her public workshops.

Anne is also a popular blogger. She has written for Plan Your Meetings by MPI, The Huffington Post, Event Manager Blog, Cvent Blog, EventMobi Blog, and Elite Meetings.

About The Training Oasis



With major shifts in the global geo-political landscape, the economy and business climate have entered a time of turbulence and uncertainty. As businesses become increasingly complex, connectivity is decreasing, and silos are becoming more entrenched. Effective cross-functional teamwork is a key driver of corporate success. In the midst of turbulence, even organizations with strong performance need to be alert, on top of their game, agile, and proactive enough to seize opportunities. Organizations need to spot and respond effectively to the trends that will have an impact on their business.

Since 1996, The Training Oasis, Inc., a Toronto training and OD consulting firm, has helped rapidly changing organization:

- Foster innovation.
- Strengthen team cohesion.
- Re-shape their corporate culture.
- Inspire teams that are tired or discouraged.
- Identify and tap into growing markets.
- Break down silos and improve cross-functional teamwork
- Design & execute innovative strategies to stay ahead of the competition.



We'll Bring our Oasis to You



Why an Oasis

We have served clients from ocountries including Canada, USA, Jamaica, Barbados, Dominica, Singapore, Malaysia, Thailand, United Arab Emirates (Dubai). Clients have included Bell Mobility, Caribbean Development Bank, Sidra Capital (Saudi Arabian), TELUS Mobility, Ingram Micro, IBM, OCBC Bank (Malaysia), Penang Port (Malaysia).

[Partial Client List](#)

We specialize in the design and facilitation of training, workshops, meetings, and brainstorming services.

From time immemorial, weary travellers have wandered through the desert in search of the next oasis to refuel, re-chart their course, and find the strength to continue their journey.

In the same spirit, Executive Oasis International creates a safe haven for corporate teams to pause, refuel, and pick up tools and strategies to help them on their journey to success.



Oasis = A place of calm and growth in the midst of turbulence.

Executive Oasis International, our sister company, uses accelerated learning to design executive retreats and team building.

<http://www.executiveoasis.com>