

# CREATE TRANSFORMATIONAL EXPERIENCES



DISCOVERY BOOK

**TRAVELING  
EVENT  
PLANNER**





# WELCOME

Get ready to do some deep brainstorming and discover how you can create or level up your retreat strategy for 2025.

UNLOCK THE POWER TO HOST UNFORGETTABLE EVENTS  
THAT BUILD YOUR AUDIENCE AND MONETIZE WITH INTENTION

Are you ready to bring your event strategy to life? Whether you're new to hosting or looking to elevate your existing event strategy, this program is designed to help you plan, build, execute and monetize transformative events that make sense for your business instead of competing with it, help you achieve your specific goals and have your participants raving.



# HELLO!

My name is Kera Wasserbach and I have been coordinating retreats and consulting with top coaches on their events for over a decade. I have specifically designed this program to initiate the dream sequence that will lead you to clarity around your next year of events. Whether you already feel you know the answers, or you have no idea where to start, you'll find that after completing this process, you'll be inspired and logistically prepared to elevate your event experiences.

# PROGRAM OVERVIEW

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This 4-Week Strategy Program is a comprehensive, hands-on experience that guides you through very focused aspects of event planning designed to work with your existing business goals—from crafting the right events and timeline to location, marketing, budgeting, and creating an unforgettable experience for your attendees. By the end of the program, you'll be prepared to lock in a fully developed strategy and have the confidence to bring it to life.

## WHAT YOU GET

### **(1) 90-Minute Deep Dive Planning Session**

We start with a powerful 90-minute session to get crystal clear on your vision, goals, audience and strategy. By the end of this call we should have a basic outline and a plan in place!

### **(3) Three 60-Minute Coaching Calls**

These focused sessions are tailored to your specific needs. You choose the topics based on where you need the most support.

### **Voxer Support (2 Months)**

During your program, you will receive unlimited Voxer support. After you've completed your month-long program, you will receive 2 additional hours of Voxer support to be used over the next two months!

### **Example Topics Include:**

*Marketing Your Events: How to attract the perfect audience and fill seats with ease.*

*Itinerary Design: Crafting a schedule that flows and delivers transformative experiences.*

*Budgeting and Ticket Pricing: Creating a budget that ensures profitability while delivering value.*

Each call ends with actionable takeaways, ensuring you're making real progress toward your goals.

# WHY THIS PROGRAM?

## **Personalized Coaching & Expert Guidance:**

I'll walk alongside you every step of the way, providing tailored feedback and actionable advice based on years of experience hosting successful retreats.

## **Proven Frameworks & Tools:**

Access professional templates, tools, and frameworks that have been used to plan and execute thriving retreats, saving you time and effort.

## **Holistic Approach to Planning:**

We don't just focus on one aspect of planning. This program offers a complete, 360-degree approach covering everything from pre-event marketing to post-event feedback.

## **Who Is This Program For?**

This program is perfect for:

First-time event hosts who need step-by-step guidance.

Experienced hosts who want to take their events to the next level.

Coaches, businesses, practitioners, and entrepreneurs who want to create events that align with their brand and mission.

**Investment: \$2,000**

## **Let's Get Started!**

Use the pay in full option below or place your deposit. Then, [\*\*schedule your first in-depth discovery call here!\*\*](#) You will receive a questionnaire for your first call as well as a contract of service and, if required, a recurring payment plan option within 24 hours.

PAY IN FULL



**venmo**



PAYMENT PLAN  
(4 PAYMENTS OF \$550)



**venmo**





# PAST EVENTS

Here are some valued clients with events that have similar aspects to your own!



## United States Lavender Growers Association

*An organization with a board of decision makers  
in the lavender farming industry*

Virtual Event

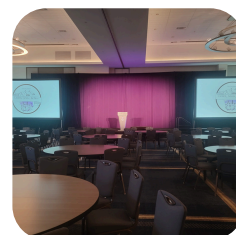
Live 2-Day Events



## Marina Simone, Moms & Heels

*A social media training 2-Day Event*

Enrollment Events



## Bob Heilig, Legacy Leadership Academy

*3 Day Enrollment Events*

*Workshops*

*Mastermind Retreats*

*Mastermind Management*



## Emily Williams, I Heart My Life

*3--Day Enrollment Events*

*Luxe Dinners*

*Workshops*

*Mastermind Retreats*

*Luxe Retreats*

*Mastermind Strategy*



## Kimberly LaForte

*Coaching Event Strategy*

*Workshops*

*Retreats*

*Program/ Offer Strategy*

