



A Woman's Way Event Planning Guide

I am honored by your interest in bringing one of my events to your community. Offering my work in other corners of the world helps foster the mission of A Woman's Way to "provide the space, support, tools and guidance necessary for women to create lives of meaning and futures steeped in passion and joy" without the time and cost needed for women to travel to Sedona.

The following are some things to think about as you make the decisions necessary to ensure a meaningful and productive event in your community.

EVENT SPONSOR – It is important before you begin to plan your event, to make the vital decision as to whether you would like to be the sponsor of the event or whether you want to host an A Woman's Way event. In either case I will work with you to create the best possible event. The following are things to consider as you make this important decision –

- ❖ *Sponsor* -- If you are the sponsor of the event, then you are responsible for securing a facility, registering the women and marketing the event in your community. I would simply be hired to come and facilitate the event. There are several pluses to sponsoring your own event – a sense of empowerment that comes with pulling together all of the pieces necessary to create a successful event; offering an amazing opportunity for the women in your community; and, if the event is planned and marketed well, you can make money as the sponsor. And, this could be the first of many events you could sponsor in your community.
- ❖ *Host* -- If you would like to host *A Woman's Way event*, then you would work with me to secure a facility and help me market the event in your area and I would do everything else. There are several pluses to hosting A Woman's Way event – you would have the opportunity to offer something of importance to the women in your community and there would be less work and financial responsibility than that required of a sponsor. The downside is that any revenue earned from the event would go to A Woman's Way.

RETREATS VS WORKSHOPS – Both retreats and workshops offer women a meaningful opportunity to step back from their lives in a safe space, guided by an experienced facilitator.

- ❖ *Retreats* offer an uninterrupted two days and two nights where deep, personal work is possible. Usually held from Friday evening till Sunday afternoon, participants not only work intensely together but also eat and sleep in the same venue. The cost and time required to organize a retreat can be daunting because of the need to provide lodging and food as well as the facilitated retreat experience, but the rewards can be many – primarily offering a profound experience to the women in your community. They also – depending on the chosen venue – can be more expensive for the

attendees.

- ❖ *Workshops* offer a less expensive, less time consuming alternative for both the presenter and the women attending. Usually offered from 9am – 5pm Saturday and Sunday, they afford women the opportunity to travel from home each day, camp in the area, stay in a motel with several friends or treat themselves to a quality B & B or spa resort experience – something in keeping with their needs and budgets. There is less financial liability (no costs for lodging and food -- women do that on their own) for the sponsor and often the experience is just as impactful. .

FACILITY LOCATION -- The facility should be within easy driving distance and/or shuttle distance from a major city (if possible). This can be a great plus for attendance and is also less overwhelming for women traveling from out of town.

FACILITY AMBIANCE -- The facility should have nature-filled areas for quiet meditation, walking and sitting. They don't need to be huge areas -- even a few acres works well.

FACILITY SIZE -- A workshop facility needs to have a comfortable, private room (with a warm ambiance) where we can have a circle of 20 - 25 women, enough space to form into small groups within the room and the ability to move easily outside. A retreat facility needs to have the same comfortable, private meeting space as well as lodging for 20 -25 women (often 2 women to a room) that is cost effective for everyone.

FACILITY AVAILABILITY -- It is important to plan your event when the weather is the most optimal in your community so we can enjoy being out in nature, if possible. You can see my schedule by visiting www.awomansway.com. But I'd recommend getting several dates that work for the facility you've chosen and also for you and then contacting me so that we can find dates that work well for everyone.

FACILITY COST AND PAYMENTS -- It is important to ask not only the cost of reserving the facility but also about their payment requirements for reserving the space. Often facilities require money down at the time of reservation with the remainder due at some date before the event and often some of it is non-refundable so it is important to be clear up front. But some facilities will work with you around these requirements and that is vital to making an event work well financially.

FUN AND REWARDING! -- I hope these tasks don't seem overwhelming because the rewards can be huge, both for you and for the women in your community. Also, keep in mind that I've sponsored these events since 2003 AND I'll be there to guide and support you every step of the way!

Please feel free to call me at 928-254-1897 with any questions or concerns.