



EVENT LEADERSHIP INSTITUTE

INSTRUCTOR KIT

Joining An Elite Team

Do you consider yourself an industry thought leader? A subject matter expert?

Do you want to become the leading authority in how your sector of the event industry is taught to undergraduate students and industry professionals?

Will you help us define the training standards and best practices for the industry, and position yourself as a leading influencer in the process?

If so, we invite you to read further and explore becoming an instructor for the Event Leadership Institute.



Who We Are

The Event Leadership Institute is the nexus for the most progressive education, training, thought leadership and professional development in the event industry.

Our goal is to empower and educate event professionals and give them the tools and resources to create, plan and execute better events, and take their careers and businesses to the next level.



What We Offer

We recognize that different people like to learn in different ways, and we are proud to offer a variety of training and professional development solutions to suit anyone's needs.

On Demand Learning

Short video classes (30-60 minutes long). Each class is divided into micro chapters that can be accessed in any order. No set structure or time frame. Learn what you want, when you want.

Professional Development Courses

Instructor-led courses running 4-12 weeks long that follow a set syllabus and include assignments, quizzes and other interactive components. Online or in person. Most courses offer Digital Credentials upon completion and passing a final exam.

Collegiate Support Program

Professors teaching event management on the college level provide their students with access to our On Demand videos in addition to, or instead of, traditional textbooks. We provide discussion questions, case studies and other components.

Roundtables, Webinars & Events

Curated roundtables for targeted groups (e.g. department heads, agency owners), thought leadership programs, live webinars and other events provide a live platform for engaging conversations over salient topics.

On Demand Learning

Business

Creativity and Design

Event Management

Strategy and R.O.I.

Technical Production

Careers

CMP Credit

Business

1 2 3 4 5



Planner Pricing: How, & How Much, To Charge
 Howard Givner
 64 min ★★★★★



What Makes a Good Leader?
 Maverick Series
 27 min ★★★★★



Prospecting for New Business
 Howard Givner
 44 min ★★★★★



Defining Your Brand: Passion, Philosophy,...
 Sean Low
 42 min ★★★★★



The Psychology of Raising Your Prices
 Peter Shallard
 27 min ★★★★★

Creativity and Design

1 2 3



The Path of an Idea: From Inspiration to... CMP 0.25
 David Stark
 17 min ★★★★★



Creative Space Planning: Small Events with...
 Lindsay Landman
 51 min ★★★★★



Big Wow Within Budget: Affordable Event Design CMP 1.00
 Jes Gordon
 48 min ★★★★★



designing an experience over an environment CMP 1.00
 Experience Design
 Mark Addison
 34 min ★★★★★



Catering Creativity Exposed CMP 0.75
 Stella Ballarini
 42 min ★★★★★

Event Management

1 2 3 4



Producing A Halftime Show: Behind the Scenes...
 Bruce Orosz



Presentations & Presenters: Best Practices CMP 1.75
 Brandt Krueger



New Thinking in Content Delivery & Engagement CMP 1.00
 Howard Givner



Booking & Producing Event Entertainment CMP 1.75
 Danny Bergold



Silent Auction Strategy
 Michelle French

Professional Development Courses



Event & Meeting Management Fundamentals



Fundraising Event Management



The Launching Pad: Starting Your Own Event Company



Wedding & Event Design



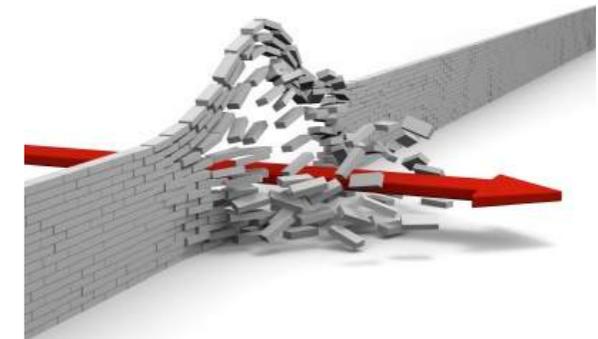
Technical Meeting & Event Production



Venue Sales Accelerator



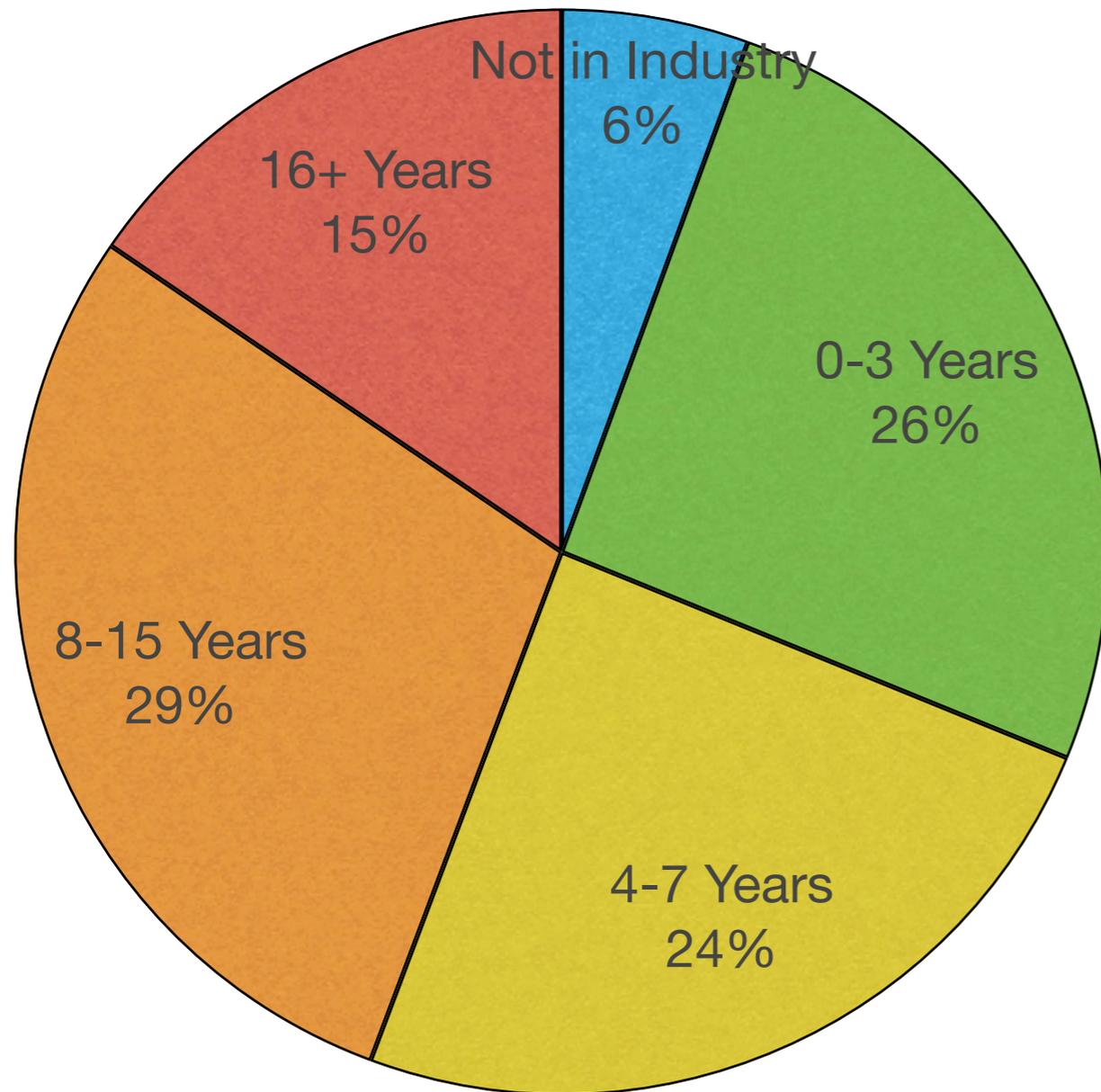
Wedding Planning Fundamentals



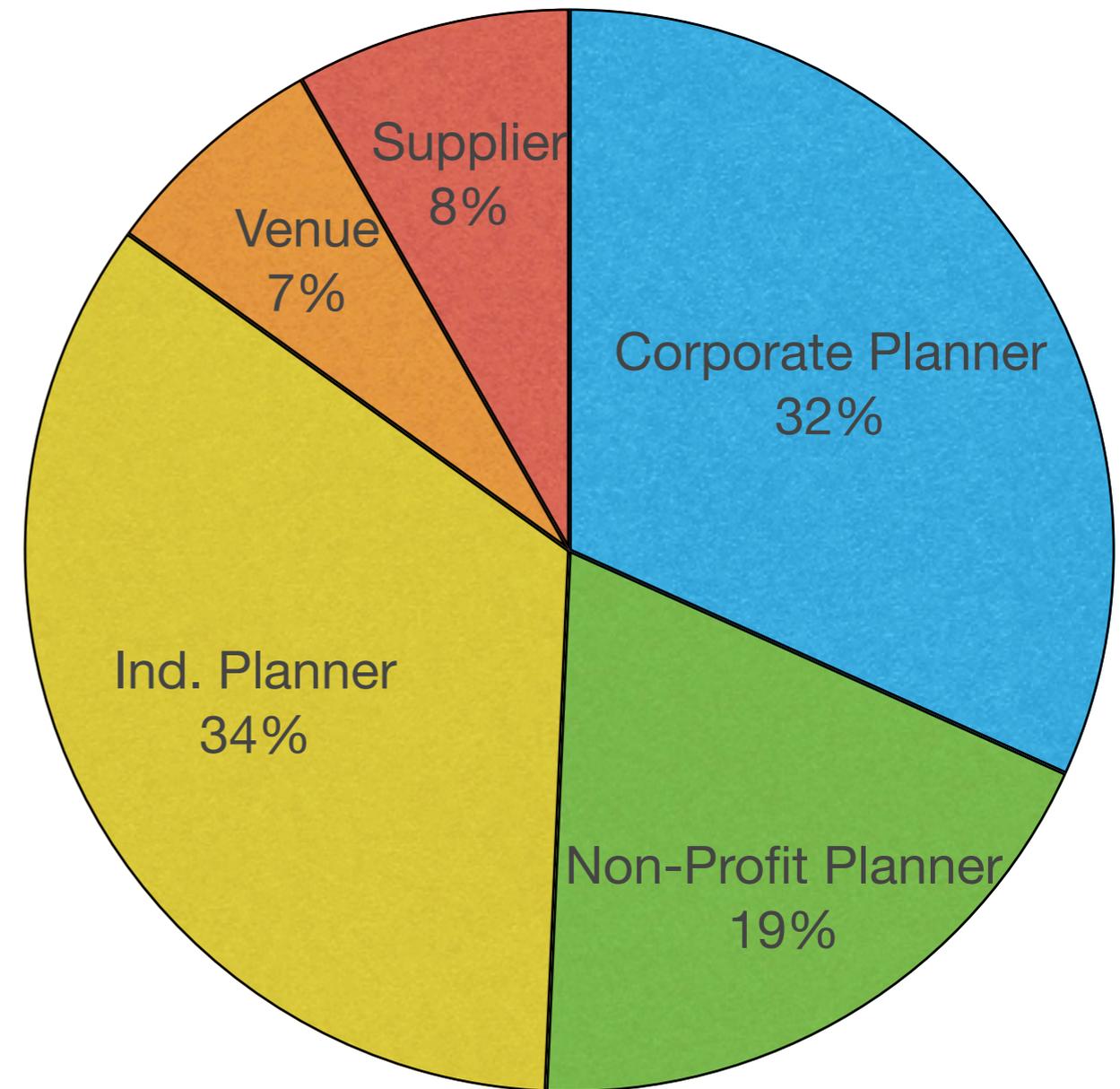
The Business Accelerator

Our Learners | Who They Are

Years of Experience in Events



Industry Sector



Our Learners | Where They Work

We provide educational coursework to a broad range of event and meeting planning professionals, including planners at the organizations below:

Aetna	First Protocol	Plan Ahead Events
Allied / PRA	Ford Motor Company	Ritz Carlton
AMC Networks	GlaxoSmithKline	Royal Bank of Canada
American Bar Association	Goy Foods	Scholastic
American Cancer Society	Groupon	Sequence Events
American Express	HSBC	Starwood
American Red Cross	Johnson & Wales Univ.	T-Mobile
Aramark	JWT	TD Bank
Avon	KPMG	Time Warner Cable
Bank of America	Luxottica	Tribune Publishing Company
Bayer	Macy's	Toyota
BlackRock	Mastercard	Univ. of Virginia
BKA	Marriott	Universal Music Group
Brooklyn Nets	Morgan Stanley	Univision
Bowling Green State Univ.	New York Yankees	Verizon
City of Los Angeles	Nielsen	
Craigslist Foundation	Oppenheimer Funds	
Cramer	PNC Bank	
Drury Design Dynamics	PWC	
Ernst & Young	Patron Spirits Company	
ESPN	Petco	

Instructor Benefits

For instructors of On Demand classes or webinars, we offer a number of benefits.

- Dedicated instructor page on the ELI website, including bio, company name, contact info and link to your website.
- Listing on class page, with link to your instructor page.
- Ability to display the coveted ELI Instructor Badge on your website or email signature.
- Extensive promotion when your class/webinar is launched to the ELI database of over 15,000 professionals, as well as through our industry partners BizBash, ISES and others.
- The enhanced credibility of joining an elite team. Most of our instructors are recognized industry leaders with extensive media coverage, TV appearances, published books, and board positions in a range of industry associations.



The screenshot shows the Event Leadership Institute website. At the top left is the logo, a circular arrangement of four stylized human figures in green, blue, orange, and red. To the right of the logo is the text "EVENT LEADERSHIP INSTITUTE" and the tagline "Progressive education, training & insights by and for event professionals". There are input fields for "Email Address" and "Password" in the top right. Below the header is a navigation menu with links for "Home", "On-Demand Content", "Professional Development Courses", "Instructors", "Events", and "Careers". The "Instructors" link is active, and the page title is "Michelle French".



Principal, Sunday Sol Events

Contact: michelle@sundaysolevents.com Web: <http://www.sundaysolevents.com>

Michelle French is a story teller at heart. Every event she produces tells a tale, delivers a message, and the tables are cleared and the last attendee exits the venue.

The insights and skills that go into creating meaningful events had their beginnings when Michelle Kelly School of Business where she majored in marketing and international studies. Michelle participated in a program that raised funds for a local children's hospital. The experience made a lasting impression.

After graduation, Michelle went to work for American Airlines as part of the sales team. She handled Express Travel, contracting for large shares of their business travel. She was there on 9/11 and worked with victims' families. In the wake of these events, Michelle considered how she might use her talents to help others.

Michelle headed west to become Event Manager for the California Science Center. She became well-versed in how such organizations support themselves. Her expertise grew, and when she was invited to join a non-profit, she accepted. Within six years the company experienced rapid growth. Despite this success, she continued to focus on the relationship between an organization and the attendees to extend beyond the event itself.



The badge features a blue header with the text "I'm an Instructor at...". Below the header is the Event Leadership Institute logo, consisting of the circular human figures icon and the text "EVENT LEADERSHIP INSTITUTE.com".

Contact



**EVENT
LEADERSHIP
INSTITUTE**

Interested in teaching for us?

[Click here](#) to fill out a content submission form.

Or reach out to us at:

Info@EventLeadershipInstitute.com

347-349-1060