

WELCOME

DAY 56/100

DIGITAL MASTERY CHALLENGE

DATE: September 09, 2020, WEDNESDAY
TIME: 07:00 PM (AST)
LIVE FROM DOHA, QATAR

**Thank
you**

**For
participating
in our
SURVEY**



أشيقر[®]
DIGIMENTORS



**ONE ACTION TAKEN FROM
SURVEY FEEDBACK:**

**CHANGED WEBINAR TIME
TO 6 PM AST**

The background is a vibrant red and orange gradient with wavy patterns. At the top, a red ribbon with a gold border waves across the frame, adorned with three large, 3D pink stars and a shower of colorful confetti. The sides of the image are framed by ornate, golden scrollwork and red ribbons. At the bottom corners, there are two red cylindrical containers, each with a flame-like shape inside.

**MORE CHANGES AND
IMPROVEMENTS TO COME
SOON!**



**TOP 5 SURVEY
PARTICIPANTS**

Mr. Sanil Xavier



Mr. Ali Kunhi Moideen



Mr. Arjun Krishna



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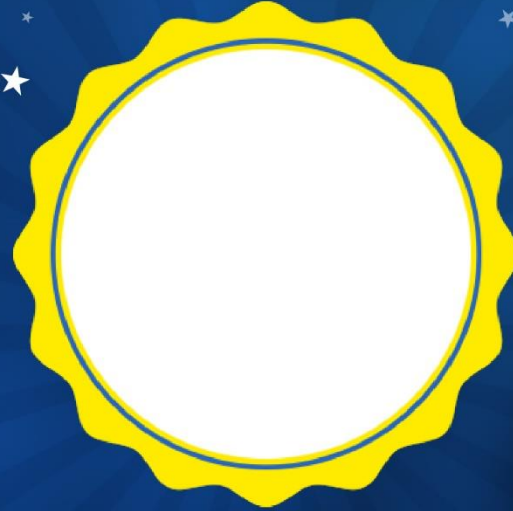
www.adm.qa



Mr. Denver Ferdinand



Mr. Sujith Tharokandy



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DIGIMENTORS

www.adm.qa



WINNER OF AFFILIATE WEBSITE



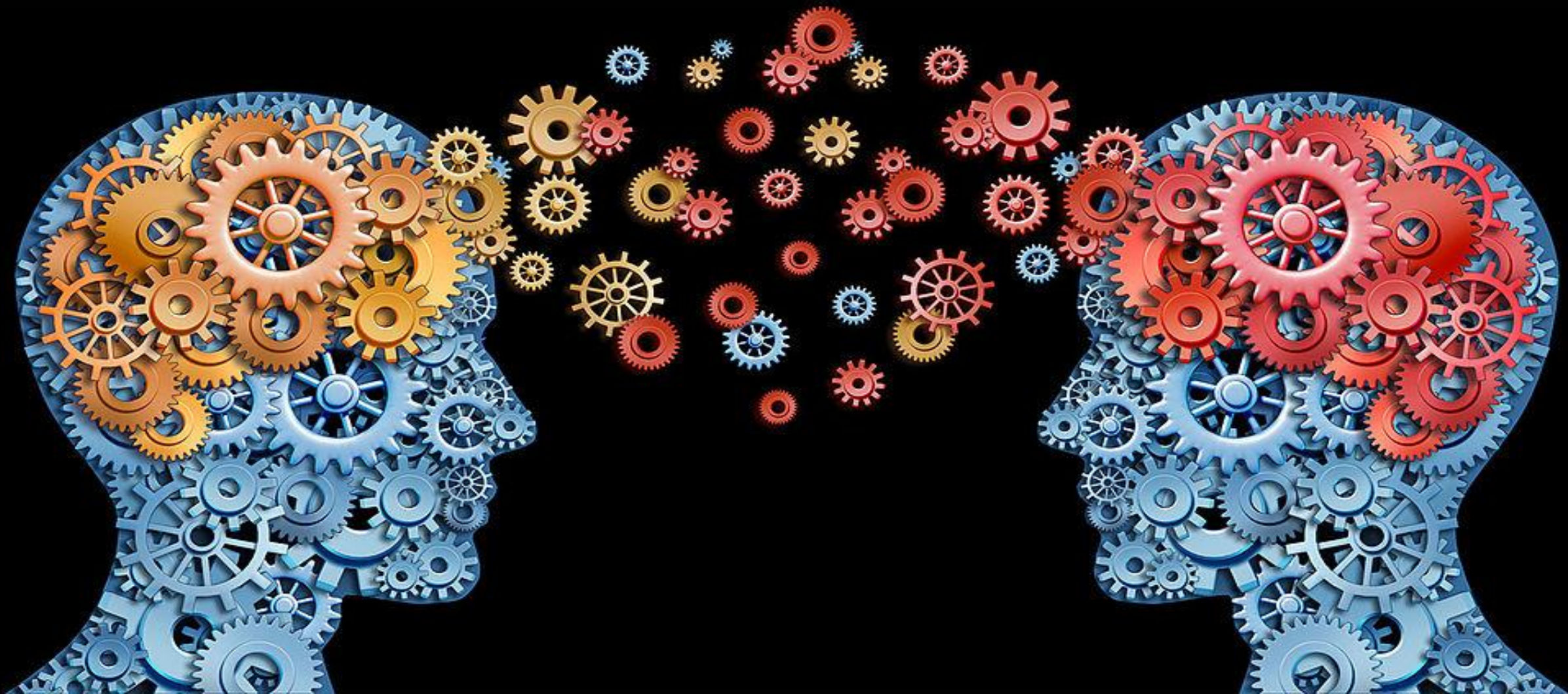
Mr. Sanil Xavier





DIGITAL ECONOMY

KNOWLEDGE ECONOMY



ONLINE EVENT MANAGEMENT





AFTER COVID-19

EVENTS INDUSTRY ALSO CHANGED



3 TYPES OF EVENTS

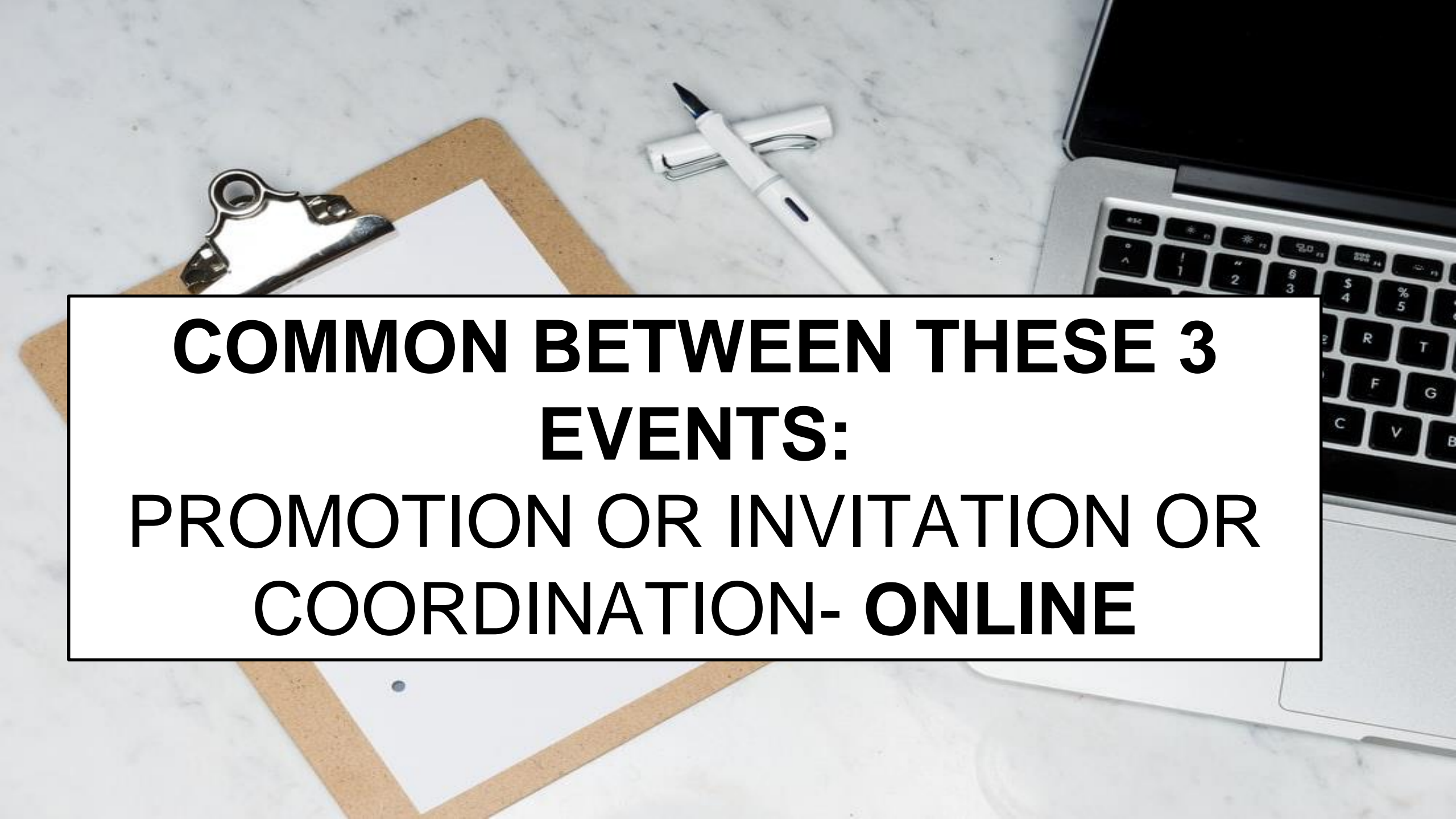




OFFLINE
EVENTS

ONLINE
EVENTS

HYBRID
EVENTS

A top-down view of a desk with a white marble pattern. On the left is a wooden clipboard with a silver clip. In the center is a white pen with a blue tip. On the right is a silver laptop with a black keyboard. A white rectangular box with a black border is centered over the desk, containing text.

**COMMON BETWEEN THESE 3
EVENTS:
PROMOTION OR INVITATION OR
COORDINATION- ONLINE**



WEBSITE

SOCIAL MEDIA

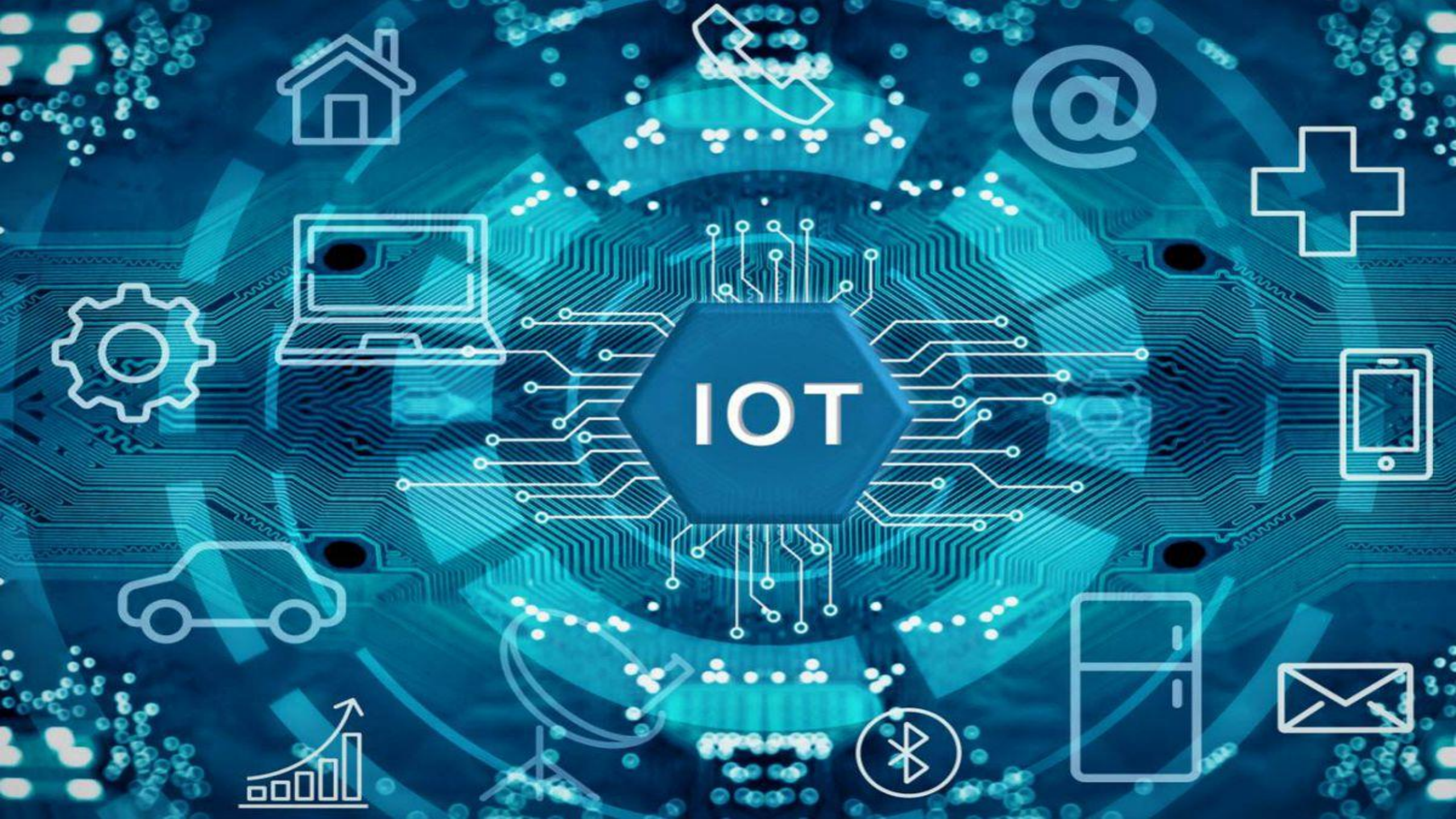
MOBILE APPS

PAYMENT
GATEWAY

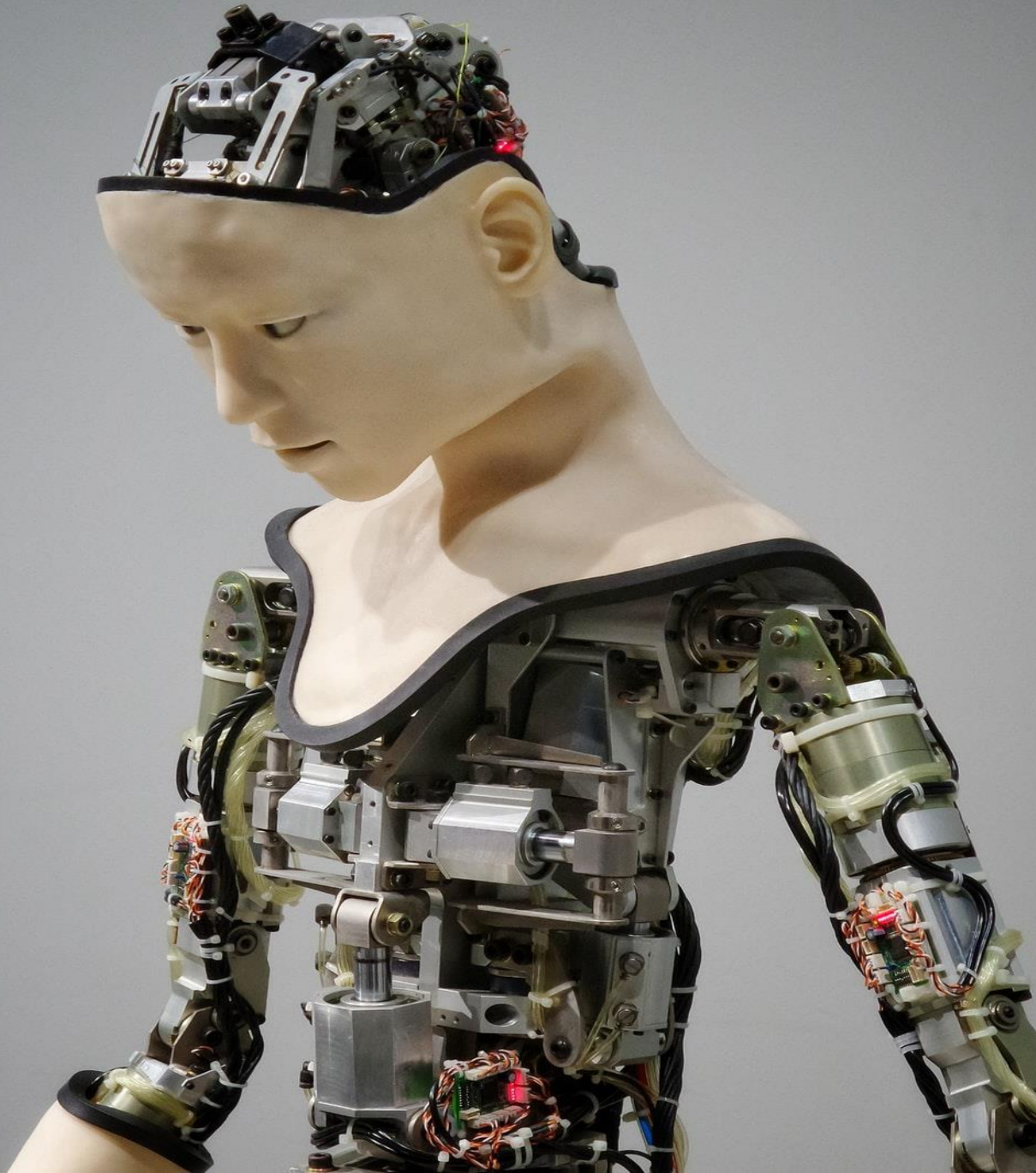
EVENT
MARKETPLACE



**TECHNOLOGY
EMERGED**



IOT



ARTIFICIAL INTELLIGENCE

VIRTUAL REALITY

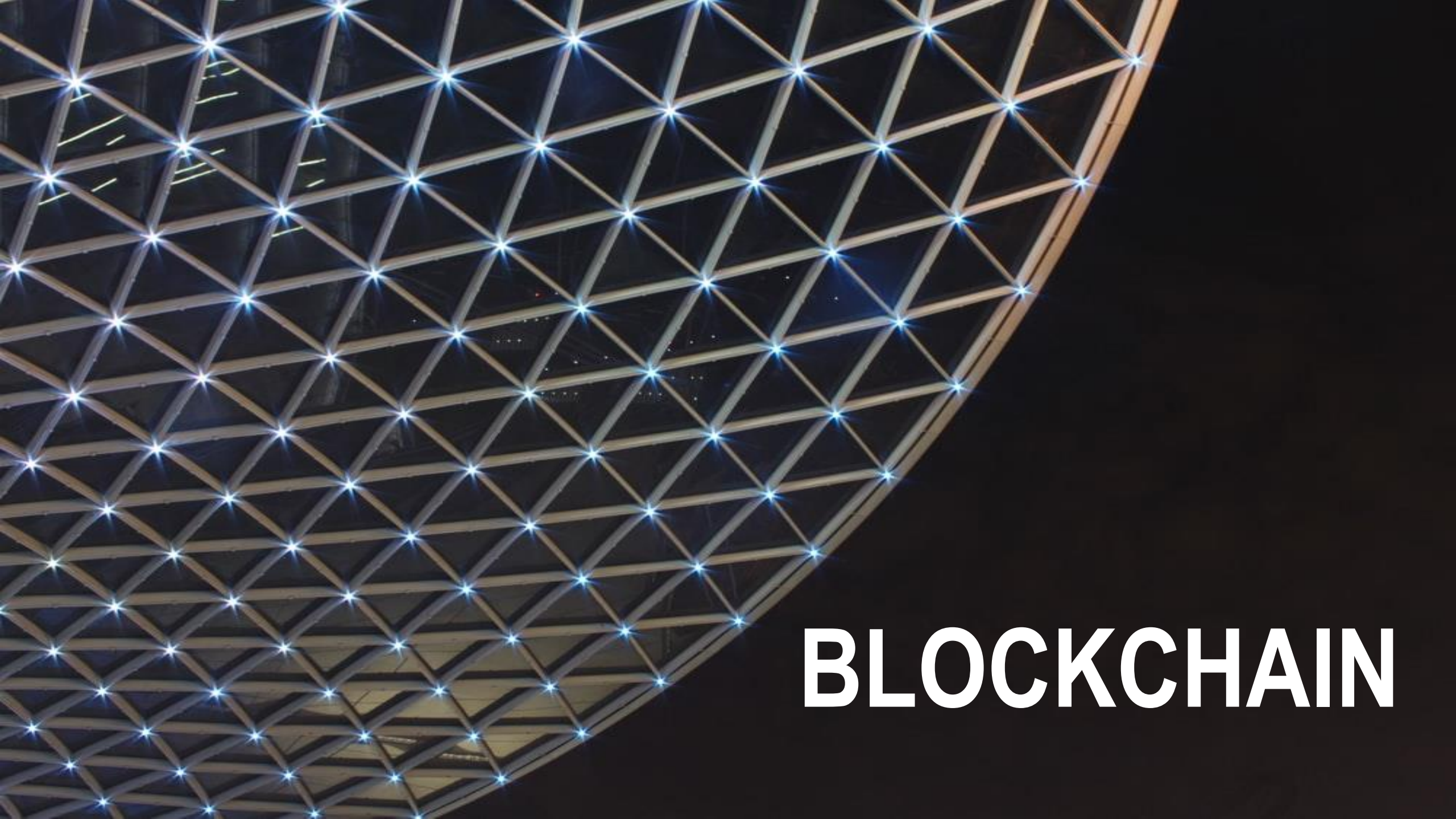


AUGMENTED REALITY





TELEPORTATION



BLOCKCHAIN

CRYPTO- CURRENCIES



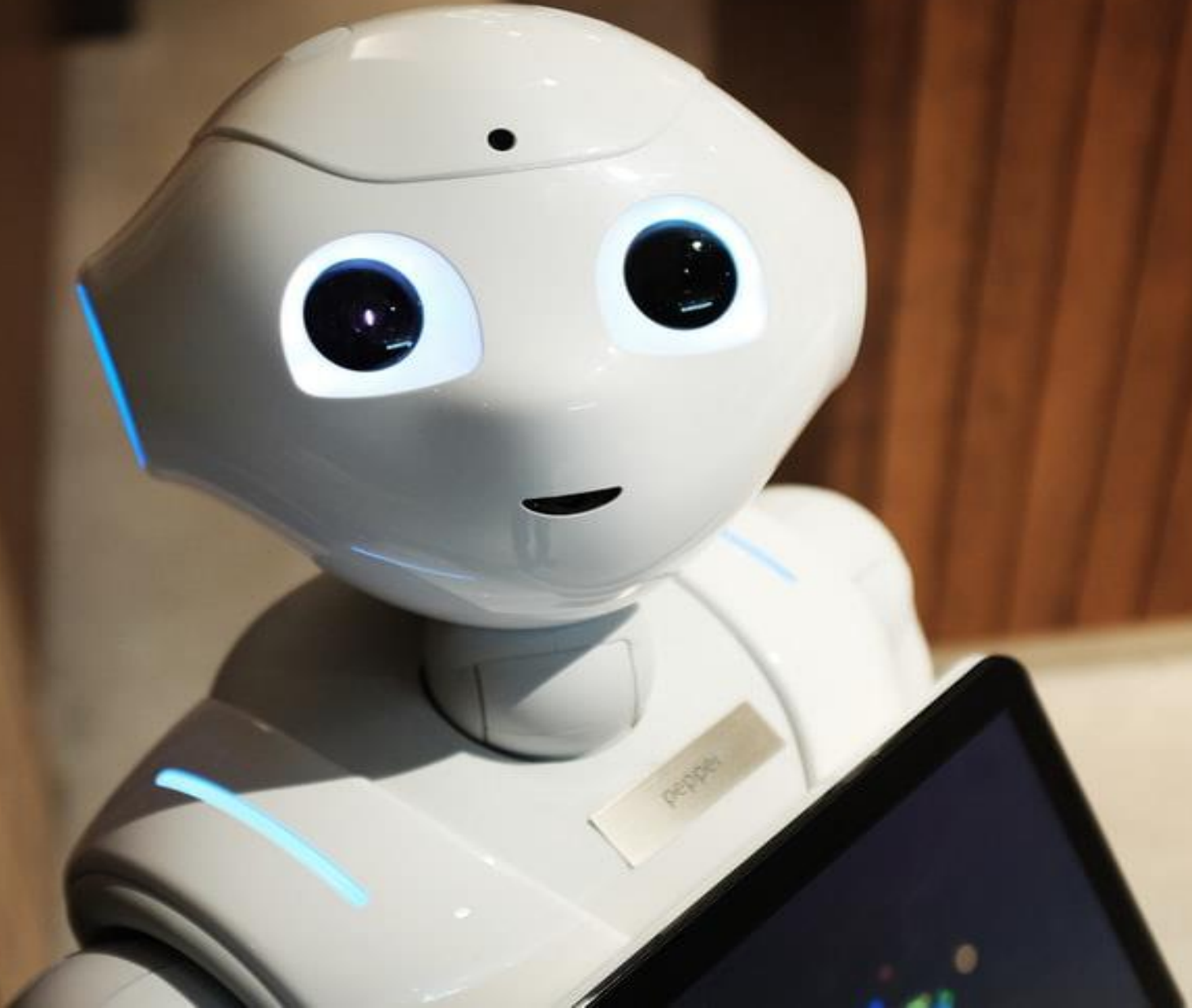


DRONE \$



ROBOTIC

S



SOCIAL MEDIA





E-COMMERCE

MOBILE COMMERCE

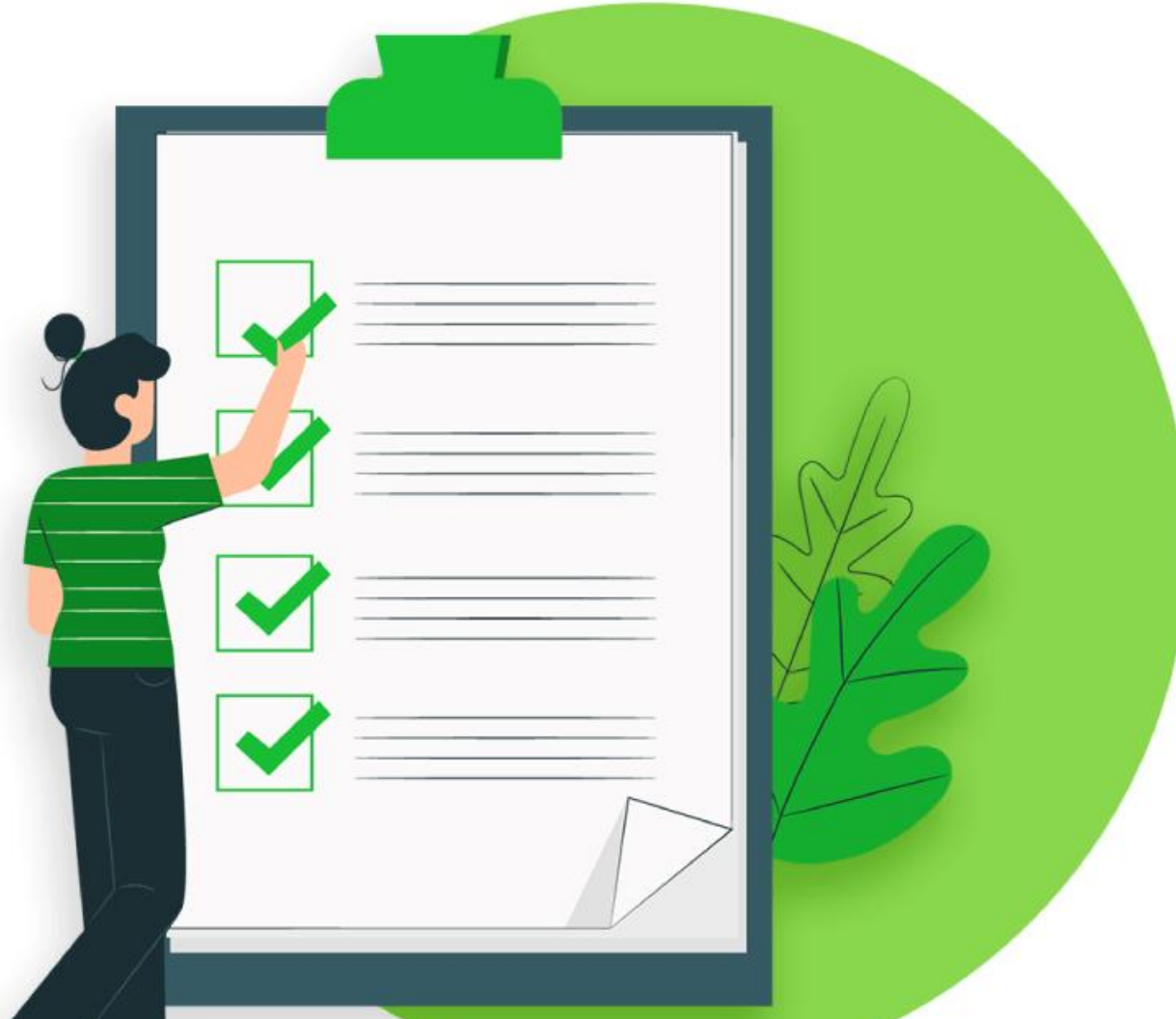




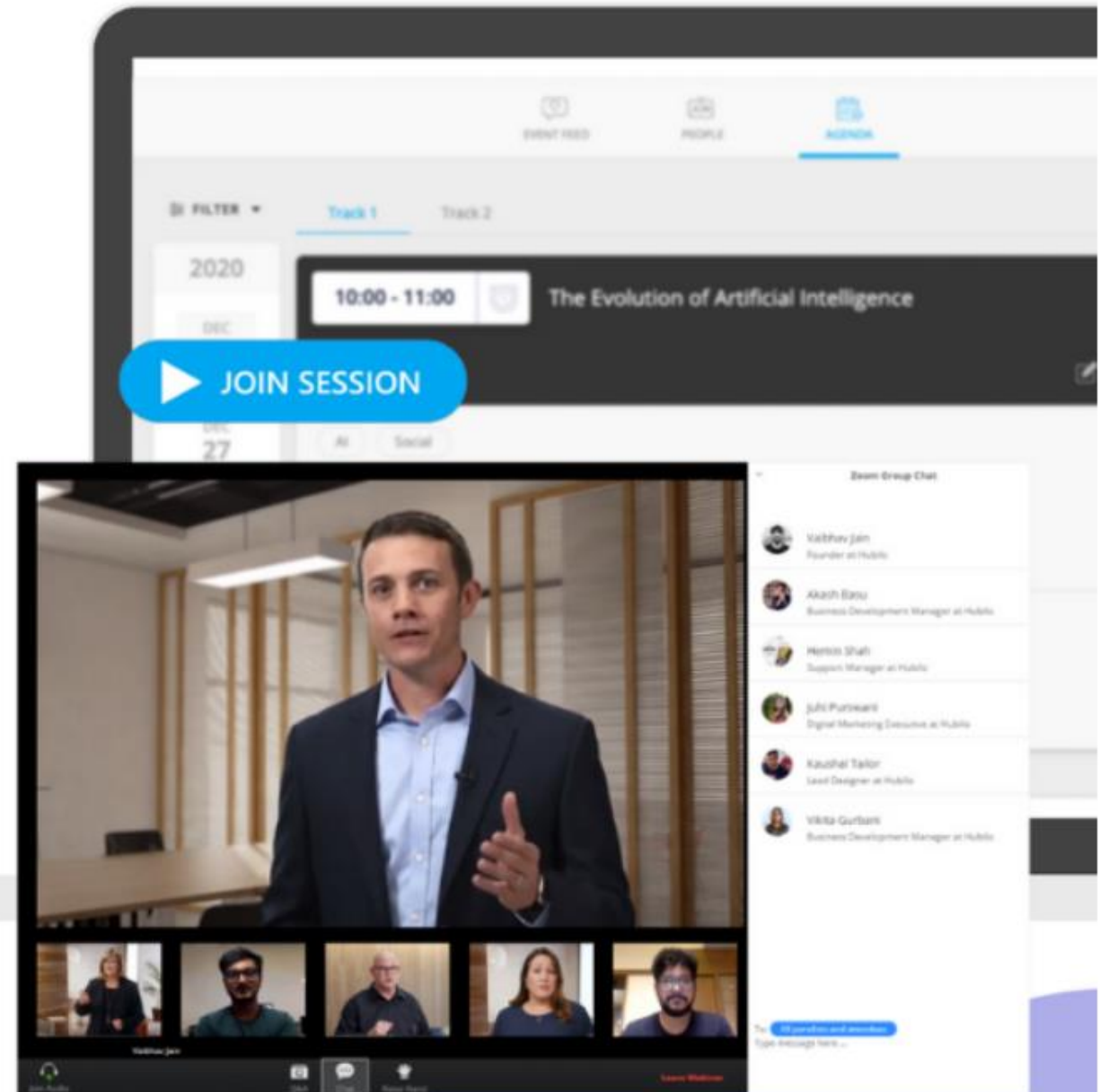
Putting together technology and dream



Features ⁺

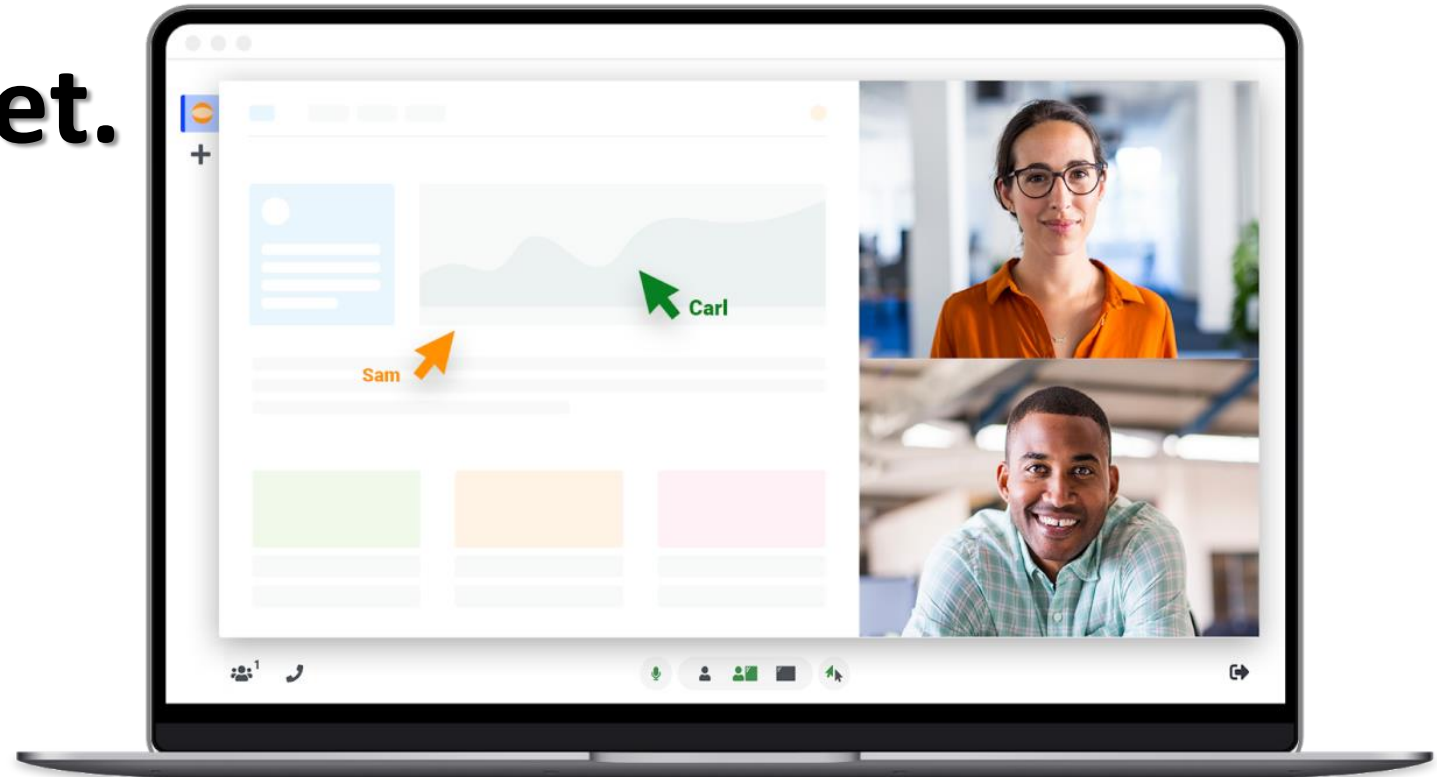


Live Audience with
Response
Speakers can
interact with your
online audience
real time.



PRESENTATION & SCREEN SHARING

Share your presentation in your laptop to the led wall in virtual set.



SOCIAL MEDIA & WEBSITE INTEGRATION

- **Go live in your social media page and website**






BRANDING

BRANDING AND AD'S

- Create the stage with your sponsor branding making it more visible.



SECURED BROADCAST
**Limit your audience and run a paid show
with password from your page.**

REGISTRATION & PAYMENT GATEWAY

- Integrate registration form with payment gateway services in your website.



POLL & QA

- Audience can ask questions in live and interact with the presenter.



Live Q&A



AR Presentation

Virtual Expo



VIRTUAL EXHIBITION





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DIGIMENTORS

ONLINE EVENT MANAGER

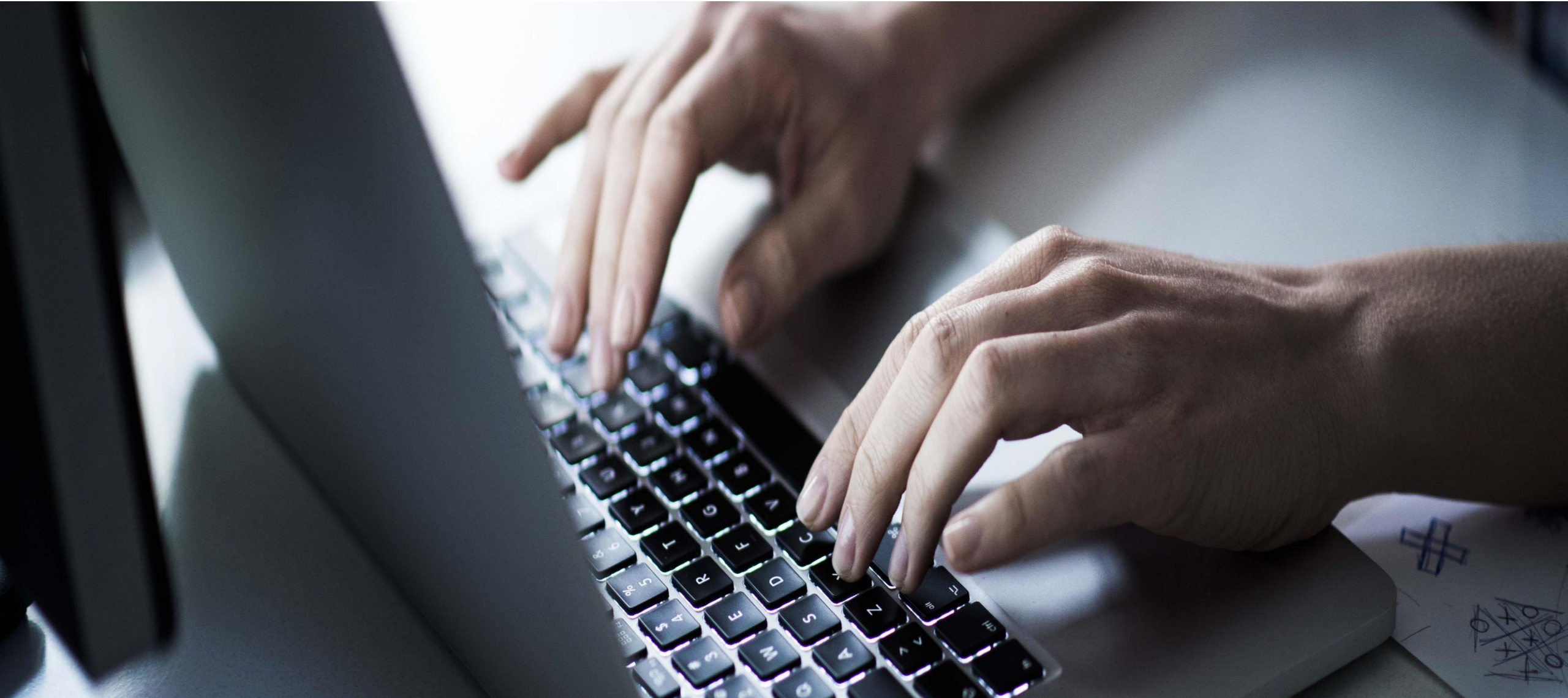
A man in a blue suit is seen from behind, standing at a podium and addressing a large, blurred audience in a conference hall. The scene is lit with warm, orange-toned lights. A computer monitor and microphone are visible on the podium in front of him.

BECOME AN ONLINE EVENT MANAGER



Ability to see the “big picture” and meet objectives in all stages of event planning, design, and production.

ONLINE EVENT MANAGER



WEBINAR TRAINING



SKYPE, ZOOM, FACETIME TRAINING





ONLINE EVENTS

AUGMENTED REALITY



VIRTUAL REALITY



A man in a dark suit and a woman in a white dress stand with their backs to the camera, looking at a bright, glowing rectangular portal in the center of a futuristic, blue-toned room. The room features concentric circular light patterns on the floor and ceiling. The overall atmosphere is high-tech and mysterious.

TELEPORTATION




ROLES AND

RESPONSIBILITIES!



Management of all project elements within the time limit and on budget.

A diverse group of five people are gathered around a wooden conference table in a meeting room. A woman with curly hair stands and shakes hands with a man sitting at the table. Other people are smiling and looking on. The room has a corkboard with sticky notes on the wall and a potted plant in the background.

Exceptional communication skills to liaise with clients, identify their needs, and ensure customer satisfaction.



**Able to conduct market research
and gather information.**

NEGOTIATING CONTRACTS



**PROVIDING REPORTS TO
STAKEHOLDERS.**



**articulately propose
ideas and event quality.**



***Management
and
organizational
skills***



Commitment to compliance with all insurance, legal, health, and safety obligations.



**People-skills required
to staff events and
coordinate their
activities.**

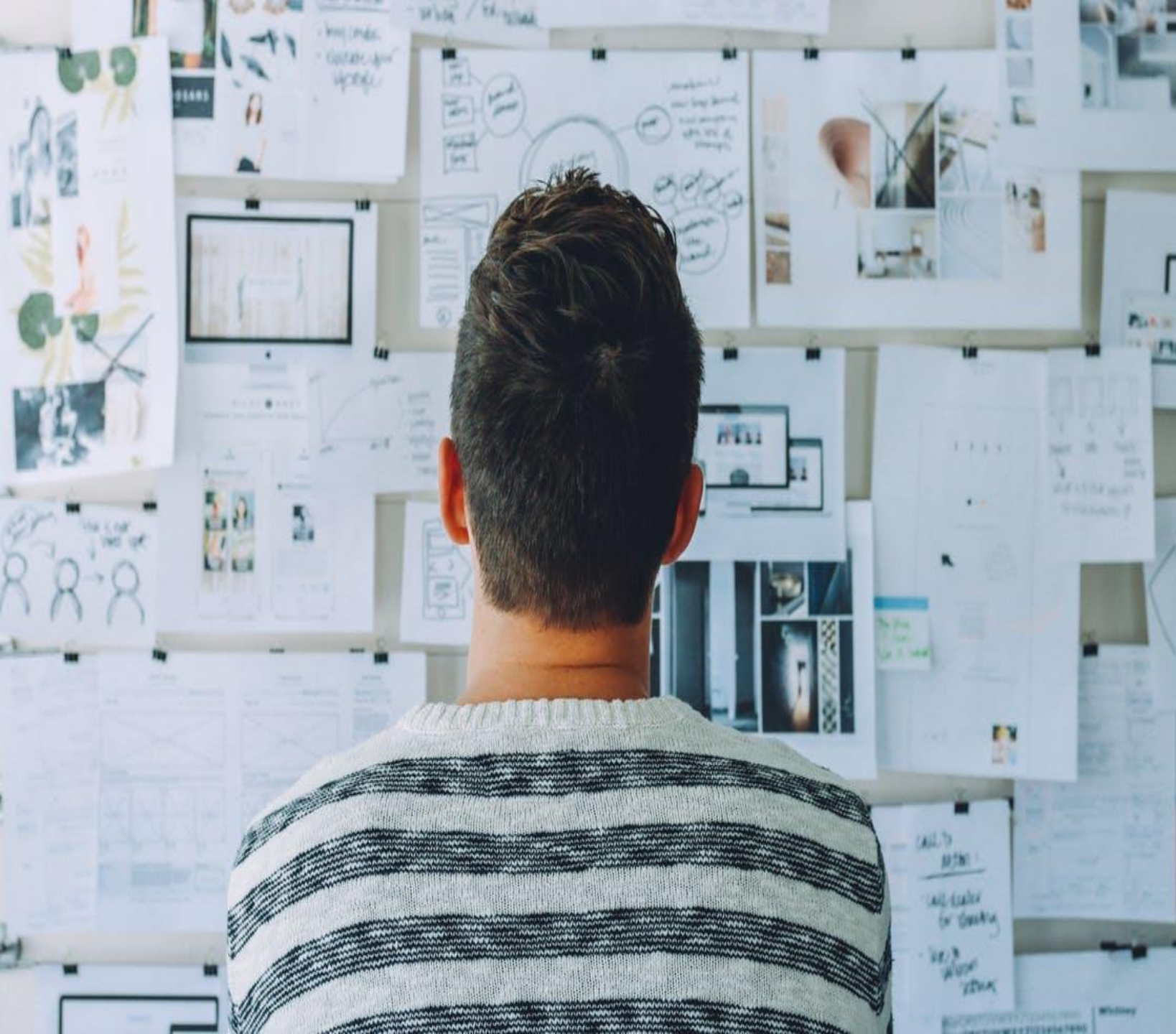




Enthusiasm regarding collaborative work with marketing and PR departments to promote and publicize events.



Follow-through and willingness to conduct pre-and post-event evaluations, reporting on the outcomes.



Research skills to identify event opportunities, understand the market, and generate interest.

EVENT MANAGER OPPORTUNITIES:





**OPPORTUNITY TO
TRAVEL ABROAD**

**OPPORTUNITIES
TO CONDUCT
EVENTS IN
VARIOUS PART OF
THE WORLD.**



A CHANCE TO ATTEND EXPO'S FROM VARIOUS CITIES.





If you're interested in a career in event planning, learn about the ins and outs of the industry.

Event management—a thriving industry



**The event
management
business is
booming.**





We are in a new era where the marketing industry has grown and widened to an unprecedented level and event management is a thriving part of this sector.



Well planned and stylized events are no longer confined to the business sector.





- **Charities, the sporting sector, the political world, entertainment world and individuals now use events to promote and celebrate a variety of issues, occasions, and themes.**



It's effectiveness in growing awareness, raising funds, celebrating achievement, promoting sales and marking personal highlights is widely accepted.



**Bored with
your job?**





**Grab the opportunity for an
exciting new career**



Event management is a really exciting career choice now.

- **Setting up your own business in this area is a very achievable goal. As you don't need a premises, products or equipment, your set up costs would be very low.**





This is a career which gives you independence, flexibility and the freedom to work to your own agenda.

- **It allows you to develop creatively and professionally.**





WHAT YOU SHOULD KNOW

- **Particularly over the past 10 years, event management has evolved so that both attendees and hosts now expect a high standard in memorable events.**





**You all can
learn:**

Important principles in event management.





Effective strategies in attracting and winning contracts.

How to manage budgets, advice on contracts, booking venues and securing sponsors.





How to prepare and present an event proposal.

Tips for successful meetings with clients.



What qualities to look for when hiring service providers.





How to plan your event schedule with a step by step guide including a detailed pre-event and event day checklist.

General etiquette and protocol (preparing invitations, table seating arrangements, table manners and dress codes)



How to manage a crisis.



There are many lucrative sectors within the event management industry.

Event Management



You could specialize in one or MORE



The sporting world



The entertainment industry



The Not for profit sector



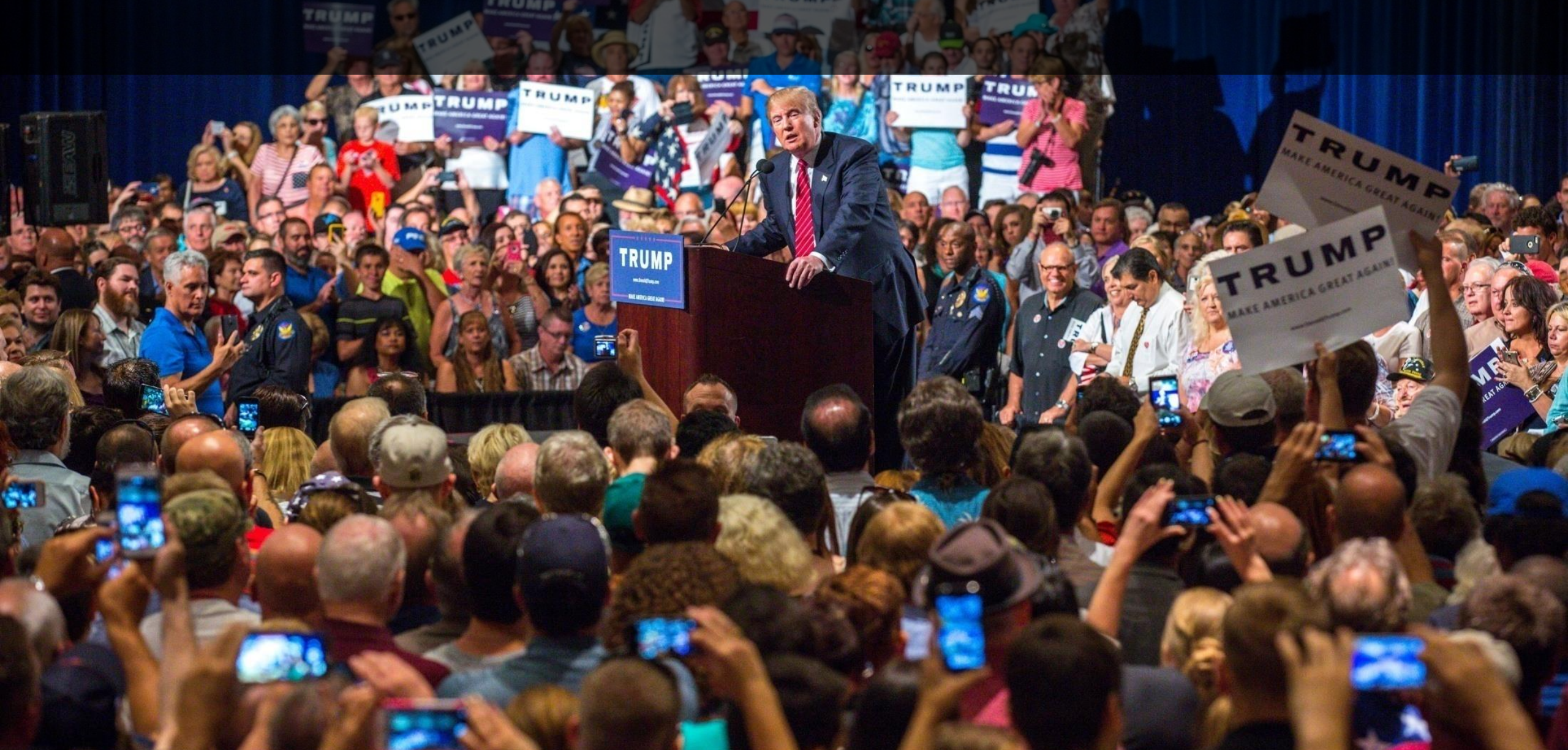


Style personal, intimate family occasions like religious ceremonies, birthdays or weddings.

Store openings, new product launches or book launches.



Organize corporate, political or community events.





How to Work With Clients



Introduction

Planning and preparing for the meeting

First impressions and presentation

What does your client need?



What comes next? Timeframes

Following up

Event proposal

Contracts and agreements

Steps For Planning An Event





Target your goals and audience

Planning the event: date and time

Budget

Venue





Food and beverage

Transportation

Speakers

Timeframes



Invitations, Greetings And Dress Code



Invitations and replies

Greetings etiquette and handshake protocol

Dress code



Table Manners And Table Settings



Table-seating arrangements

Table settings

Table manners

The Event





Last-minute preparations

During the event

Business cards

Evaluating the event

After the event: Keeping up with your clients, partners, and guests

What Is Event Management?



What is Event Management?

Role of the Event Manager

Project Management

**Strength & Weaknesses of the event management profession
(elements of SWOT)**

Crisis Management

Planning Your Career

Types Of Events

A large crowd of people is gathered on a city street at night. The scene is illuminated by streetlights, creating a warm, yellowish glow. In the foreground, a person is wearing a white hard hat. The word "EVENTS" is overlaid in large, bold, white capital letters across the center of the image. The background shows a dense crowd of people, some holding flags, and trees lining the street.

EVENTS



Introduction

Conferences

Meetings

Launch Events

Fashion Shows

Fundraisers

Weddings



Religious Events

Protocols

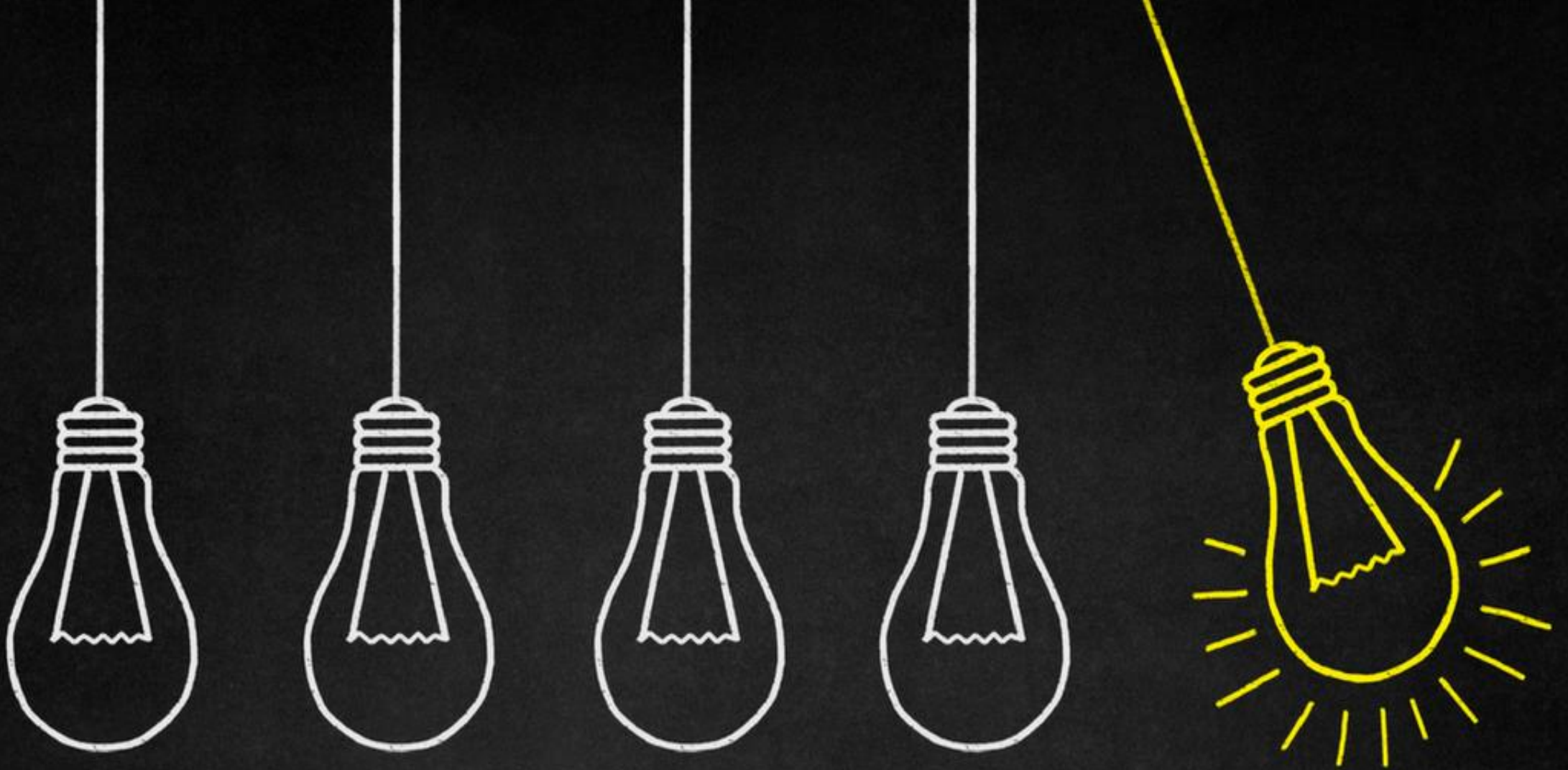
Exhibitions

Sport Events

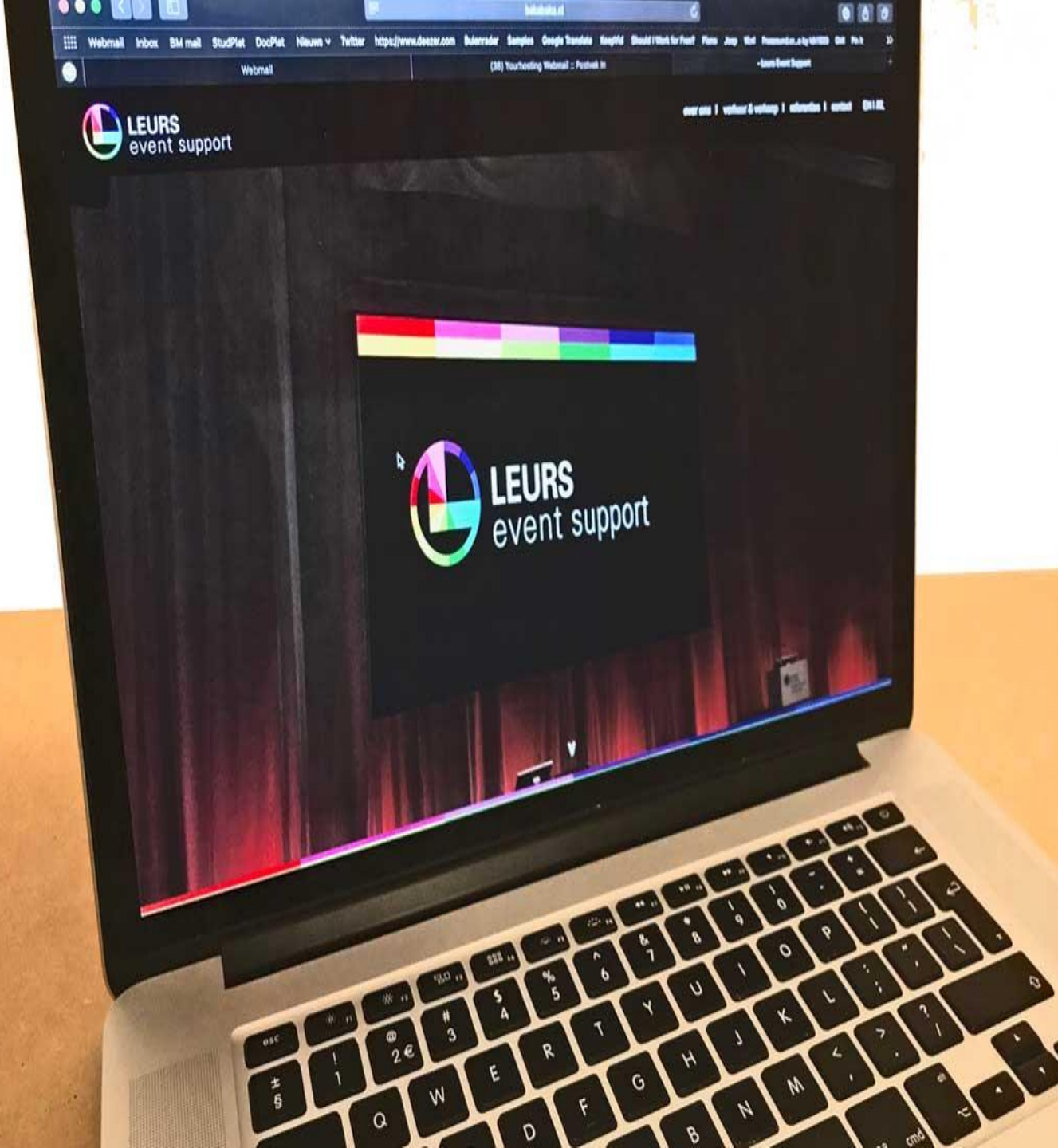
Concerts

Political Events

Anniverseries



EVENT PROMOTIONAL STRATEGIES



THE EVENT PAGE (OR WEBSITE)

The cornerstone of all the promotion efforts is the event page or website.

**MAKE YOUR PROMOTION COMPELLING
BY INCLUDING ALL OF THESE ELEMENTS:**



COMPELLING DESCRIPTION

A close-up photograph of a person's right hand holding a silver, textured ballpoint pen. The hand is positioned over a tablet computer, which has some handwritten text on its screen. In the background, a laptop keyboard is visible, and the overall scene is dimly lit, suggesting an office or workspace environment.

Clearly indicate the topic, time, place and who should attend.

The description should include specific benefits for each type of attendee.

Make it brief and scan-able.

Use third-party endorsements when possible, such as a quote from a previous event.

PRE-EVENT CURATION OF CONTENT

Curation of tangible content leading up to and/or during the event for event attendees to take away from the event





SPEAKER PICTURES AND BIOS

Great speakers draw crowds like a magnet. The speaker page should show their faces and list their credentials.



EVENT IMAGE



**The image will appear when the page is shared in the social networks.
It could be the event logo, a picture of a room full of people, or just a
genuine smiling face.**



EVENT-RELATED VIDEOS



Create simple video interviews of the speakers and post them here. These can be produced quickly using Google Hangouts or Skype. It's easier than you think and very effective later on. If you ask nice, maybe the speakers will make a little video for you.



STEP-BY-STEP TRAINING. 1-ON-1 MENTORING . ASSURED RESULTS

Be Part Of 100 Days Digital Mastery Challenge and Build Your Business Online



RESERVE YOUR SPOT NOW>>
Be a digital entrepreneur with our mentorship

It's absolutely free and no credit card required

PROMINENT “REGISTER NOW” BUTTON

Without a clearly visible button and a call to action, you might not get any action.



PRE-EVENT EMAIL

If you have a list, email marketing may be your best channel.

If you don't, you may ask partners, speakers, or friends to mention the event in their emails (see "Affiliate Partners" below). Regardless of the list, use these event email marketing guidelines:

A hand holding a yellow envelope icon on a card, with a laptop, pencil, and notebook in the background.

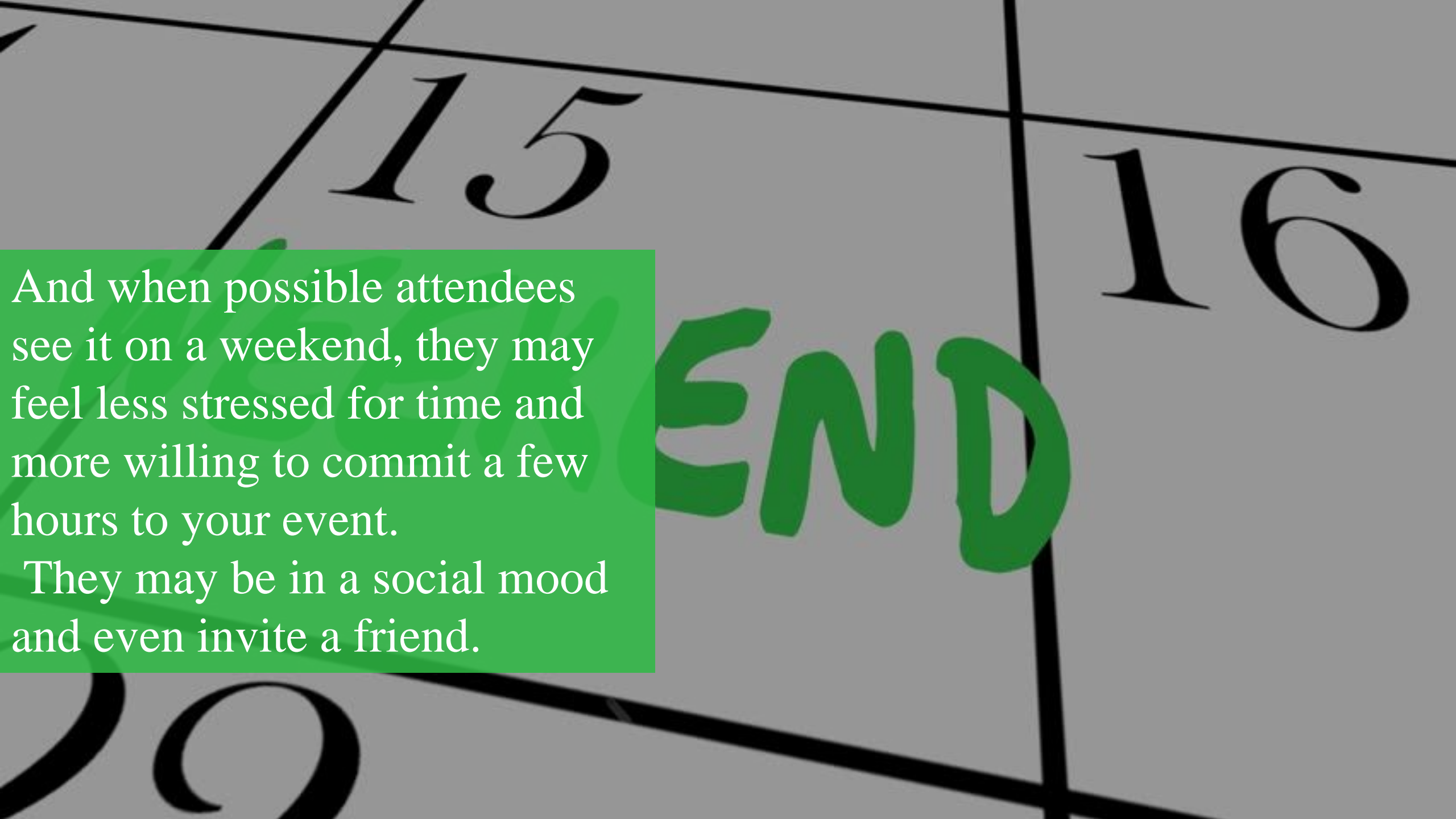
SUBJECT LINE

Subject lines that inspire awe, anger, or anxiety lead to higher open rates. Studies have shown that subject lines with lukewarm emotional content are less likely to be opened. Try a subject line such as **“10 things you miss if you aren’t at this event.”**

15
16
WEEK

SEND DURING THE WEEKEND

Consider sending an email on the weekend. Since few companies do it, open and click-through rates may be higher.



And when possible attendees see it on a weekend, they may feel less stressed for time and more willing to commit a few hours to your event.

They may be in a social mood and even invite a friend.

VIDEO THUMBNAIL

Show a clickable image of a speaker interview video in the email. Video thumbnails in emails can improve click-through rates.



SOCIAL PROOF

If you have positive feedback from previous events or credentials for the speakers, use them as a quotes in your emails and on the website.



"Appreciate and really thankful to the entire team, very neat presentation."



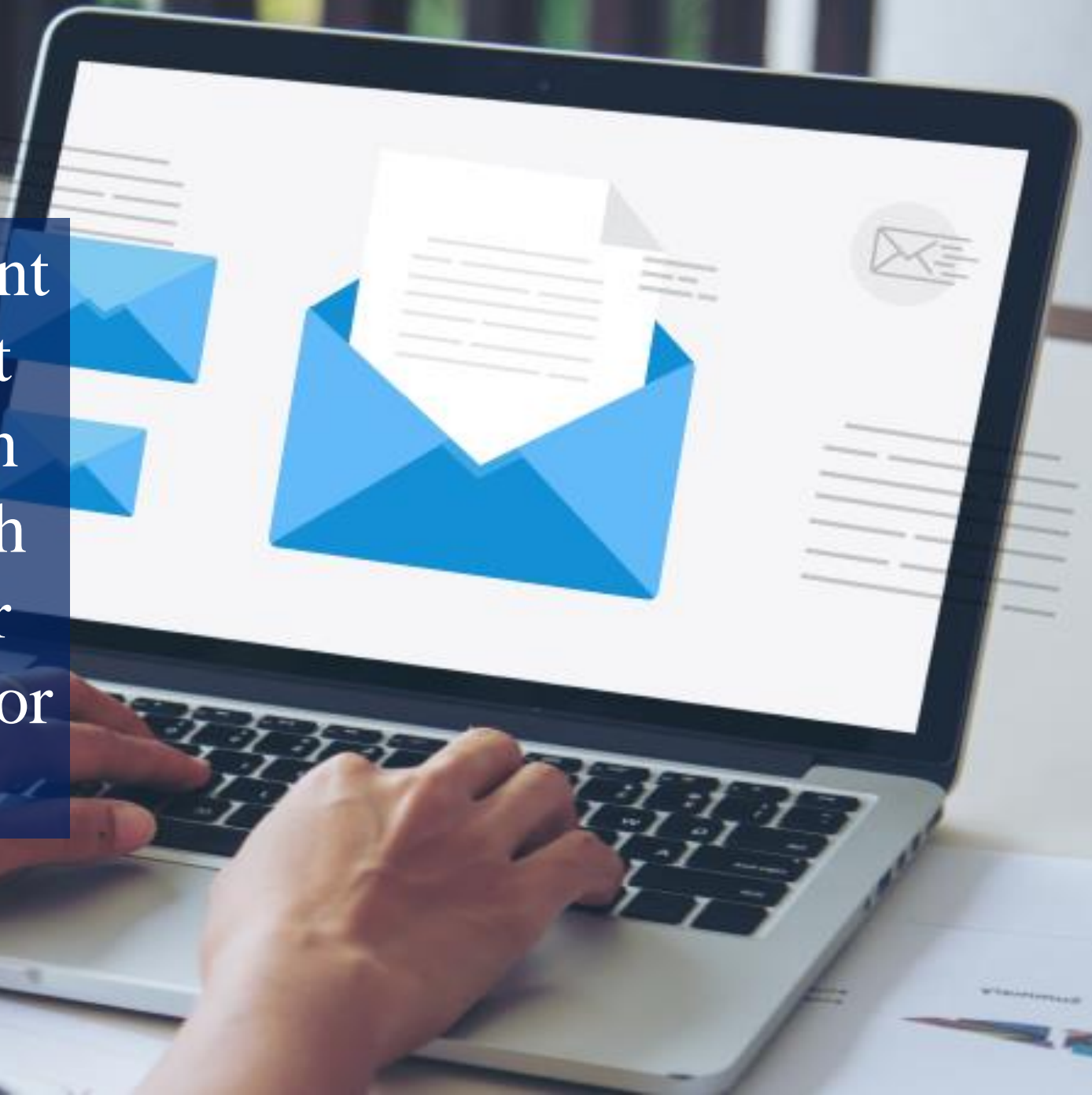
" Thank you for the outstanding support, webinar was really informative."

SEND AND SEND AGAIN

Plan to send an event marketing email several times. For large events, email once months in advance to announce the speaker lineup and to announce early-bird registration discounts.



Email just before this discount ends, and again as the event approaches. Finally, send an email a few days before with reminders of time, place for registrants and a final pitch for new registration.

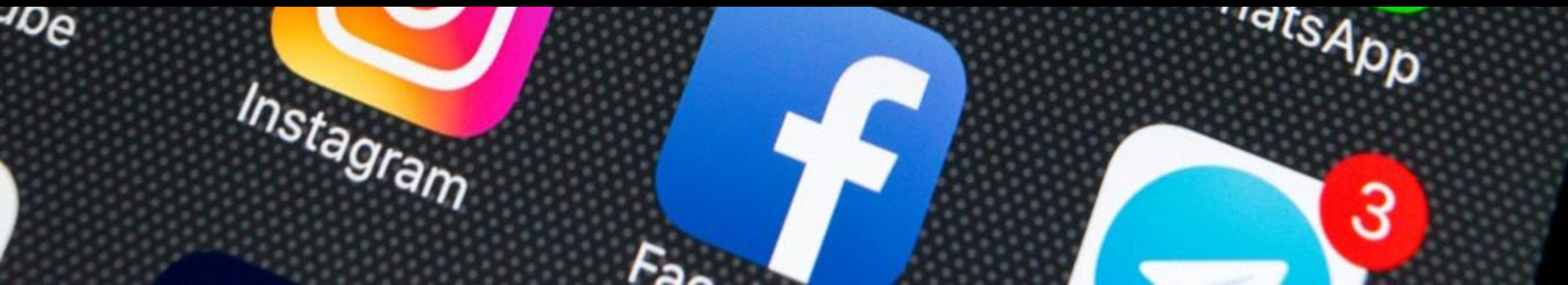




PRE-EVENT SOCIAL ACTIVITY

Events are social occasions.

So of course, your event marketing should use social media.
Here's how to promote the event with social media and blog posts:



THE HASHTAG


Pick an event hashtag that's short, and ideally, unique to your event. You're going to always, always use this hashtag in every tweet and post.



A collection of 3D cubes with various social media icons on their faces, including YouTube, Instagram, WhatsApp, and Snapchat, set against a blue background.

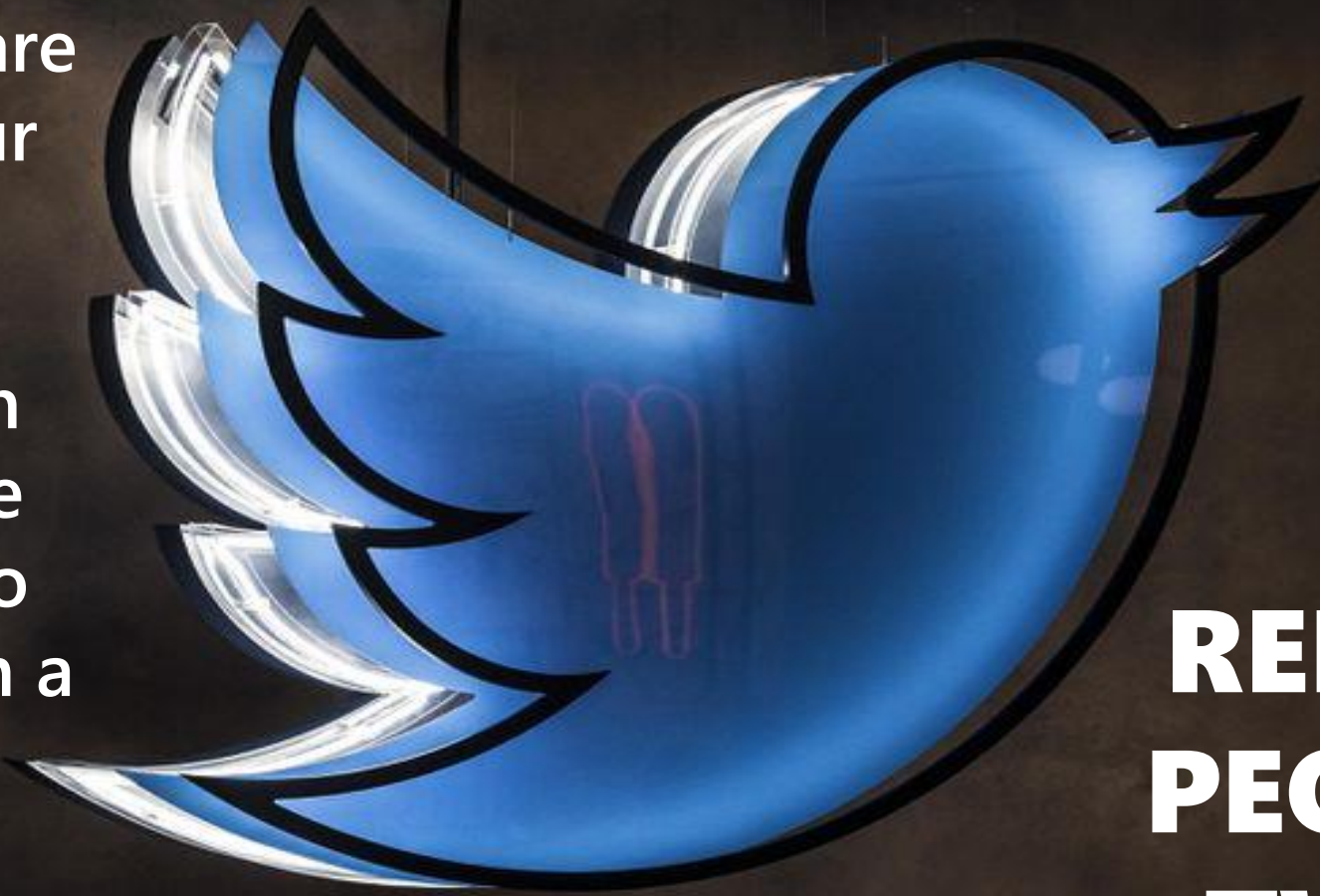
LINKS IN SOCIAL MEDIA BIOS

Usually your Twitter, Facebook and LinkedIn bios will link to your website. But when you're promoting a big event, consider changing these links so they send visitors directly to the event page.

A collection of 3D cubes with various social media icons on their faces, including WhatsApp, Facebook, Pinterest, and Instagram, set against a blue background.

Use Twitter
Advanced Search to
find people who are
interested in your
topic and live
nearby.

Mention them in
tweets about the
event or tweet to
them directly with a
friendly invite.



**FIND
RELEVANT
PEOPLE ON
TWITTER**

TWEEEEEEEEET!



Unlike email, most tweets are missed as they flow through the social streams of your audience. So tweet early and often.



Buffer

Many of these tweets can be scheduled far in advance, using tools like Meet Edgar and Buffer.

Here's a list of reasons to tweet before the event:



Registration opens

Early-bird registration is ending soon

Countdown: “Just X days until the event!”

Reminder of time and location.





“Just saw Jane’s presentation. Wow!” (mention speakers)

“See you at the event!” (mention registrants)

“Thanks for sharing, posting and re-tweeting” (mention anyone who shared)

Tweets with a
testimonial quotes
about a speaker
**(find these on
LinkedIn)**



Tweet to the pre-
event blog post
using a quote from
the interview.
(mention speaker)

**“Thanks for registering!
See you there!”**
(Mention registrants,
especially social media
influencers)





FOLLOW PEOPLE

After these tweets, follow a few people who may be interested in your topic.



When you follow someone, you might get their attention and they may notice the event. It's best to follow people when you have a compelling event promotion tweet at the top of your stream.



POST THE EVENT ON FACEBOOK AND LINKEDIN

Of course! Make sure that the image from the event page appears. Mention speakers, encouraging them to share it with their networks. Post again with videos and to remind people of registration deadlines.



Thank You For Your Registration!

We will get in touch with you shortly and notify you via email regarding the commencement of the project.

Follow us on our social media channels



REGISTRATION THANK YOU PAGE

On the thank you page after registration process, offer to let them share the event on social media.

The tweet will announce that they're going and include the hashtag and the link to the registration page.





**USE A
CLICK-TO-TWEET
LINK TO MAKE
THIS EASY.**

REGISTRATION AUTO-RESPONSE EMAIL

The background features a dark blue world map. A hand is shown from the bottom, with the index finger pointing at a large, glowing white envelope icon in the center. This central icon is connected to five other smaller, glowing white envelope icons (top-left, top-right, left, right, and bottom-right) by thin, glowing white arcs. The overall aesthetic is digital and global.

Once people register, they'll receive an email.
Use this as an opportunity to suggest they follow you on Twitter.
Don't forget to mention the **hashtag**.

A close-up photograph of a hand typing on a keyboard. The image is overlaid with various white icons related to email, including envelopes, '@' symbols, and a magnifying glass over an '@' symbol. The background is a dark, textured blue.

OTHER AUTO-RESPONSE EMAILS

If your website can send people an email when they submit a contact form, add a link to the event here.

CROSS THE STREAMS

If you find that you're getting traction on one social network, but not others, move the conversation around. If someone shares something on Facebook, thank them on Twitter.





As you can see, we're recommending a lot social media activity, taking advantage of any excuse to connect, mention, post, tweet and link.





**IF SOMEONE MENTIONS
THE EVENT ON TWITTER,
SAY HI TO THEM
ON LINKEDIN.**

PRE-EVENT BLOG POSTS

Write a pre-event blog post
Like the videos, this could be an interview
with one or more of the speakers.





Email interviews are an efficient way to product content quickly. Just send a list of questions and post the answers when the speaker sends them back. Link to this post in the emails mentioned above.

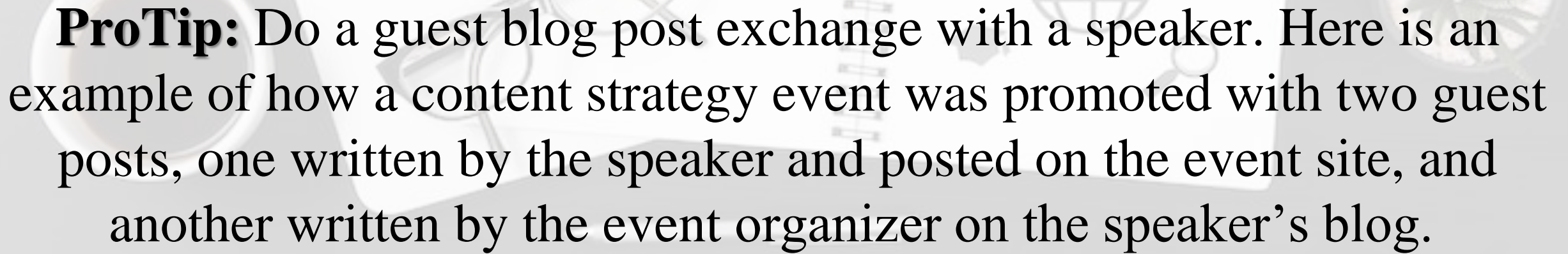




INVITE SPEAKERS TO WRITE GUEST POSTS

Speakers will recognize that although this takes a bit of time, there are SEO and social media benefits to guest blogging.

If they do write something for you, encourage them to share that content with their networks.



ProTip: Do a guest blog post exchange with a speaker. Here is an example of how a content strategy event was promoted with two guest posts, one written by the speaker and posted on the event site, and another written by the event organizer on the speaker's blog.



BLOG



POWERPOINT

SHARING

YOUR

PRESENTATION

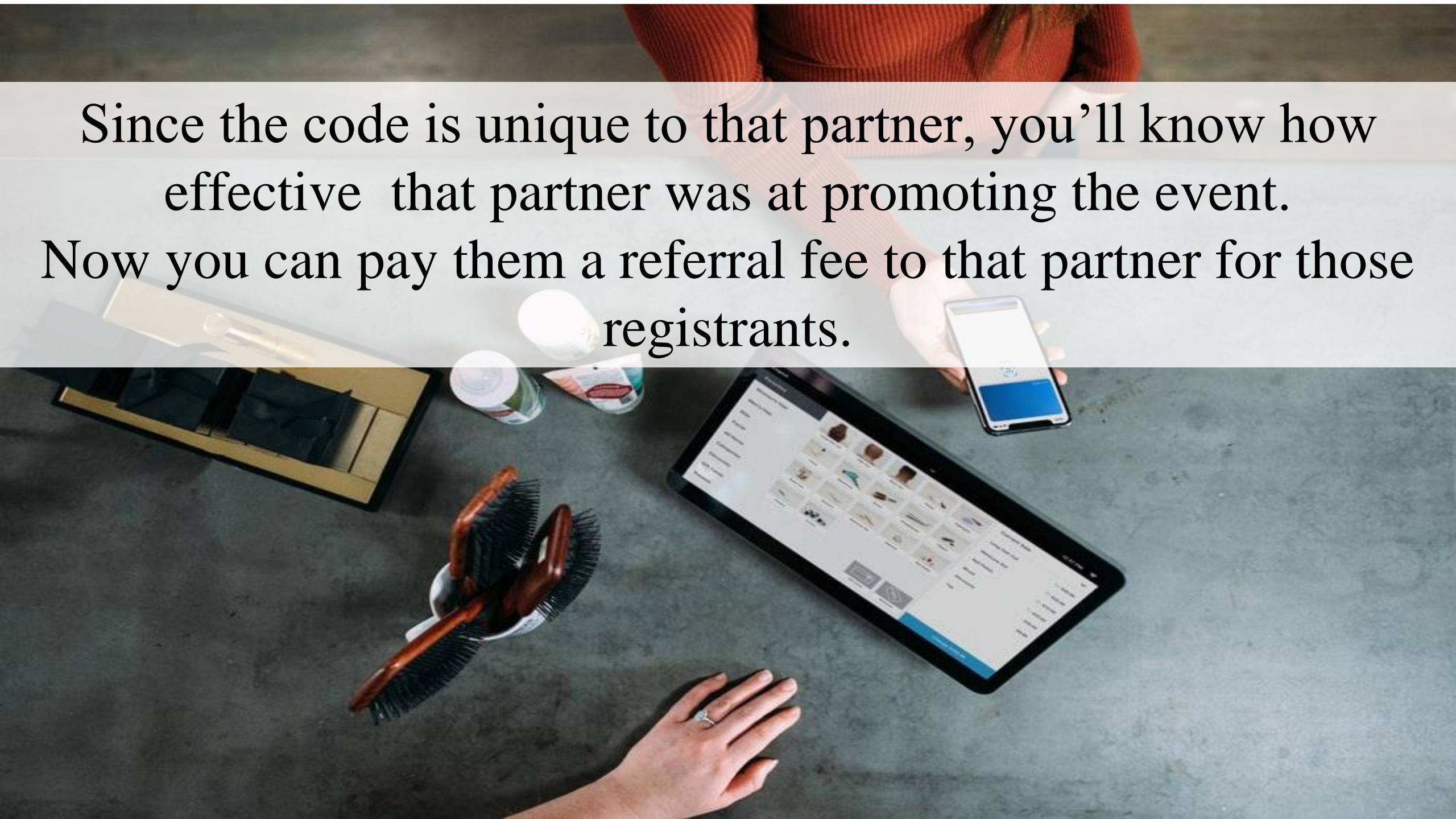
This will help things look good later, when you share the presentations after the event (see post-event email below).

AFFILIATE PARTNERS

Create a unique promotion code for each partner and speaker. They can use this code when they promote the event, offering a discount to people in their social networks.



Since the code is unique to that partner, you'll know how effective that partner was at promoting the event. Now you can pay them a referral fee to that partner for those registrants.



Example:

Create a promotion code
“*BOB50*” that gives \$50 off to
registrants.

Share this code with Bob, your
keynote speaker.

Bob starts tweeting the code to
his network and registrations
start rolling in.



In the end, the registration report in EventBrite shows you the code was used ten times.

Now you can write Bob a check for \$500 (and a thank you card) for his help promoting the event.

MEADOWBROOK
3 Lan Drive, Suite 300
Westford, MA, 01886

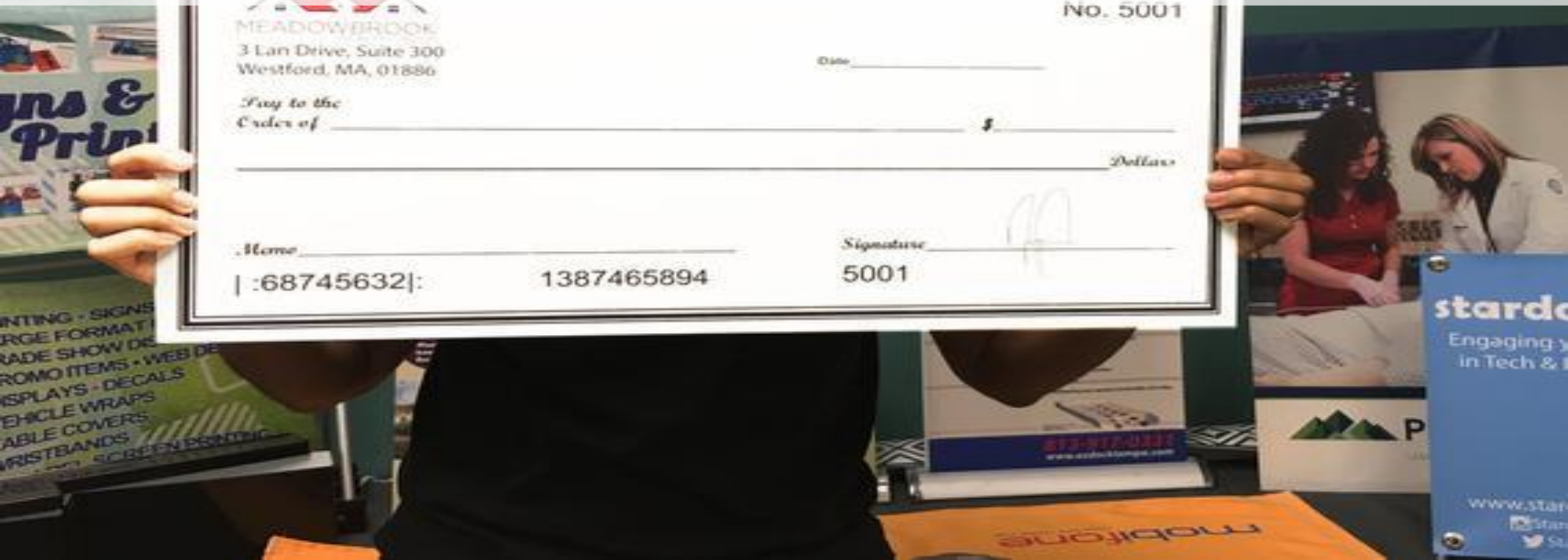
No. 5001

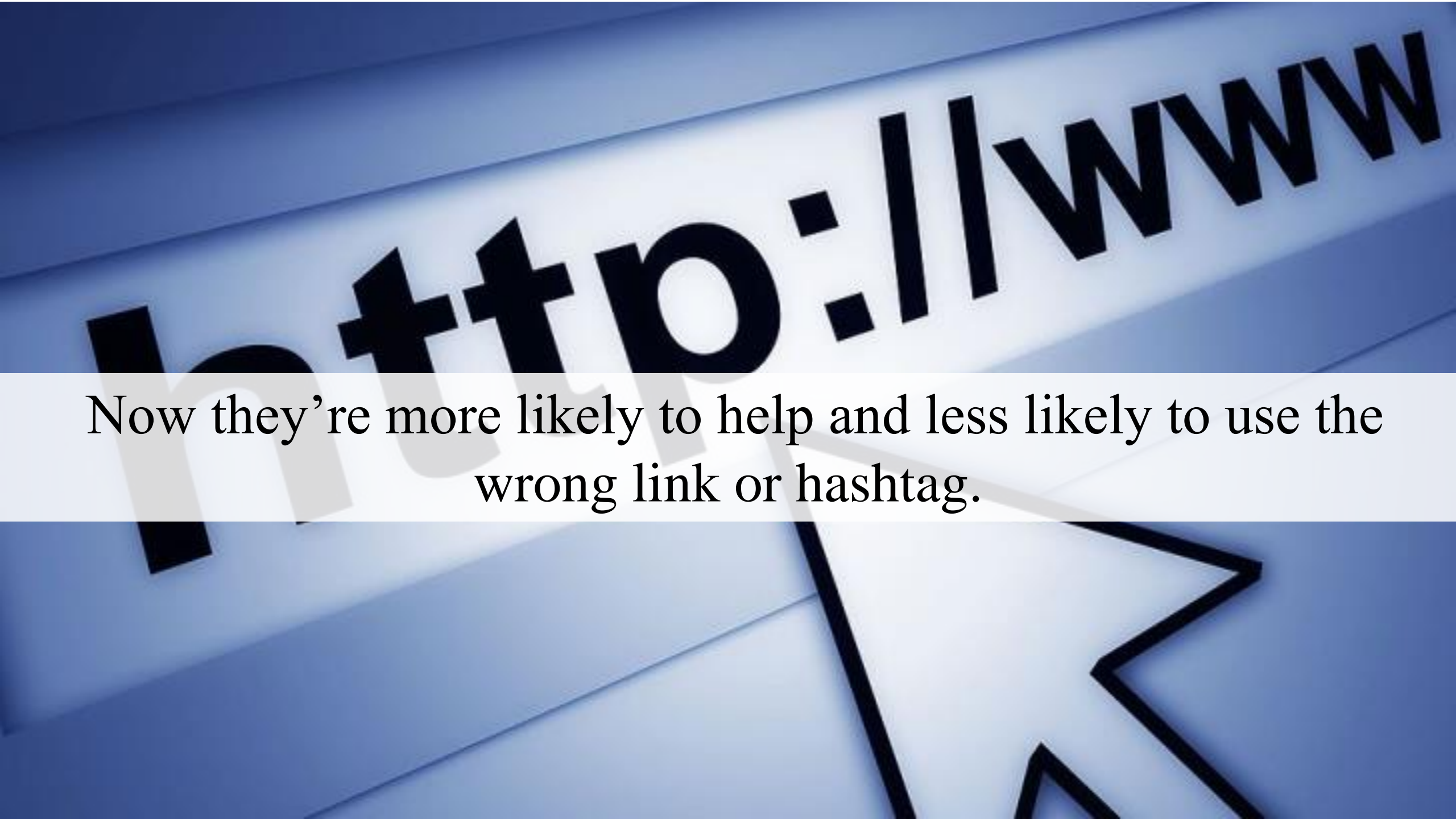
Date _____

Pay to the
Order of _____ \$ _____ Dollars

Home _____ Signature _____

| :68745632|: 1387465894 5001



A close-up, low-angle shot of a computer keyboard. The keys are illuminated from below, creating a blue and white glow. The text 'http://www' is clearly visible on several keys, and a large arrow key is prominent in the lower right corner. A semi-transparent white banner is overlaid across the middle of the image, containing text.

Now they're more likely to help and less likely to use the wrong link or hashtag.

Categories Tags

< MARCH – NOVEMBER 2017 >

**Ticket Sale:
Burning Man**

MAR	MAR
22	30
Wed	Thu
2017	2017



TICKET SALE USA

Keukenhof

MAR	MAY
23	21
Thu	Sun
2017	2017



NATURE The Netherlands

**Ultra Music
Festival**

MAR	MAR
24	27
Fri	Mon
2017	2017



MUSIC USA

**Cherry
Blossom**

MAR	MAY
25	6
Sat	Sat
2017	2017



NATURE Japan

Songkran

APR	APR
13	15
Thu	Sat
2017	2017

Easter

APR	APR
14	17
Fri	Mon
2017	2017

Coachella

APR	APR
14	23
Fri	Sun
2017	2017

Koningsdag

APR	APR
27	28
Thu	Fri
2017	2017

Submit to local media outlets

Many media sites, especially the hyper-local news sites, let you post events. Find these by searching Google for “event calendars” in your city.



Submit

SUBMIT TO INDUSTRY ASSOCIATIONS

Industry and trade associations may also allow you to submit. If the event is relevant to their audience, ask if they will accept, post or promote events from outside organizations.

CHAMBERS OF COMMERCE

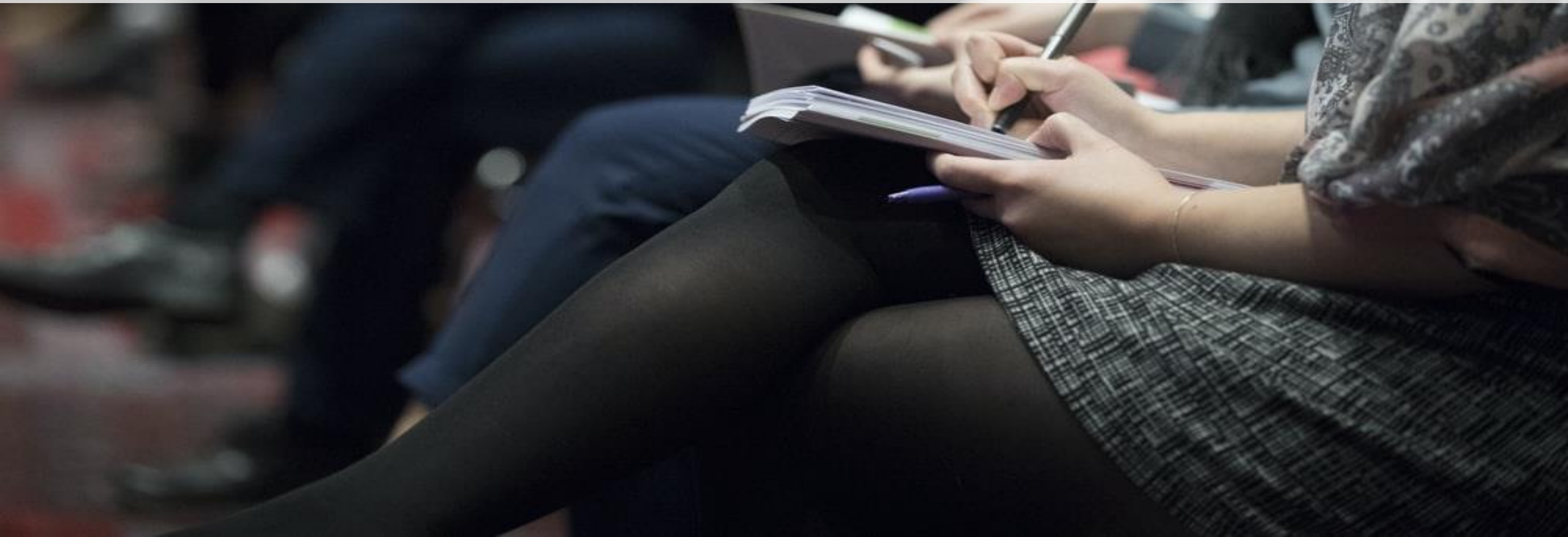


Membership is Good
for
Business and SEO

Chambers of commerce are often happy to promote events relevant to their members, especially if the organizers are members themselves.

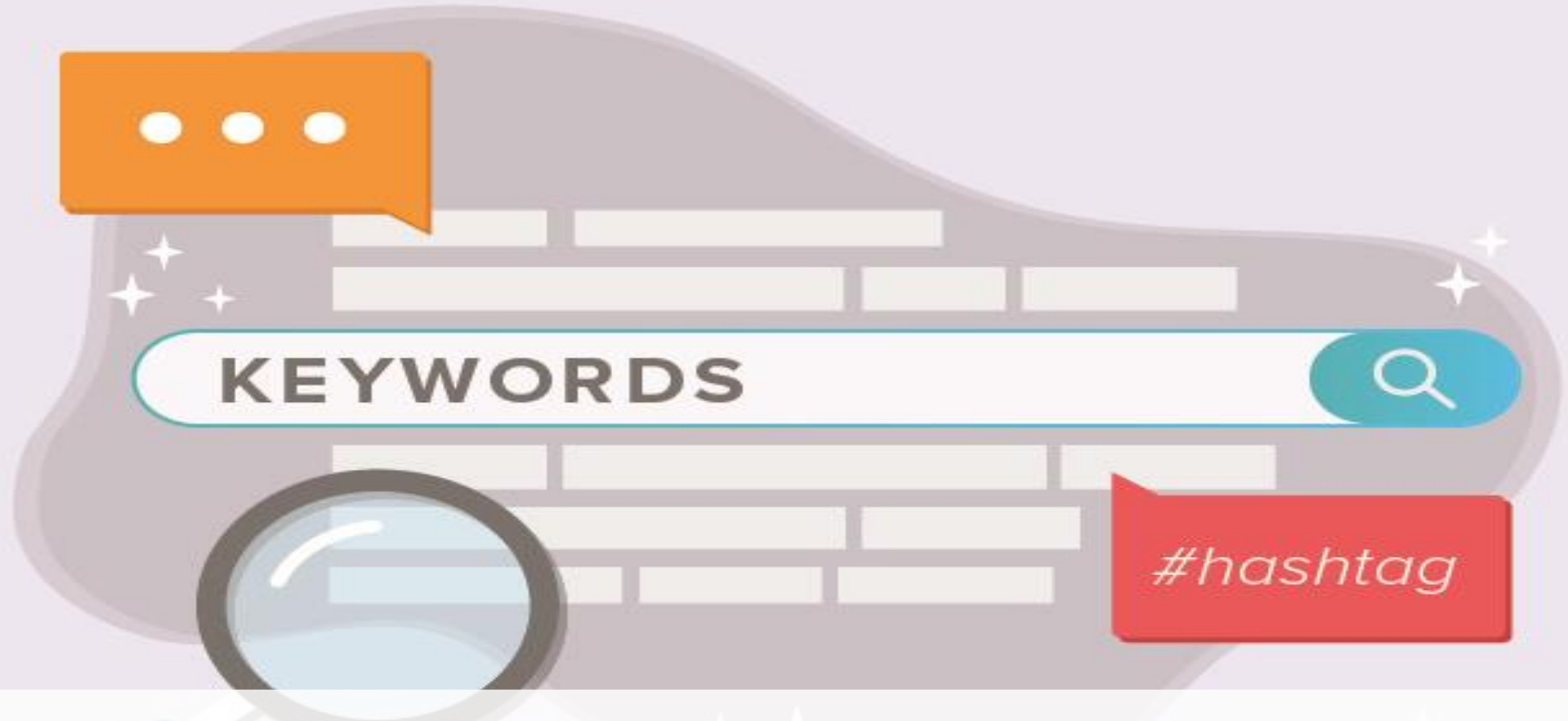
LET THE PRESS KNOW

There are likely journalists who cover local events. Find them by searching for similar events in news websites. Then graciously contact them with an invite, press badge or offer of a relevant article.



This could be an interview with a speaker or a guest blog post from you for their website. If you successfully get their attention, you may get a bit of press!





TARGET A KEYWORD

First, we need to choose a relevant a keyword.

The target keyword should combine the event topic, the word “event,” and the name of your city.

Title tags and headers

Use a title tag and header that include your target keyword.

In the title tag, it's best to put the name of the event last, so the keyword appears first.

[Dallas Events: Concerts, Festivals & More in DFW - Visit Dallas](https://www.visitdallas.com)

<https://www.visitdallas.com> > [things-to-do](#) > [events](#) ▼

See the official Visit **Dallas** calendar of **events**. It's the most complete list of **Dallas events**, including concerts, festivals, fairs, sports, entertainment, museum ...

Jun 24 - Jul 25

[Expansion of Harmony](#)

Thu, Jun 25

[Experience the Margarita Mile](#)

Thu, Jun 25

[State Fair of Texas Online ...](#)



This helps indicate relevance to Google.

For example, an event for veterinarians in Texas may benefit from a website with a title tag such as “Veterinarian Event in Dallas – PetCon Dallas.”



Search-friendly description

The event page should have a nice, detailed event description, which includes the keyword several times.

If it's long, break up the text into short, concise paragraphs.



This will guide visitors to the page, but also help search engines know that the page is relevant.

During the event

Live tweeting during events is a huge opportunity for event promotion.

Registrants will be watching the hashtag, so fill that stream with interesting content.





Tweet quotes

Listen for juicy nuggets in conversations and in presentations. Mention the person who said it and use the hashtag.

Share pictures

Make sure to take pictures of people, speakers and attendees, as things are happening and share them on Twitter. Smartphones make this easy. Mention people and use the hashtag.



Hold a contest or drawing
Even if you're giving away something small, like a book or a gift from a sponsor, use this as an opportunity to gather email addresses (with permission of course) and then share a picture of the winner holding the gift on the social networks.



The end of the event isn't the end of the event marketing. After the event, follow up with activities that will make your next event an even bigger success.





Post-event blog post

Event recap blog posts are often easy and fun to write. Post them on the event site or submit them as a guest post to a relevant blog or local or industry / association website.

They can include all kinds of relevant content.



Summary



Summary of presentations

These summaries can include quotes of positive feedback from a follow up survey.

SPEAKERS' PRESENTATIONS

As with the photos, it's ideal if the presentations are embedded into the event site or blog post using a tool such as Slideshare.





Flickr Friday - Fast

11 items · 10.6K views · 13 comments



Flickr Friday - Another Crack In Th...

11 items · 6.6K views · 11 comments



Flickr Friday - Sign of the Times

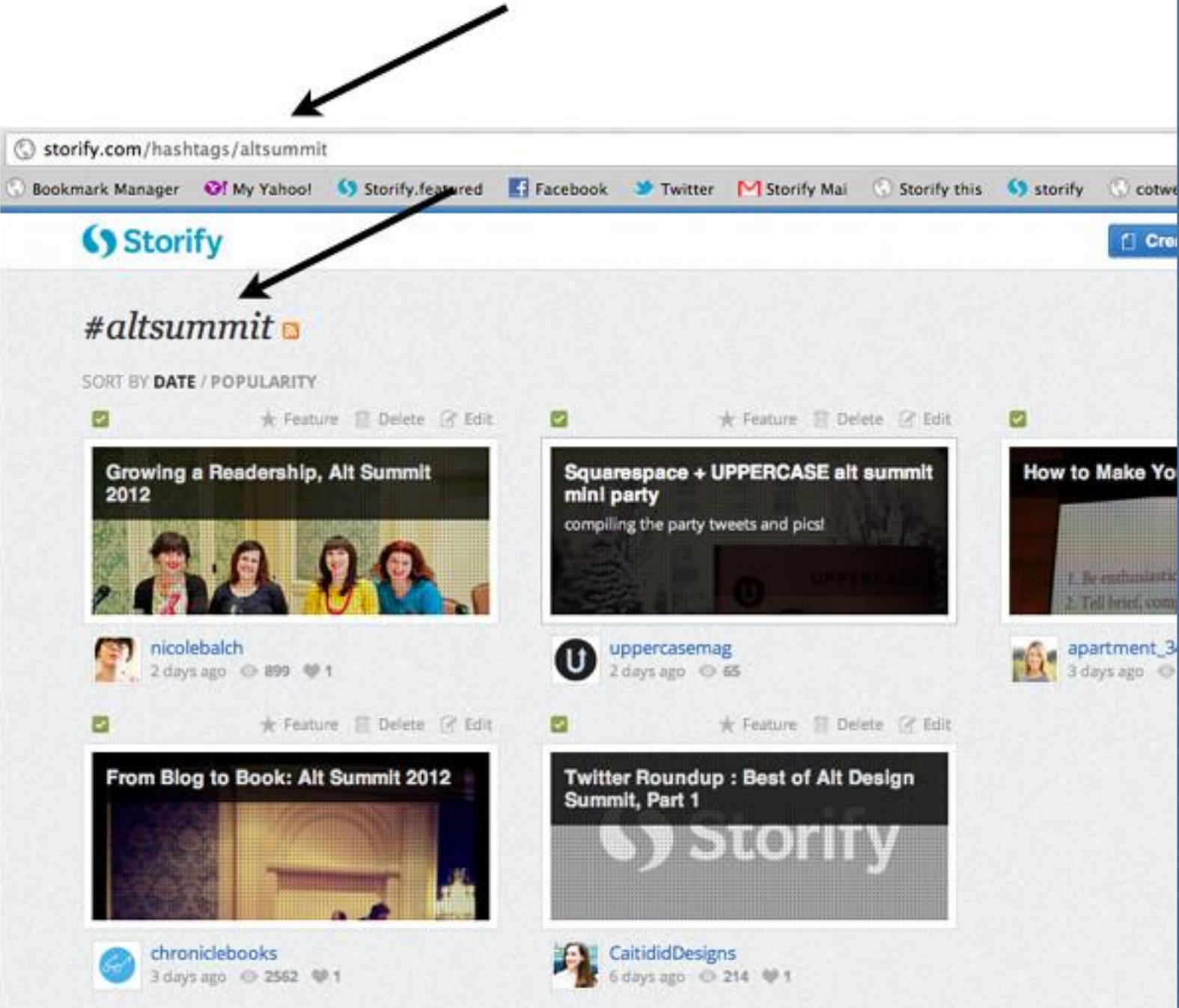
15 items · 14.7K views · 14 comments



GALLERY OF EVENT PHOTOS

Ideally, these galleries are embedded into the event site or recap blog post using tool such as Flickr.

If so, you'll be sending traffic to your site, rather than a photo sharing website.

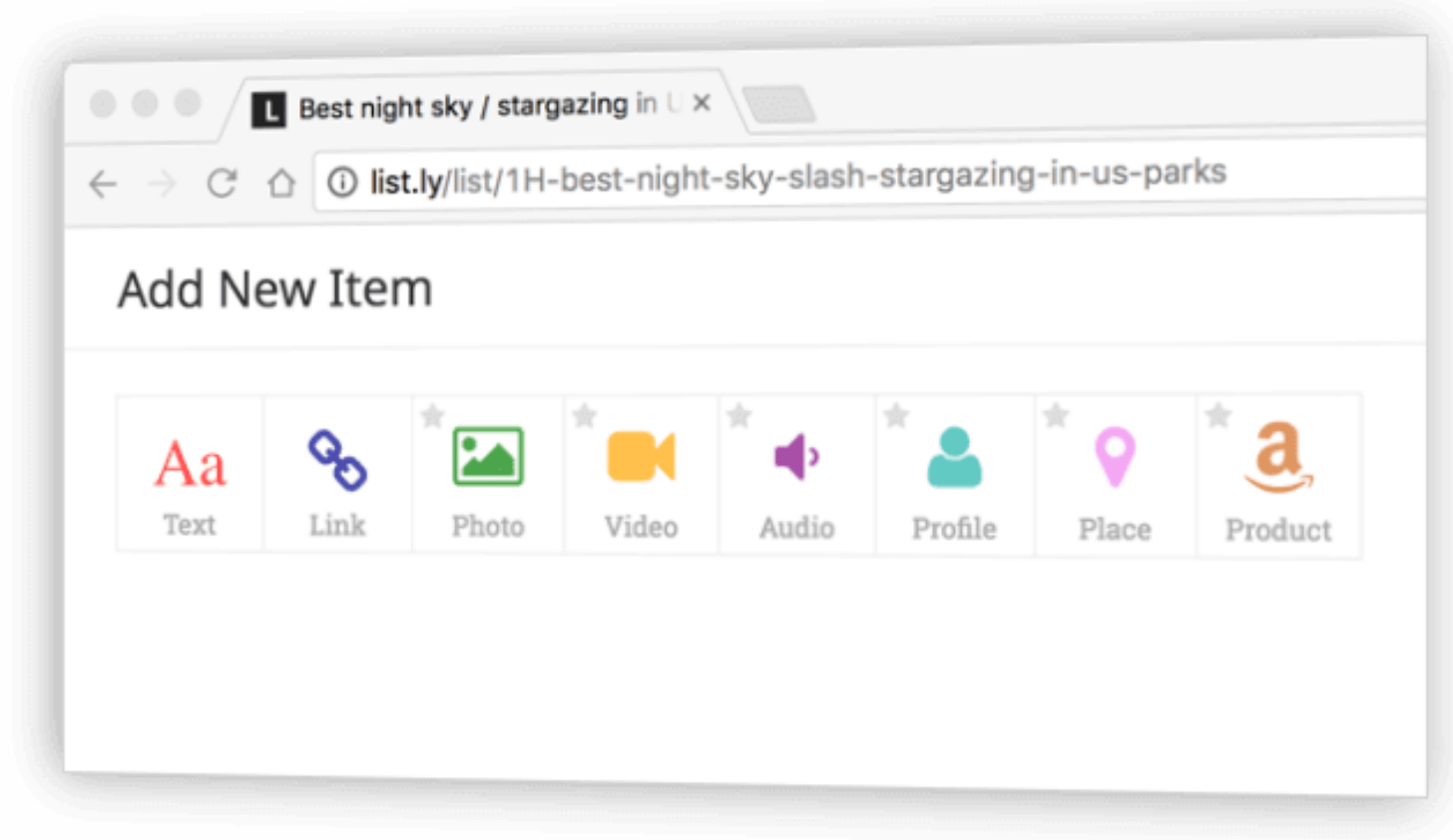


List the “top tweets” from the event

These are easy to find if you used a hashtag. It’s even easier with Storify.

List the speakers, sponsors and attendees

List.ly is a very social way to build lists and embed them into a website. This kind of list may help attendees find each other afterwards and get a better networking benefit from the event.



Post-event email

The email follow-up to registrants is a way to say thank you, share important links and keep a bit of buzz going...



LINK TO A SURVEY

Surveys are a great way to get feedback, but they're also a way to gather testimonials that you can use for future events.

✕

Survey Link

Select a live survey or poll from the dropdown list, and click "Insert" to place the link in your email.

Link Name

Survey Name

Link to post-event blog posts

Since you already gathered up your best content and posted it, linking to it in these emails should be easy.



Invite registrants to follow you on the social networks

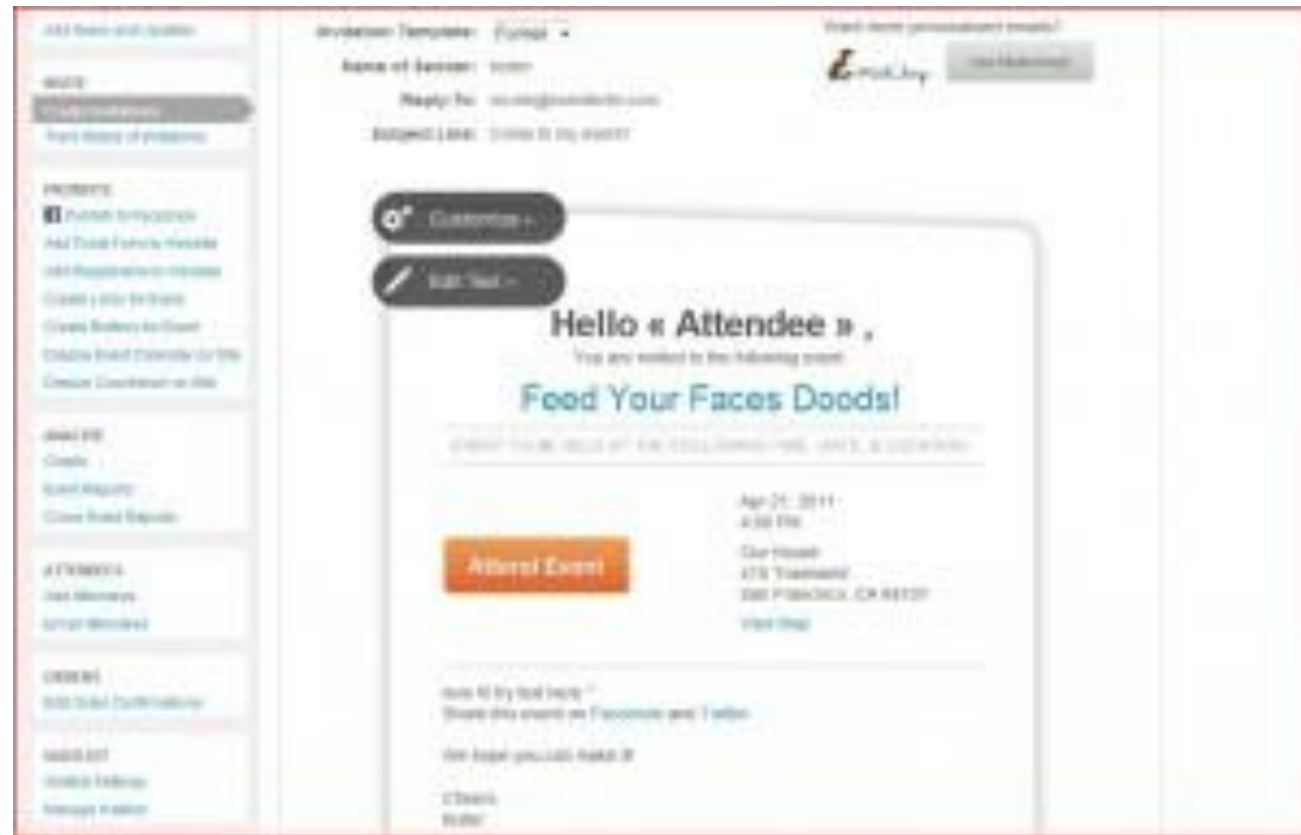
Some of your registrants may not follow you yet.

Never miss a chance to promote your social media accounts!



Invite registrants to be notified of the next event

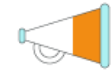
Some of your registrants may not be subscribed yet. Link to your email signup form to grow your list and promote your email marketing.



Post-event social activity
Now it's time to share stories, say thank you and stay connected. Here are some social media activities.

Pre-event

- » Pre-event page
- » Social media announcement
- » Blog post: mission statement
- » Partner outreach



Event launch

- » Launch email
- » Press Release
- » Blog and social
- » Partnerships

Day-to-day

- » Regular email, social, blogging
- » Thought leadership & guest posts
- » Early Bird discount(s)
- » Paid promotion



Last call

- » Final email blast, social & blog
- » Attendee referrals
- » Phone
- » Influencer outreach

Day of event!

Thank you tweets

Show your gratitude after the event by thanking the speakers, sponsors and attendees in follow up tweets and posts.

This is good for networking.



Eventbrite SF @BriteSF

5d

Startups + women in tech + social good = the @sparksf networking event in Silicon Valley...this one looks like fun!: bit.ly/1ne7sFS






Post photos

Put a few of your best photos on Facebook and Instagram. Be sure to tag and mention people.


KEEP SHARING!

In the days after the event, listen for tweets, mentions and blog posts from others. Hopefully, the hashtag makes this easy. When you see these mentions, share them!


Post to Facebook




Come join me at this awesome event!




Bottles and Beats 2015
www.eventbrite.com
Bottles and Beats 2015

 via Eventbrite

 **Share** **Cancel**

INTERNET BUSINESS IDEA

16/100

A silver laptop is open on a light-colored wooden desk. The laptop screen is white and displays the text '16/100' in a large, bold, black serif font. To the left of the laptop, there is a stack of three books with visible spines: the top one is red with 'VERS' on it, the middle one is white with 'STIN' and a green circle, and the bottom one is red with 'E RIVERS'. Next to the books is a small white rectangular object. To the right of the laptop, there is a tall white cylindrical container, a smaller white jar with a lid, and a striped fabric basket.

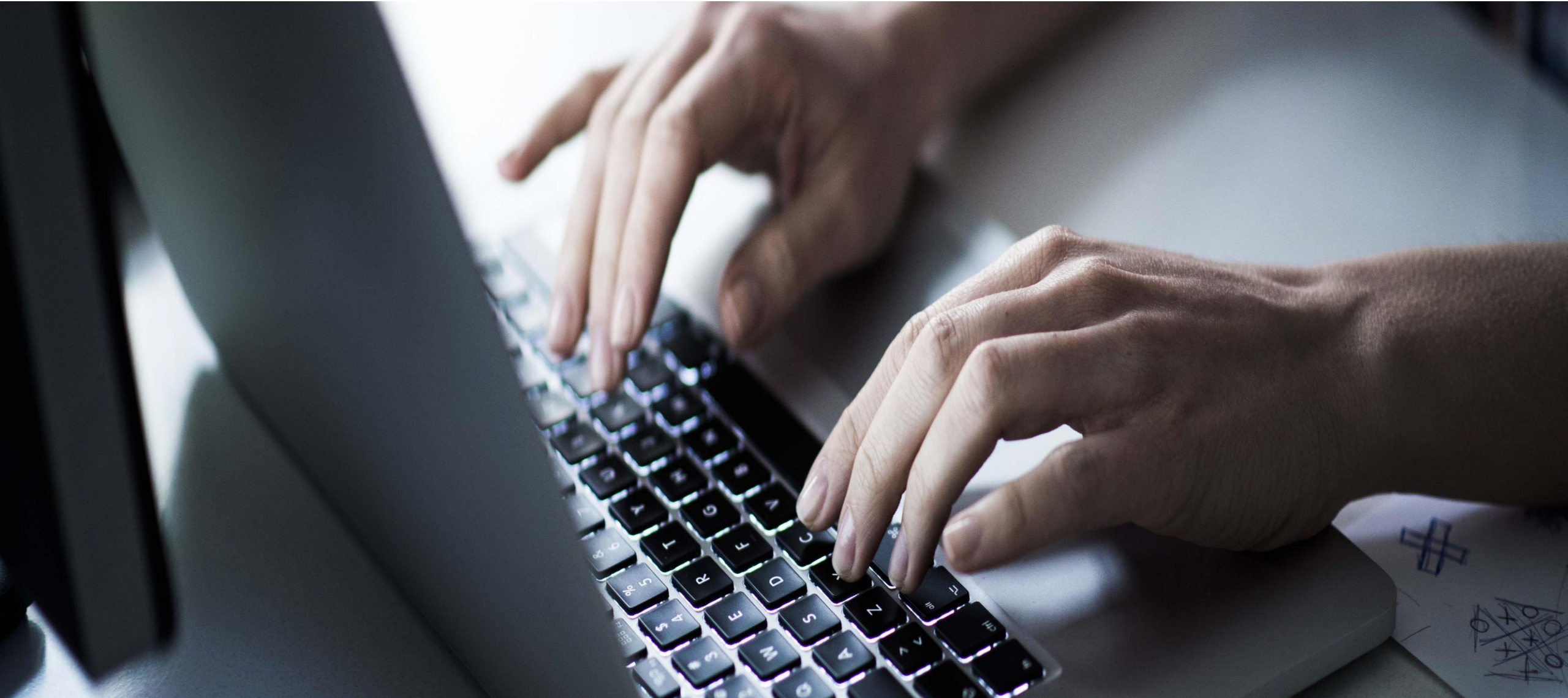
START YOUR OWN ONLINE EVENT MANAGEMENT COMPANY WITH ASURED CONTRACT





Ability to see the “big picture” and meet objectives in all stages of event planning, design, and production.

ONLINE EVENT MANAGER



WEBINAR TRAINING



SKYPE, ZOOM, FACETIME TRAINING





ONLINE EVENTS

AUGMENTED REALITY



VIRTUAL REALITY



A man in a dark suit and a woman in a white dress stand with their backs to the camera in a futuristic, blue-toned teleporter room. They are positioned at the entrance of a bright, glowing tunnel that leads to a bright light at the far end. The room features concentric circular patterns on the floor and ceiling, suggesting a circular or cylindrical structure. The overall atmosphere is high-tech and mysterious.

TELEPORTATION




ROLES AND

RESPONSIBILITIES!



Management of all project elements within the time limit and on budget.

A diverse group of five people (three women and two men) are gathered around a wooden conference table in a meeting room. They are all smiling and shaking hands, suggesting a successful meeting or agreement. The room features a corkboard with sticky notes on the wall and a potted plant in the background. The scene is brightly lit and has a warm, collaborative atmosphere.

Exceptional communication skills to liaise with clients, identify their needs, and ensure customer satisfaction.



**Able to conduct market research
and gather information.**

NEGOTIATING CONTRACTS



PROVIDING REPORTS TO STAKEHOLDERS.



**Articulately propose
ideas and event quality.**



***Management
and
organizational
skills***



Commitment to compliance with all insurance, legal, health, and safety obligations.



**People-skills required
to staff events and
coordinate their
activities.**

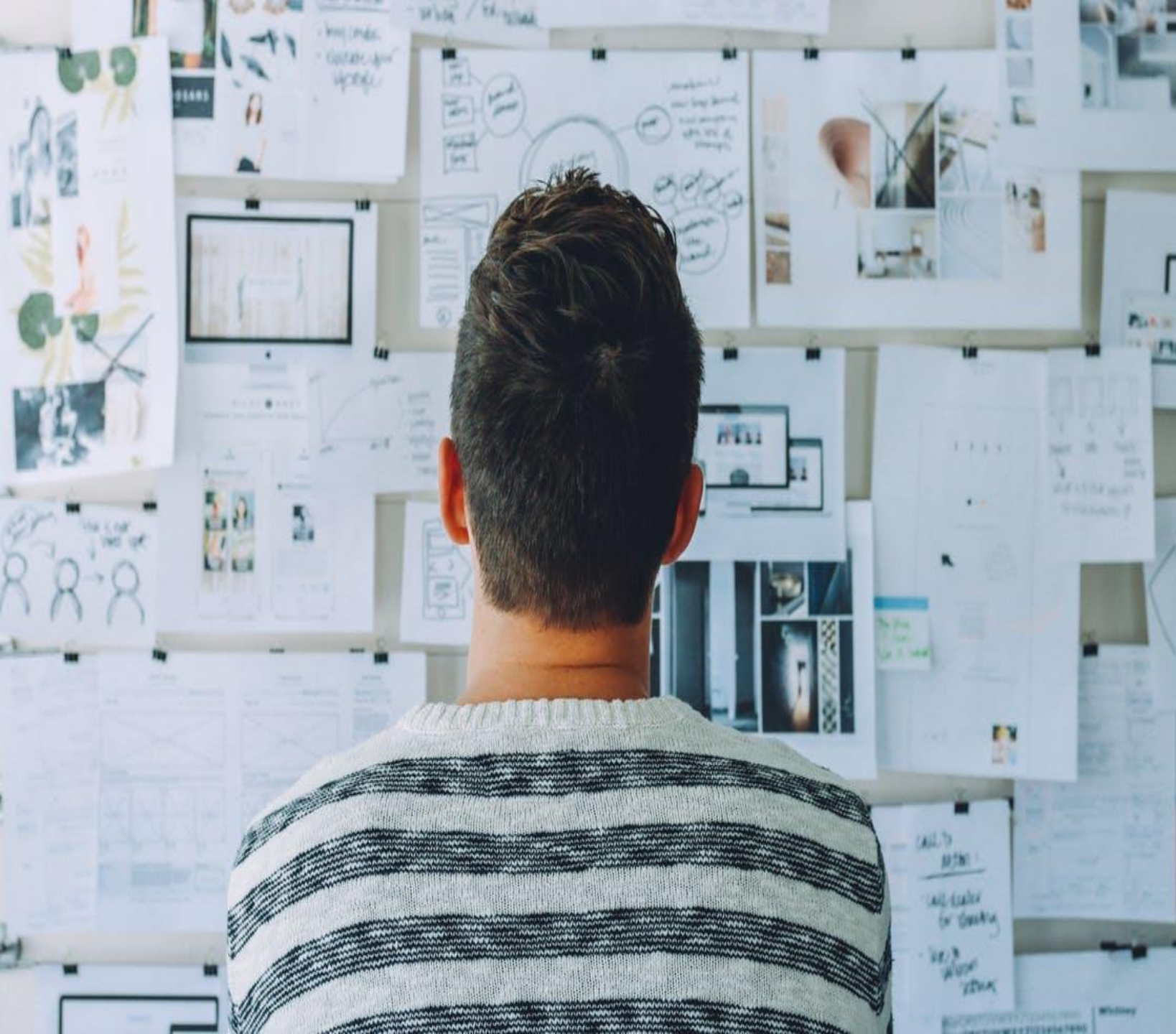




Enthusiasm regarding collaborative work with marketing and PR departments to promote and publicize events.



Follow-through and willingness to conduct pre-and post-event evaluations, reporting on the outcomes.



Research skills to identify event opportunities, understand the market, and generate interest.

EVENT MANAGER OPPORTUNITIES:





**OPPORTUNITY TO
TRAVEL ABROAD**

**OPPORTUNITIES
TO CONDUCT
EVENTS IN
VARIOUS PART OF
THE WORLD.**



A CHANCE TO ATTEND EXPO'S FROM VARIOUS CITIES.



Good Job



A close-up photograph of a person's hands holding a stack of US dollar bills. The person is wearing a light blue shirt. The background is a dark, textured wooden surface. The bills are fanned out, showing the top of several hundred-dollar bills. The text "ONE HUNDRED DOLLARS" and "FEDERAL RESERVE NOTE" are visible on the bills. An orange horizontal bar is overlaid across the middle of the image, containing the text "• Good Remuneration".

• Good Remuneration



- **Comfort & Convenience**



A modern office desk setup. On the left, a black adjustable desk lamp is positioned on a black desk. In the center, a white ergonomic office chair with a mesh backrest is tucked under the desk. On the right, a light blue plastic pen holder sits on the desk. The background features a dark wood bookshelf with various decorative items, including books, a small potted plant, and framed photos. To the left of the desk, a window with white blinds is partially visible, and a tall, thin decorative vase stands near the wall. The floor is made of light-colored wood-look planks.

• Facilities



- **Recognition & Social Status**





• Career Growth





- **Travelling Opportunities**



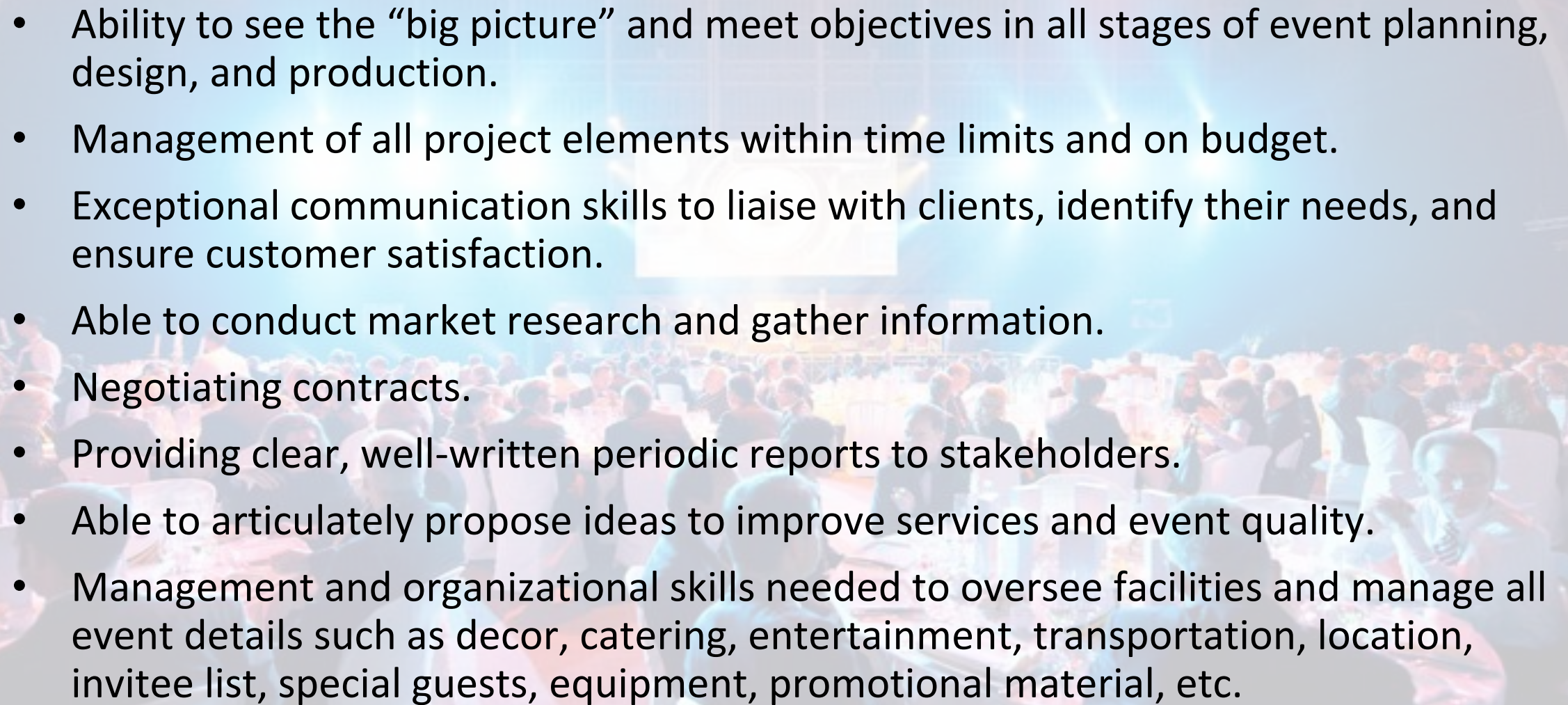


- **Meeting with people opportunities**



A woman with long brown hair, wearing a red long-sleeved shirt and a grey skirt, stands in the foreground of a conference room. She is holding a large yellow folder under her left arm and has her right hand on her hip. She is smiling slightly at the camera. In the background, several people are seated at round tables with white tablecloths, looking towards the camera. The room has a neutral, light-colored wall.

ONLINE EVENT MANAGER

- 
- Ability to see the “big picture” and meet objectives in all stages of event planning, design, and production.
 - Management of all project elements within time limits and on budget.
 - Exceptional communication skills to liaise with clients, identify their needs, and ensure customer satisfaction.
 - Able to conduct market research and gather information.
 - Negotiating contracts.
 - Providing clear, well-written periodic reports to stakeholders.
 - Able to articulately propose ideas to improve services and event quality.
 - Management and organizational skills needed to oversee facilities and manage all event details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.

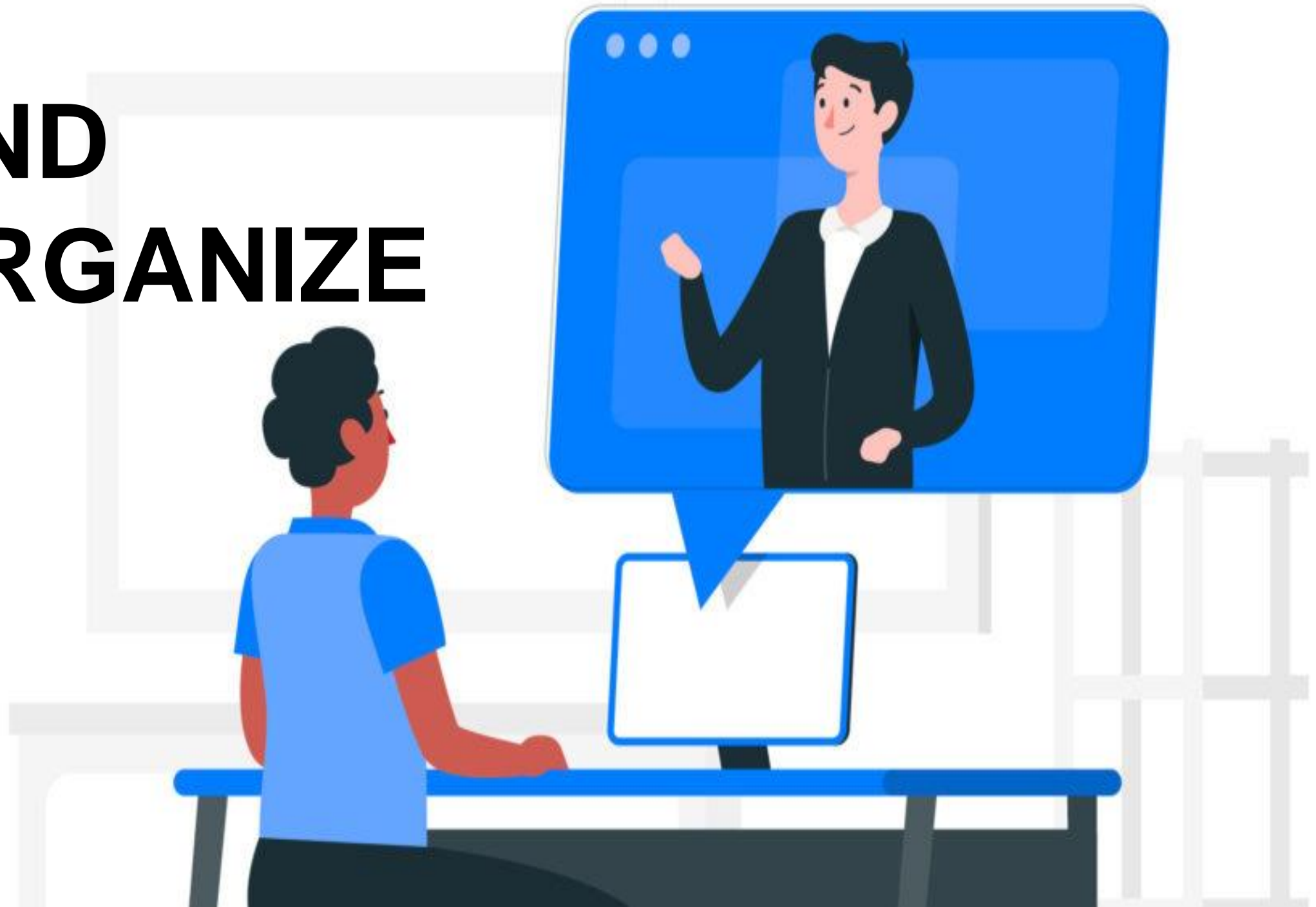
- Commitment to compliance with all insurance, legal, health, and safety obligations.
- People skills needed to staff events and coordinate their activities.
- Enthusiasm regarding collaborative work with marketing and PR departments to promote and publicize events.
- Proactive approach to handling issues and troubleshooting any emerging problems on the event day.
- Follow-through and willingness to conduct pre-and post-event evaluations, reporting on the outcomes.
- Research skills to identify event opportunities, understand the market, and generate interest.
- Event Manager Requirements and Qualifications
- BS in Event Management or related field.
- Significant work experience as an events planner or organizer.



أشيقر
DIGIMENTORS

**BECOME AN ONLINE EVENT
MANAGER WITH ADM**

**AND
ORGANIZE**





WEBINAR

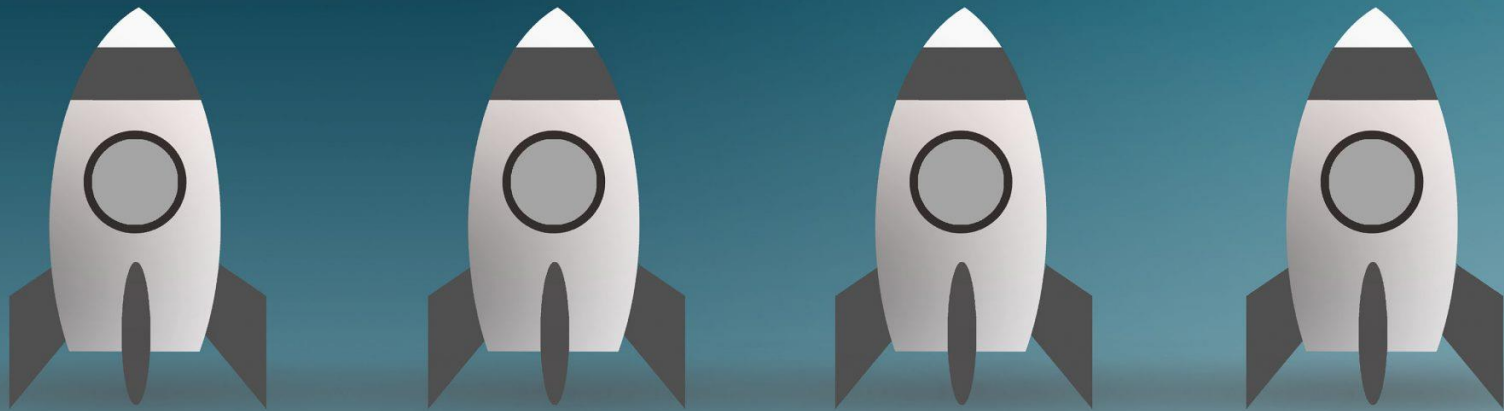




Beta

LAUNCH

SOFT LAUNCH



MEGA LAUNCH





**ADM WILL PROVIDE YOU AN
OPPORTUNITY TO BE PART OF THE
GLOBAL EVENTS**



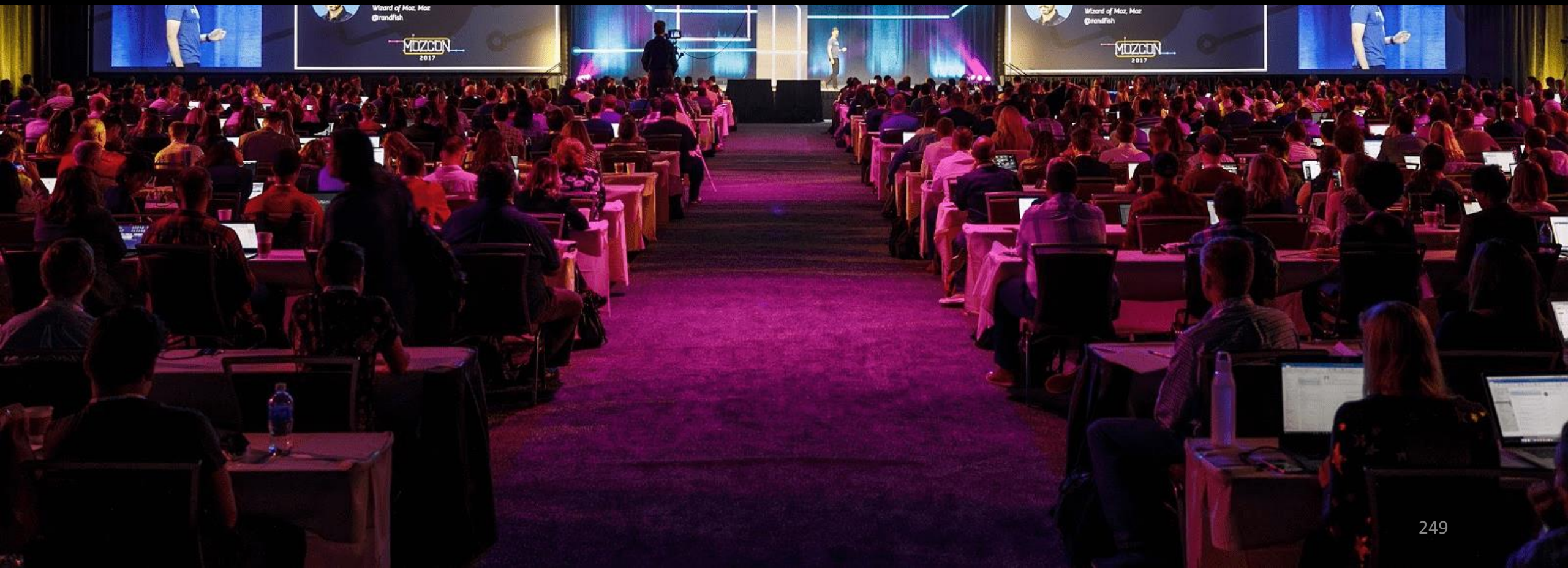
EXAMPLE: GRAND PROJECT LAUNCH OF ONLINE SHOPPING MALL



A satellite view of Earth from space, showing the curvature of the planet and city lights at night. The sun is visible on the horizon, creating a bright glow and lens flare effect. The text is overlaid in the center of the image.

**BE PART OF THIS WORLD CLASS
EVENTS AND GAIN EXPERIENCE**

PROJECT LAUNCH





PROJECT LAUNCH WITH DIGITAL MASTERY



OBJECTIVES:

OBJECTIVES:



A four days event that demonstrates to the world that Online Shopping Mall Project works and can be achieved.

The 4-day event will showcase the following accomplishments:





EVERYTHING'S READY!





1. Concept To Reality



2. Expansion To The 50 Countries



3. Branding



4. Sales



5. Showing to the world that online shopping mall works



6. Showing Evidence to the world



7. Online Shopping Mall Up and Running



8. Niche Store Up and Running



9. Individual Store Up and Running.



10. Sales Is Happening And Making Money



11. People Make Money



12. Why Is It Clubbed With Digital Mastery?



13. NICHE STORE OWNERS GETS A BRANDING AND CAPACITY BUILDING

EXPANSION TO 100 COUNTRIES:

Australia	Philippines	Indonesia	Singapore	Malaysia	Thailand	India	Ireland
Bangladesh	Sri-Lanka	Pakistan	Kuwait	Oman	Tunisia	Morocco	
Algeria	Tanzania	Kenya	Nigeria	Mozambique	South Africa	Seychelles	
United Kingdom	Russia	Germany	France	Italy	Spain	Ukraine	
Romania	Czech Republic	Greece	Portugal	Hungary	Serbia	Switzerland	
Monaco	United States of America	Canada	Mexico	Brazil	Peru	Argentina	
Chile	Cuba	British Virgin Islands	Bosnia and Herzegovina	Malta	Bulgaria	Turkey	

A photograph of a busy restaurant or event space. In the foreground, several people are seated at tables with white tablecloths, engaged in conversation. In the background, more people are standing and talking near large windows that offer a view of a city street. The lighting is warm and ambient. A large white rectangular box is superimposed over the center of the image, containing the word "HOW?" in a bold, black, sans-serif font.

HOW?

HOW IS IT ORGANIZED?





Large Event



Tech Event



Powerful Training Program



Wider Coverage with Online Media



Offline Media Coverage



Launching Functions



Digital Marketing Activities



Over 20 Different Sessions
from 30 expert speakers



Panel Discussions



Promotional Events in Different Countries

CONFIRMED CITIES:

Muscat, Oman	Kuwait City, Kuwait	Sydney, Australia	Singapore City, Singapore	Kuala Lumpur, Malaysia
Bangkok, Thailand	Dhaka, Bangladesh	Delhi, India	Mumbai, India	Kolkata, India
Chennai, India	Bangalore, India	Hyderabad, India	Maputo, Mozambique	Nairobi, Kenya
Johannesburg, South Africa	Abuja, Nigeria	London, United Kingdom	Barcelona, Spain	Casablanca, Morocco

WE SHOWCASE YOU TO THE WORLD





WITH GLOBAL STANDARD



A stage background featuring a central white spotlight on a blue backdrop, flanked by grey curtains. Six black spotlights are mounted at the top, casting light onto the stage.

1000 OF ASTONISHING WEBSITES



100 PLUS HIGH-CLASS LAUNCHING SCRIPTS

YOUR EXCLUSIVE PRESENTATIONS



WITH YOUR OWN BRAND



OPPORTUNITY TO MARKET WITH HUGE AUDIENCE



PROVIDE EXCLUSIVE MEDIA EXPOSURE





Media Interviews



1000 PLUS EXCLUSIVE NICHES





100 OF LAUNCHES

A stage with a circular platform in the center, illuminated by several spotlights from above. The background is dark with vertical light streaks and a few small blue stars.

**1000 OF MARQUE ENTRY TO THE
BILLION DOLLAR INDUSTRY**

BEST OPPORTUNITY TO ESTABLISH YOUR BRAND



Plan to get investment ?



Interact with Eminent Delegates



Photo-shoot and video-shoot



A large audience is seated at round tables in a conference hall, looking towards a stage. The room has a modern design with recessed lighting and decorative elements. The audience is diverse in age and appearance. The stage features a large screen displaying a presentation. The overall atmosphere is professional and focused.

WHAT IS THE EVENT?

A four days event that demonstrates to the world that **Online Shopping Mall Project works** and can be achieved.

The 4-day event will showcase the following accomplishments:





➤ Thousands Of Websites Live

Launch Of Over 100 Websites





Niche Store Makes Sales



**Consultant, Event Manager And Trainers
Makes Money.**





Expert Speakers Successful Stories

Panel

Discussions



Reputed

Guests Presence



Comprehensive And Powerful Training Programs From Experts Across The World



Showcasing Of Advanced Technology



Investors Meet



Graduation ceremony



Award Ceremony



WHEN?

OCTOBER – December

2020



WHERE

- **AL MASA HALL, HOLIDAY INN,**
- **MEETING ROOM NO 1**
- **MEETING ROOM NO 2**
- **Meeting Room 3A AND 3B**
- **CROWNE PLAZA, THE BUSINESS PARK**



WHO WILL ORGANIZE THE EVENT?



- Staff members of adm
 - Staff members of ONLINE SHOPPING MALL AND DMP
- COUNCIL WILL ORGANIZE THIS EVENT**

WHO WILL ATTEND





NICHE STORE OWNER



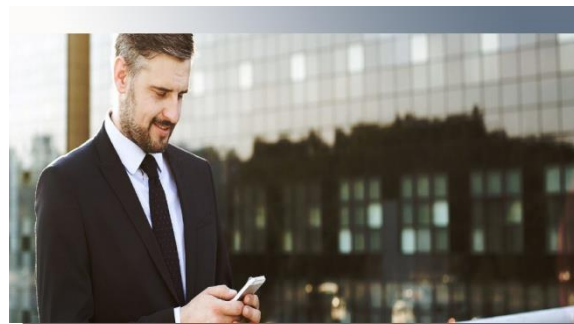
SUCCESSFUL INVESTOR



QATAR GOVERNMENT
REPRESENTATIVE



SHEPRENEUR



CORPORATE EXECUTIVE



PARTNERSHIP COMPANIES
AND TIE-UPS



SUCCESSFUL SHE-COMMERCE



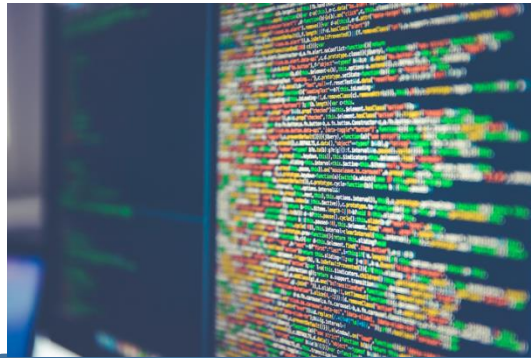
POTENTIAL DELEGATES FROM OTHER COUNTRIES



FRANCHISEES



CHANNEL PARTNERS



TECH COMPANIES



FINTECH COMPANIES



CONSULTANT



EVENT MANAGER



TRAINER



COUNCIL MEMBER



STAFF OF ADM



STAFF OF ONLINE SHOPPING MALL



FOUNDERS OF ADM

TO WHOM



- **EXISTING BUSINESS OWNERS INTERESTED ON OUR PLATFORM TO PROMOTE**
 - **NICHE STORE OWNERS**
 - **PEOPLE INTERESTED IN ONLINE BUSINESS**
 - **SHE COMMERCE PEOPLE**



MAGAZINE (PHYSICAL AND DIGITAL)



**One Portion Will Be
Dedicated To The Niche
store owner Who
Launched Their Website**





2020 MAGAZINE EDITION

- **ONLINE PRESENCE**
- **SOCIAL MEDIA PRESENCE**
- **DIGITAL PRESENCE**
- **WEBSITE**
- **PRODUCTS**
- **PRODUCT DELIVERY**
- **PROFIT**
- **SUCCESS STORY**



A person in a dark suit is seen from behind, placing puzzle pieces onto a wall. The wall is covered with large, light-colored puzzle pieces. The scene is lit with a blue and green gradient, creating a professional and motivational atmosphere. The text "BE THE PART OF SUCCESS STORIES" is overlaid in the center of the image.

**BE THE PART OF SUCCESS
STORIES**

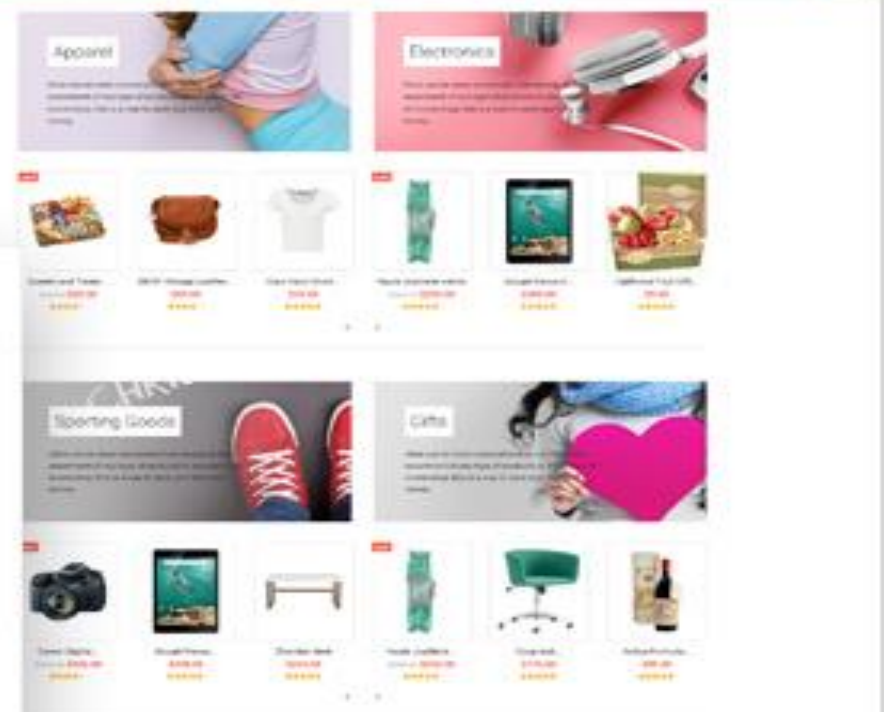
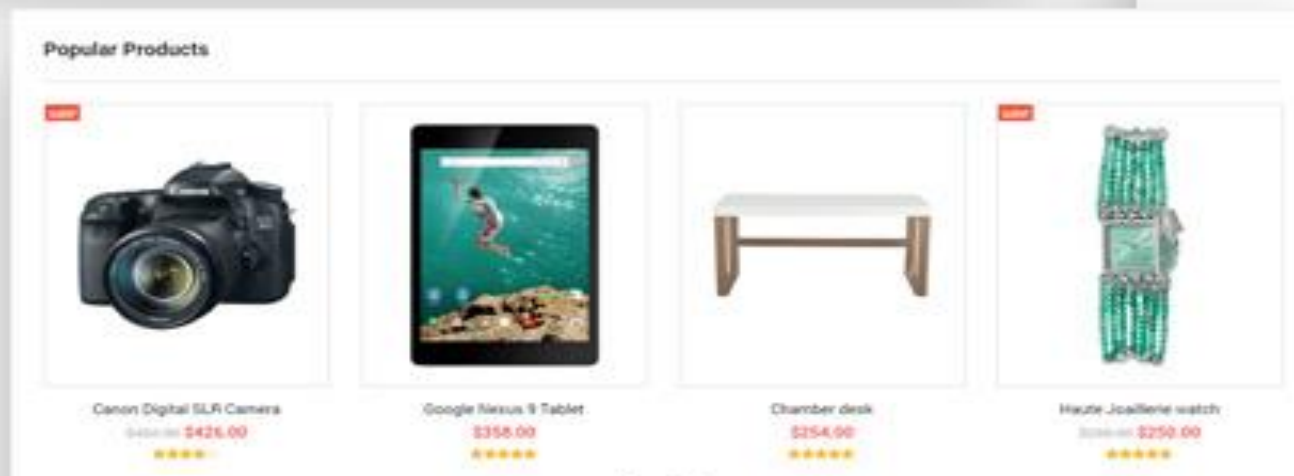
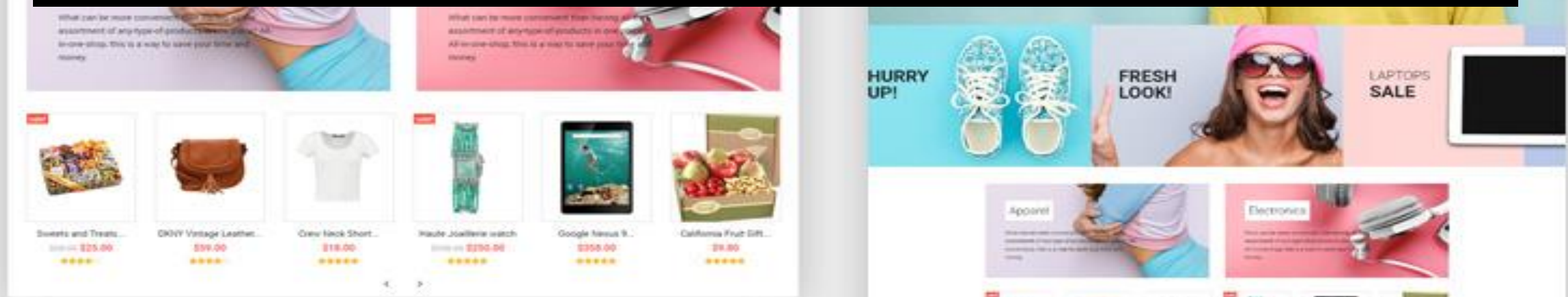


GRAND

OPENING

CEREMONY

SESSION NAME: Grand Opening of Digital Mastery with Online Shopping Mall Activities

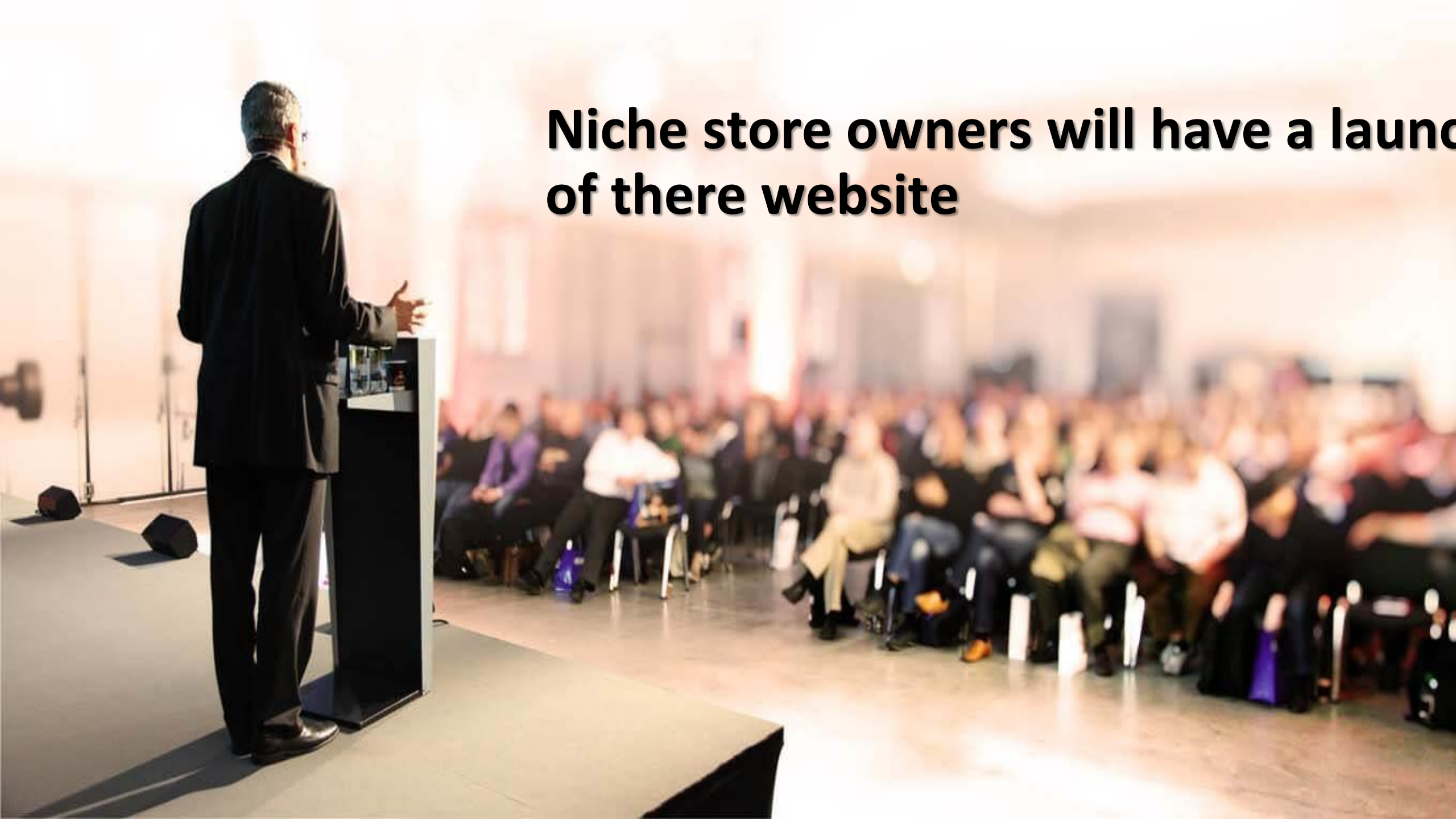


A hand-drawn illustration of a white rectangular sign with a dark brown border. The sign is held up by two orange hands with dark brown outlines. The background consists of diagonal stripes in red and green, radiating from the center. The word 'TAKEAWAYS' is written in a bold, dark brown, sans-serif font on the sign.

TAKEAWAYS

**(Niche store
owner)**

**Niche store owners will have a launch
of there website**



WITH PUBLICITY BRANDING





**Videos and
social media promotions**



Photo-shoot and video-shoot



KNOWN AS A SPEAKER



A man in a dark tuxedo with a white shirt and black bow tie is speaking at a podium. He is looking slightly to his right. The background is a blue wall with large, dark, semi-circular patterns. A white rectangular box is overlaid on the bottom half of the image, containing the text "Speaking opportunity".

Speaking opportunity



Media Interviews

Investment to your website



Interact with Eminent Delegates



Panel

Discussions



Tech integration



Sponsors/Partnership opportunity

PARTNERSHIP



SPONSORS



- **GOLD, DIAMOND, SILVER PARTNERS**
- **HOLIDAY INN-HOSPITALITY**
- **CROWNE PLAZA-HOSPITALITY**
- **QATAR AIRWAYS-AIRLINES**
- **VODAPHONE**
- **Q-TICKETS**

MEET GOOD INVESTORS



**NEEDS A
PASSPORT OR
ENTRY PASS**



**GET READY TO
BE A PART OF
THIS **BIG**
PROJECT**





ONLINE SHOPPING MALL





أشيقر[®]
DIGIMENTORS



**THE GREAT
OPPORTUNITY**

INTERNET BUSINESS CONSULTANT

A man in a dark suit and red tie is sitting at a desk. He is gesturing with his right hand towards the left. On the desk, there is a laptop, a smartphone, and several papers with charts and graphs. The background is a plain wall.

An aspiring Internet Business Consultant who wants to promote and enhance a business by giving advice.

A man in a dark suit, white shirt, and light blue tie is shown from the chest up. He is holding a silver pen in his right hand, positioned as if about to sign a document. The background is a blurred city skyline with various skyscrapers under a hazy sky. The text is overlaid in the center of the image.


**OWN A BUSINESS THAT
OFFERS A SERVICE THAT IS
IN HIGH POTENTIAL**

**BE PART OF OUR
AMBITIOUS TEAM**



**A TRULY REACHABLE OPPORTUNITY FOR
YOU TO GROW.**



A photograph taken from an airplane window, showing the wing of the aircraft in the upper half of the frame. Below the wing, a landscape is visible, partially obscured by a layer of clouds. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is serene and evokes a sense of travel and exploration.

**Opportunity to travel across
the globe as part of the
promotional activities with
our company.**

CONTACT US

Consultant: Ms. Eva

- Phone: 974 6671 7767
- Email: events@digitalmastery.qa





أشيقر
DIGIMENTORS

EVENT MANAGER

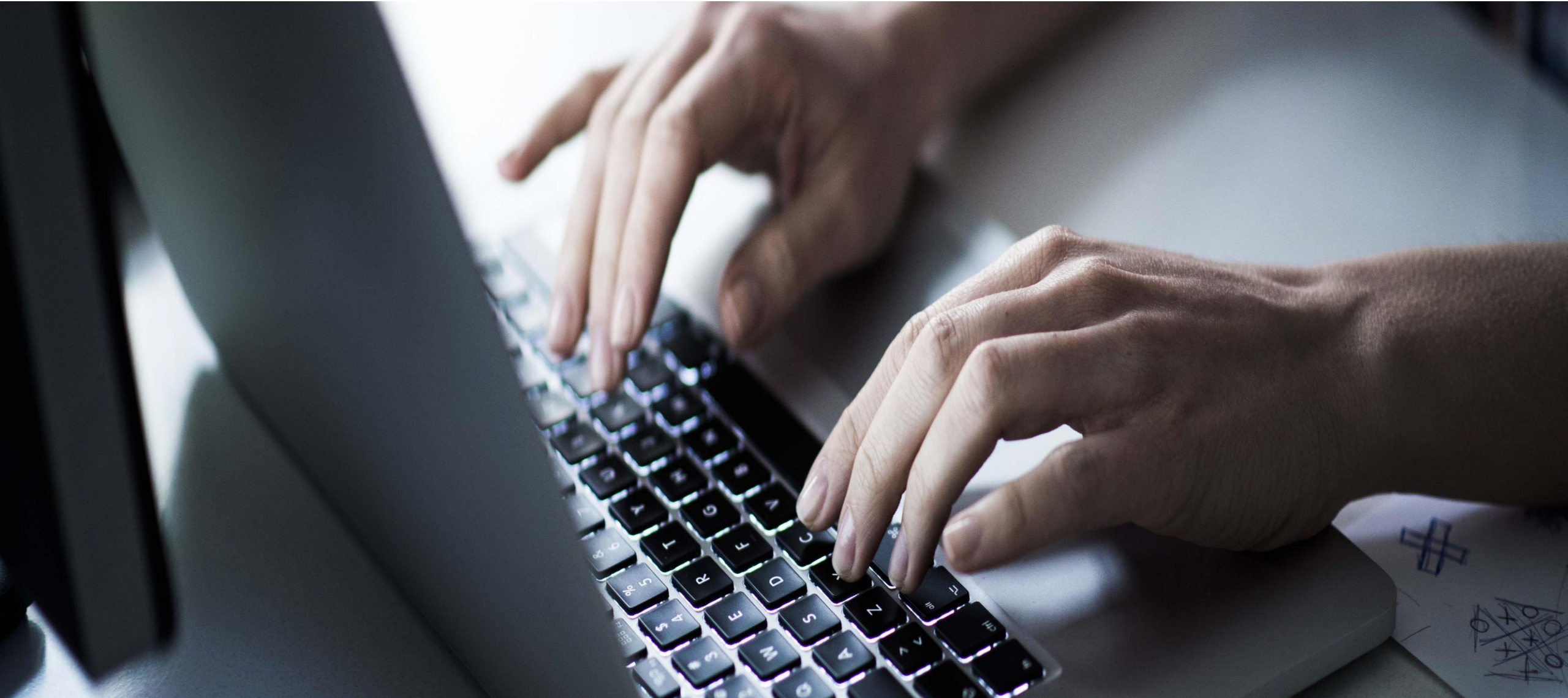
A man in a blue suit is seen from behind, standing at a podium and addressing a large, blurred audience in a conference room. The scene is lit with warm, orange-toned lights. The text "BECOME AN EVENT MANAGER" is overlaid in the top right corner.

**BECOME AN
EVENT MANAGER**



Ability to see the “big picture” and meet objectives in all stages of event planning, design, and production.

ONLINE EVENT MANAGER



WEBINAR TRAINING



SKYPE, ZOOM, FACETIME TRAINING





ONLINE EVENTS

AUGMENTED REALITY



VIRTUAL REALITY



A man in a dark suit and a woman in a white dress stand with their backs to the camera, looking at a bright, glowing rectangular portal in the center of a futuristic, blue-toned room. The room features concentric circular light patterns on the floor and ceiling. The overall atmosphere is high-tech and mysterious.

TELEPORTATION




ROLES AND

RESPONSIBILITIES!



Management of all project elements within the time limit and on budget.

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**Able to conduct market research
and gather information.**

NEGOTIATING CONTRACTS



**PROVIDING REPORTS TO
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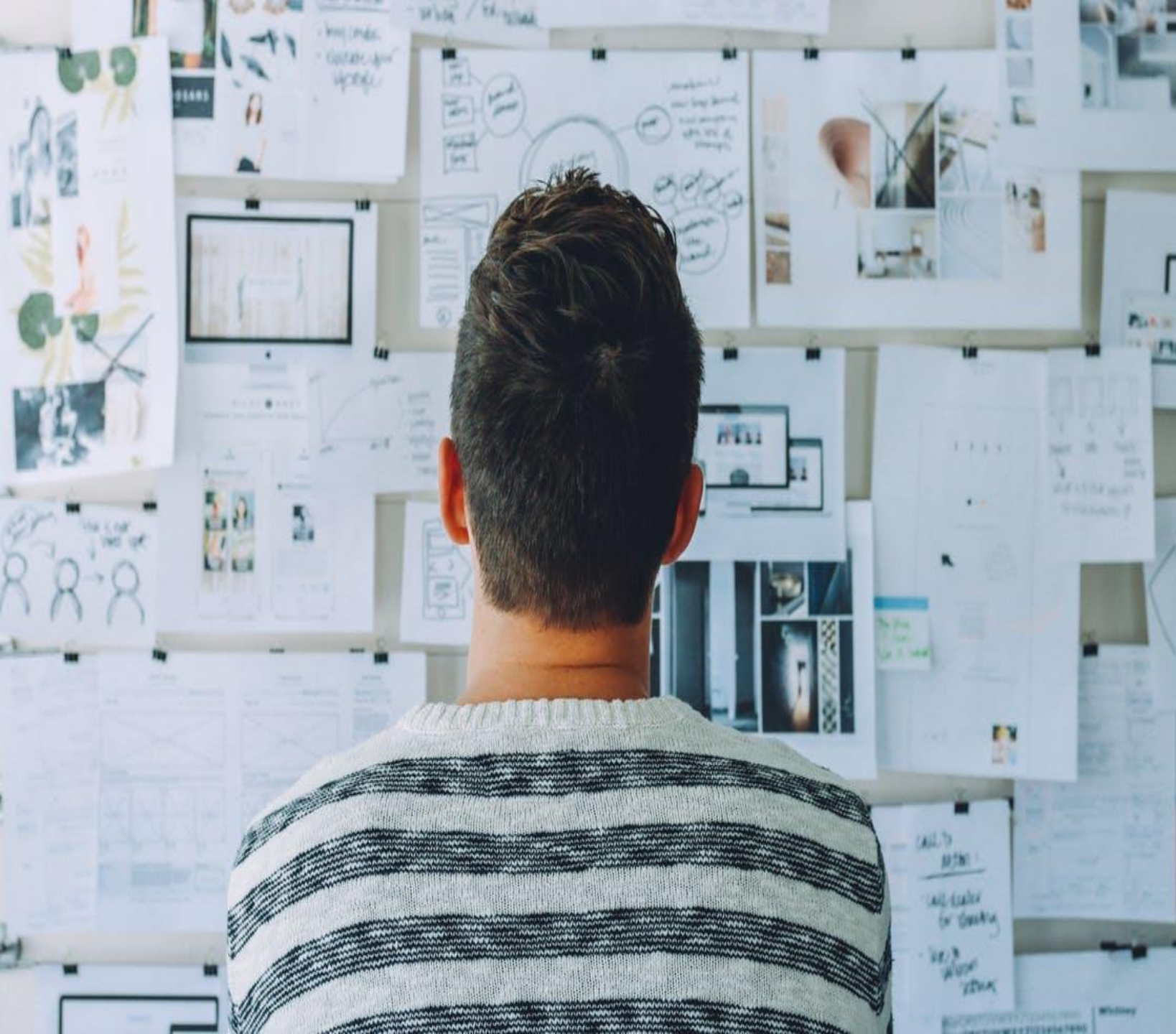




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**OPPORTUNITIES
TO CONDUCT
EVENTS IN
VARIOUS PART OF
THE WORLD.**



A CHANCE TO ATTEND EXPO'S FROM VARIOUS CITIES.



**BENEFITS OF
BECOMING
AN EVENT
MANAGER**

Benefits



A person wearing a light blue patterned shirt and a dark vest is sitting at a desk. In front of them is a black laptop and a black calculator. The background is a wooden floor.

Retainership fee - 8 webinars based on proposals and social media activities

(Beta launch /soft launch /mega launch based on quarterly proposals)

RETAINERSHIP FEE

A man in a blue suit is seen from the back, clapping his hands. He is standing in front of a large, blurred audience of people seated in what appears to be a conference or event hall. The background is out of focus, showing various people in different colored clothing.

EVENT MANAGER

RETAINERSHIP FEE- ONLINE EVENT MANAGEMENT ACTIVITIES

4 Online Beta/Soft
Launch

4 Promotional
Events Like
Webinars

Retainership Fee
Of 1500USD
(5,460QR)



SPECIAL OFFER NOW:

1000 USD

**Secured “Monthly Take
Home” For The First
12 Months As**

“ADM SCHOLARSHIP”

CONTACT

MR. TAHIR AQEEL

PHONE NUMBER: +974 3111 8472

WHATSAPP NUMBER: +974 5012 3633

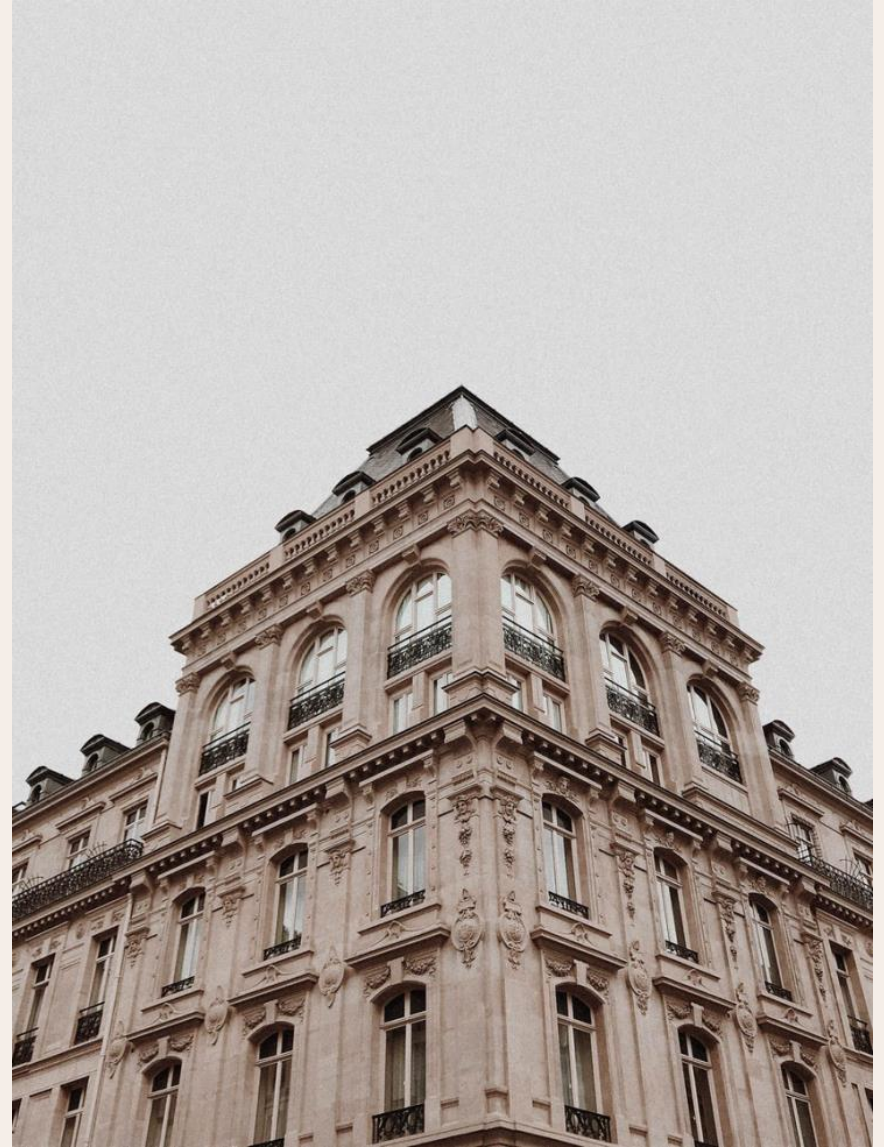
EMAIL ID:

mentors@adm.qa



THANK YOU !

ASHEGHAR
DIGIMENTORS





أشيقرة®
DIGIMENTORS