

Dean Carby & The VNV Live Team Present:

The Event Acceleration Masterclass

1st – 3rd November 2019



VNV Live LTD | 0203 868 6424 | 07939 442 500 | www.vnvlive.co.uk | info@vnvlive.co.uk

A Few Moments That We Have Created & Coordinated Since 2009:



Please Come Along In November To Help Us Create A Few More :-)

The Event Acceleration
Masterclass - Nov '19

Hello Events Professional,

My name is Dean Carby from VNV Live and after being in the events business full time for 10 years, fulfilling many roles and growing my business from nothing I am now ready to teach others.

I teach because I love to help others succeed and do well; and I know that the struggle in the events industry can be very real.

All of the knowledge and experiences taught on this course are first hand experiences of event planning, management, entertainment, design, production and décor. I have had moments of complete elation and moments of great distress, but all of the moments have built me to be the person I am today.

Service is the key to success and it would be my honour to serve you with as much business and events knowledge as possible within a 3 day weekend. The aim of the weekend is to help you speed up your journey in the events business by guiding you in the direction of better business and better clientele while avoiding some of the pitfalls that myself and my team have experienced over the years. Hence the name; The Event Acceleration Masterclass or T.E.A.M.

This document has been created to answer any questions you might have about the event; and also encourage you to join us on Friday the 1st to Sunday the 3rd of November at Kia Oval in London. If you still require more information after reading this, then please feel free to get in touch with us via phone, email or any of the social platforms you prefer using.

Thank you and see you in November.

Dean Carby

VNV Live LTD



THE EVENT ACCELERATION MASTERCLASS NOV '19



PRODUCTION • DESIGN • DÉCOR • PLANNING

3-DAY MASTERCLASS



Brought to you by
**DEAN CARBY &
VNV LIVE LTD**

WHEN



**FRIDAY 1ST - SUNDAY 3RD
NOVEMBER 2019**

A 3-day immersive masterclass experience.

WHERE



**THE KIA OVAL, KENNINGTON,
LONDON, SE11 6SS**

The world renowned historic sporting stadium in Central London.

WHO



**100+ EVENT
PROFESSIONALS!**

An opportunity for you to spend 3 full days with other event industry professionals!

Do you run your own events company, thinking of starting one or plan events at work? Do you need an inspired boost in event planning, management, coordination, design, décor and production from individuals who have over 20 combined years of full time experience?

If you want to raise your event planning and production game, plus discover marketing and business skills that will help you to get the clients you really want; then make sure you come and spend 3 days with Dean Carby & VNV Live LTD.

TO BOOK | CALL: 020 3868 6424 | E-MAIL: INFO@VNVLIVE.CO.UK

THE EVENT ACCELERATION MASTERCLASS NOV '19



WHY SHOULD YOU ATTEND?

Event Design Guru Dean Carby of VNV Live LTD is going to take you on an intense 3 day journey of mindset, motivation and empowerment to master your event business! With over 10 years of experience in a range of event roles Dean Carby & VNV Live have a wealth of event specific knowledge and want to teach you as much as physically possible within 3 full days! Not only will #TeamVNV be in the building, but we have also invited some inspirational game changing speakers to give us their pearls of wisdom!



**MARYAM
EVENT DECOR HIRE**



**RUBY
THE EXTRAORDINARY**



**SOFIANE DEWE
SD WEDDINGS MGT**



**SORAHANE PALMER
EVENT HR**

- DAY 1 – MINDSET, MOTIVATION & POWER**
- DAY 2 – PLANNING, PRODUCTION & DÉCOR**
- DAY 3 – BUSINESS, SALES & STRATEGY**

£600
ENTRY & LUNCH
FOR 3 DAYS

Pay monthly options available. Special discounted tickets for 30 Early Birds. Contact us for more information.



**FRI & SAT: 10.00AM – 6.00PM
SUN: 9.30AM – 5.30PM**

This 3-day immersive masterclass experience will give you the knowledge you need to produce better events, raise your leadership and team building skills and attain higher paying clients who are not only happy to pay you once, but will come back again or tell a friend!

Make your start up, small business or hobby thrive and become a full time business that allows you to provide a real income for you and those that matter most to you!

VISIT WWW.VNVLIVE.CO.UK TO PURCHASE TICKETS TODAY! | CONTACT US: INFO@VNVLIVE.CO.UK

Who Is This Course Designed For?

Wedding Planners
Event Planners – Corporate & Private
Small or Start Up Event Business Owners
Event Designers
Production Managers
Production Assistants
Audio Visual Technicians
Venue Decorators, Stylists & Florists
Venue Owners
PA or Event Staff That Manage Events At Work

All Who Are Interested In Learning More About Visuals, Design, Décor, Event Planning & Business



Event Information

Venue: The Kia Oval, Kennington, London, SE11 5SS

Friday 1st November 2019 – 10.00am – 6.00pm

Saturday 2nd November 2019 – 10.00am – 6.00pm

Sunday 3rd November 2019 – 9.30am – 5.30pm

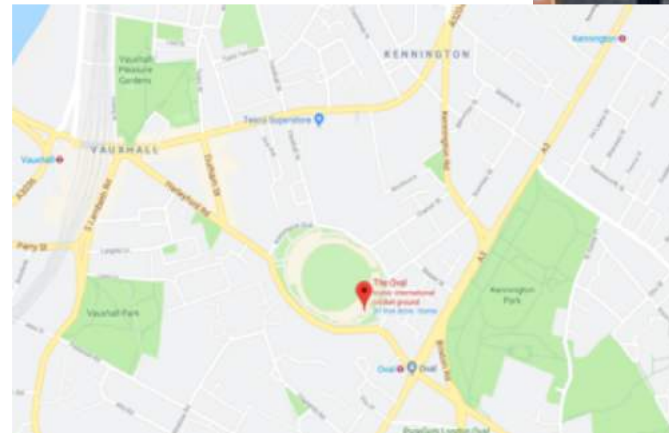
Public Transport:

- Buses 36, 185 & 436 stop outside the ground and other local services stop nearby.
- Tube / Train: Northern Line to the Oval Tube Station. 100 metres / 5 minute walk upon leaving the station. The ground is also a ten-minute walk from Vauxhall tube station which is served by the Victoria line & National Rail.

Parking: Limited Parking Spaces At The Venue. Those

With Special Requirements or Disabilities Will Be Given Priority.
Please Express Interest Via Email

Free Parking In The Area On A Saturday & Sunday



The Event Acceleration
Masterclass - Nov '19

Pricing & Payment Information

Entry Per Person: £600.00 inc VAT

Full Payment Via Website Event Page: <https://vnlive.co.uk/team/>

Company / Group Tickets of 2 or More : £450.00 inc VAT Each
Must Be Purchased At Same Time

Payment Plans Can Be Arranged For Individual Tickets.

£600 Ticket - £250.00 deposit then 2 payments of £175.00

Please Contact Us About This

All Entrants Must Pay In Full Before Event Day Entry on Friday 1st November 2019

Deposits & Payments Cannot Be Refunded, But Can Be Transferred To Another Guest or Future Event Date



**The Event Acceleration
Masterclass - Nov '19**

Your Promises To Us Once You Purchase A Ticket

Start Thinking About & Write Down What You Want Out Of The Course

Start To Think & Write Down What You Want For Your Business & Life

Attend Each Day Of The Course & Arrive On Time

Be Coachable – Come To The Weekend Ready To Learn

Be Present To What Is Happening In The Room & Reduce Distractions

Do Not Share Personal / Private Information From Other Attendees On Social Media

You Agree To Be Professionally Photographed & Filmed As A Course Attendee For The 3 Days Which
Could Possibly Be Shared Online Or Used For Promoting Future Events

Come With Business Cards & An Open Mind Ready To Meet Other Business Owners



Our Promises To All Attendees of T.E.A.M.

- To Answer As Many Questions From Attendees As We Have Time For Throughout The Weekend
- To Protect Your Privacy & Any Sensitive Data That You Share With Us Before, During Or After The Course
- To Bring The Best & Most Relevant Guest Speakers & Information To You So You Can Get The Most Out Of The Experience
- To Leave You Feeling Educated, Confident & Empowered To Take Your Business Forward
- To Provide You With Tools, Document & Content That Allow You To Run Your Business More Efficiently & Take It To The Next Level
- To Help You On Leading Your Teams More Confidently
- To Provide You With Ongoing Support After The Course Via Our Private Facebook Group
- To Give You The Secrets You Need To Make More Money In Your Business



Transformations



The Event Acceleration
Masterclass - Nov '19

What Will You Get Out Of It?

The Ability To Create More Of Your Own Opportunities
Practical Tips, Skills & Ideas On How To Make A Full Time Living From Your Passion
Getting More Confident In Making Decisions & Taking Risks
Save Years Of Time Making Mistakes Struggling To The Top
How To Sell More Confidently & How To Feel More In Control Of Your Future
How To Build A Team & Lead More Confidently
Build A Larger Events Network
Hands On Experience Making, Building & Rigging
Fantastic Photo Opportunities For Social Media
The Opportunity To Work More Closely With VNV Live & Event Décor Hire
Lunch & Refreshments Every Day



Day 1 - Friday – Motivation & Mindset

The Keys To Success & Getting Hungry For It

Lets Talk About Money

Sales - Identifying The Pain & Providing The Remedy

How To Build Resilience In An Emotional Industry

Handling Problems Confidently

Knowing What Your Value Is And How To Sell It On To Others

The Best Way To Be Late

What To Think About When Going Full Time

Identifying Difficult Clients & Knowing How To Handle Them

Coming Back From A Bad Mistake

Become An Opportunity Spotter

Turn Your Story Into Glory!

Day 2 - Saturday – Event Planning & Production

Planning & Design Hacks

Using Video & Social Media To Plan Events

Planning & Pricing

Client Design Case Studies

Presentation Is Key

Rigging, Logistics, Operations, Health & Safety

Hands On Production & Décor Experiences - Practical Learning With VNV & EDH

Knowing How To Answer Common Questions From Clients

Funding & Finances For Planning & Production

Day 3 - Sunday – The Business of Events

Creating A Killer Game Plan

Learning To Invest In Training

The Art Of Sales - Understanding The Sales Process

Packaging Up Your Product

How To Find Your Perfect Client

Mastering Social Media To Help You Sell

What To Think About Before Doing An Exhibition

Recruiting & Building A Strong & Loyal Team

Thinking About Recruitment & HR For Events

Learning How To Deal With Complaints

Weddings Vs Corporate – Do You Need To Choose?

Protecting Yourself With Terms & Conditions & Contracts

Building & Maintaining Your Brand & Reputation

Inspiration



Course Lead – Dean Carby

Director of VNV Live



Dean Carby is the founder and director of VNV Live LTD. He has been in the events industry as a DJ for over 15 years. He made a name for himself as a student DJ, then started doing club nights in central London as a promoter whilst providing audio and visual solutions to his clients at the time.

It was around this time he started to realise that people not only wanted to make life easier for themselves by getting more services from one place, he also had a knack for spotting gaps in his competitors services that they were not providing.

Over the years he started to inspire his clients coming up with many ideas and introducing many *firsts* into his market, and opening up his clients minds to what was possible.

Dean has now done many high profile corporate events including conferences, award shows and launch parties in some of Londons top venues. He & his team also did an international production in the South of France.

T.E.A.M. Speaker – Mary Yemi



Founder of Designer Chair Covers To Go & Event Décor Hire

Initially starting in a very niche and specific field of the world of chair covers Mary from Designer Chair Covers To Go & now Event Decor Hire began working on weddings & events from 2009.

Expanding rapidly and providing more decor each and every year the company has grown with over 5000 square feet of warehousing and showroom space plus employs several staff and has a fleet of vehicles.

Most importantly though, through both of her companies Mary uses her furniture, florals, drapery and now many years or experience to design and style over 150 corporate parties weddings and events every year.

Mary has managed to spot a lot of industry trends early and has been quick to make the necessary investments to improve her service making her one of the key players in cutting edge event decor & styling in the UK.

T.E.A.M. Speaker – Rory Peters



Business Strategist & Consultant – VNV Live

As a business consultant, Rory has developed people and processes for over 10 years. He has supported small to medium-sized businesses with the implementation of policies, business plans and training.

In his professional career, he has worked for some of the biggest blue chip companies in the world including Regus, Vodafone and Avis focusing on sales management and people development.

Since coming on board with VNV Live as a business consultant he has advised VNV Live to streamline their processes and systems, plus helped with business premises and management of team members.

T.E.A.M. Speaker – Gaultier Frossard



Operation, Logistics & Production – VNV Live

With a background in music and events Gaultier is used to being creative and as one of the people in charge of operations, logistics and production at VNV Live.

He started his career in Paris as a sound engineer in 2009. From radio to music production, Post Audio production and lately Live Sound, Gaultier has explored in 10 years a large part of event and entertainment facing many different work environments.

Also an authority in sound, lighting to staging and dance floors Gaultier has a good all round knowledge of it all, and learns more and more whilst in the office and on the job at VNV Live.

It is a challenging job, but Gaultier likes to design, build and create, plus learn new skills whilst being under pressure! It sounds crazy, but it is true! lol

Guest Speaker – Sotonye Deru



Founder of SD Weddings Management

Sotonye Deru is the proud founder of SD Weddings MGT, an Award Winning, Luxury Wedding Planning Company. She is also the founder of The school of planners, The Ultimate Wedding Planning Course, The Luxury African Wedding Show, Book More Brides with SD & is a business and wealth coach for struggling & frustrated Wedding professionals. With over 12 years event management experience Sotonye Deru is a leading expert within the wedding industry.

Having worked at some of the most prestigious and historical wedding venues in and around Europe, with award winning professionals, SD Weddings MGT are known for consistently delivering excellence and creating magical moments that leave her clients their guests saying WOW. SD Weddings MGT are know for their extreme attention to detail exceeding the expectations of their clients and taking their vision to another level that they could only have dreamt of.

Guest Speaker – Soniamarie Palmer



Director of Event HR

Soniamarie is the Director of Event HR, a HR consultancy service for the weddings and events industry. She is a fully qualified HR Consultant with 18-years experience supporting businesses with everything HR orientated.

Coupled with her 10 years of organising and planning weddings and events plus running her own wedding planning business *Soniamarie Loves*, she understands both sides of the coin.

Event HR services include legally compliant contract templates, one to one HR coaching, HR training and an HR advice line plus bespoke support with people management.

Dedication



FAQs

What If I Cannot Attend All 3 Days?

If You Cannot Attend 3 Days & Can Only Attend 2 You Will Still Get Lots Of Value From The Course, But Attendance Of All 3 Days Is Highly Recommended. If You Can Only Attend 1 Day Of The 3 Then We Would Recommend You Attend A Future Course. More Dates Will Be Announced Soon.

What Makes You Different To Other Courses I Have Attended?

We Are Not Teaching Events Or Business Theory, We Are Providing Real Events Business Knowledge, Lessons And Experiences That Will Open Your Mind And Change The Way You Do Business Going Forward.

What If I Pay & Then I Cannot Attend Last Minute?

You Will Be Able To Transfer Your Payment To A Future Course Or Another Guest (Friend Or Colleague) That Can Attend On Your Behalf.

Is Accommodation Included In The Ticket Price?

No. However, there are great public transport links to travel to the venue on each day. Local hotels are advised for those travelling outside of London To Ensure That You Are On Time Each Day.