

## Timeline for 20 Tips Seminar---a To Do List

NOW!

Read all of the files on the CD

Create a flyer to promote your seminar using the sample we've created

Decide how you will present the slides—to a small group using a laptop or projecting using a digital projector. Will you borrow or buy one? Most sewing machine dealers have one. The prices are coming down dramatically, making them affordable to buy. All of our Palmer/Pletsch trained teachers now receive all of their slide programs on a CD. Once you are used to PowerPoint or sorting slides in Windows Explorer, it makes creating a seminar so easy.

Decide how people will register and pay.

2-3 months in advance

Find a location to teach the seminar. Contact local stores.

Discuss plans for promoting the seminar. If there will be no advertising, allow two or three months for word-of-mouth.

Set dates, times, price. Two hours would allow for a 20 minute break in the middle. If you serve refreshments and have all the products in one place, you or the store will benefit in lots of sales.

If you have a website, put your seminar information on the website, incorporating the web logo provided on the 20 Tips CD.

If you are not already listed as a teacher on the Palmer/Pletsch 20 Tips Seminar Locations webpage, email Linda Wisner at [linda@palmerpletsch.com](mailto:linda@palmerpletsch.com) to be added. Provide your name, city, state, phone number, email address, and website, if applicable. Visit <http://www.palmerpletsch.com/20tips-teachers.html> to see our format.

2 months in advance

Plan what garments you may want to sew to show at the seminar. (Optional)

1 month in advance

Contact local media. Send out press release.

Practice reading the script and looking at the slides until you are comfortable not using the script. This is important, even if you plan to read the script during the seminar. If using a projector, buy a laser pointer at a pet shop (\$10). You can then move the audience's attention to what you are talking about on a slide.

2 weeks in advance

Check the signup.

Check that the sponsor will have equipment you need. If a large group, you may need a microphone and a screen on which to show the slides. How many chairs will be needed? Do you want coffee or other refreshments served?

Print your fall class schedule to handout at the seminars.

Day Before  
Day Of

You may want to set up and run through your slides to check the lighting etc.  
**ARRIVE EARLY**