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**Education & Event Strategies**

**What I can do for you:**

* Assistance in Identifying Event Strategies in Specific Territories
* Assistance in Identifying Event Partners
* Assistance in Creating & Adhering to an Event Budget
* Help Identify Speakers/Topics
* CE Applications/Sign In Sheets/Evaluations/Certificates
* Create Invitations/Flyers
* Pardot Email Campaigns
* Set Up Online Event Registrations/Payment Processing
* Communicate with Max’s Team for Website/Social Media Postings
* Assist with Identifying Vetting, Follow Up & Referral Potential Strategies

**What you will do:**

* Select Venue, Date, Time
* Select Target Audience
* Ensure Target Audience is entered in SF (preferably with emails)
* Promotions (Social Media, Calls, Fax, Mailers, Scheduled Apts, & Drop Bys)
* Host the Event
* Be responsible for handling sign in sheets/evaluations/certificates appropriately
* Document attendance and follow up in Salesforce
* FOLLOW UP! FOLLOW UP!! FOLLOW UP!!!! RAKE IN ADMISSIONS!!!

**Please Note:** This is a new position for Summit BHC. As with any new undertaking, there will be adjustments made as strategies progress. This is a snapshot of what we can expect over the coming months. I’m looking forward to working together to grow our event potential.

**Janis Ellington, CAC II**

**Director of Education & Event Strategies**