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Objectives:

- Here's what we're going to take you through today:
 - Finding the right host/space+theme
 - Understanding TICO
 - Know your numbers
 - Creating success
 - Important To Do's on the lead up






<https://ontario.tico.ca> - <https://thegreenbaum.com>

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Finding the right host/space

- Things to consider:
 - What experience are you looking to create?
 - Who is your target market?
 - What does the host do for you?



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What organizations do you need to know about?

- International regulations or visas?
- TICO (Travel Industry Council of Ontario):
 - Who is TICO?
 - What does it mean for your retreat?




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Knowing your numbers!

- Essentials in planning:
 - What are ALL your costs?
 - What is your cost/person?
 - What are your min/max?
 - How many registration to break even?
 - How many registrations to profit?
 - Expenses < revenue = profit!



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Creating Success: Registrations!

- How to get people to sign up:
 - Marketing 101 – speaking to your people
 - Social media – free but it's going to take commitment – do a platform evaluation (engagement)
 - Use of "voice" on different platforms
 - Critical path (we will send this to you afterwards if you'd like it!)




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In the lead up to your retreat!

- What do you need to do/know?
 - Organization and communication
 - Daily schedule planning
 - How are you or how is your host holding everyone's hand through the process of preparing for their retreat?





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