



The 8-week Roadmap

**to a Killer Financial
Advisor Event**

Attract, Engage, and Convert New Clients

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Introduction



Advisors are always looking for new ways to reach a broader audience, and with so many opportunities calling in the digital world, it's easy to overlook the benefits of more traditional tactics like hosting events. But when done right, events can be a tremendously effective method for growing a business, allowing advisors to both meaningfully reconnect with existing clients and make a powerful impression on prospective ones.

You have the knowledge, you have the drive – now you just need to channel these strengths into a successful event. While “success” may be defined differently based on the size and goals of your business, the aim of this guide is to help you deliver an experience that not only engages your audience, but is also carefully structured to help you convert new clients.

There's no sugar-coating it: events take a lot of work. But as with any large task, the best strategy is to divide into smaller, achievable pieces.

That's why we've split up this guide into a structured 8-week timeline.

Week 01	Identifying your audience, goals, and ideal format
Week 02	Event planning and logistics
Week 03	Building your marketing strategy
Week 4-6	Promoting your event
Week 07	Final preparation before the event
Week 08	Executing your event and follow up

Let's get started.

Week 1

Identifying your audience, goals,
and ideal format



The first week of planning should be spent laying some groundwork: identifying your target audience, the goals for your event, and the type of event you would like to host.

Identifying your target audience

Wayne Gretzky once said, “you miss 100 percent of the shots you don’t take.” While that’s true, the greatest players can easily distinguish between good shots and bad ones. When planning your event, you’ll first need to decide who your target audience is – who are the folks you want to connect with and would be excited to work with – and who doesn’t fall into that category. In other words, try to avoid taking bad shots.

Instead of casting a wide net, aim to create a more focused event for a targeted group. This allows for a more intimate setting that can be tailored specifically for your audience and their interests. By doing so, you can create a memorable (and hopefully repeatable) event format that drives engagement.

Take the experience of Alex Newman of Grape Wealth Management, for example. Through conversations with some of his retired clients in Temecula, CA, Alex discovered that they wanted help meeting like-minded folks in their community. To help his clients build these new connections, Alex started a small monthly gathering that offered an opportunity for them to meet other retirees in the area.

This recurring event has been a huge success not only for Alex’s clients, but for his firm too. The monthly gathering has resulted in new clients and has generated many millions of new AUM.

The takeaway? Identifying a target audience and finding out what types of content or activities will be most engaging for them is essential to the success of your event. You can learn more about Alex’s experience by listening to his episode of [The Advisor Journey](#).

When clients are engaged, they are more likely to mention your name in conversation, provide referrals, and help you to reach more prospects.

And when prospects are engaged, they’re more likely to become clients.

Types of target audiences

Demographics

Most commonly used and easy to obtain are groups based on varied criteria such as age, gender, ethnicity, and income.

Purchase Intention

Describes how willing a customer is to buy a product or service within a time frame, also known as “buyer intent.”

Location

Divides the market into groups by a particular area such as countries, zip codes, or climate.

Interests

Get closer to your audience by understanding their interests, which covers behavior, personality, opinions, and lifestyles.

Subculture

Groups of people that identify with distinct, shared experiences within a dominant culture.

Defining your event goals

What does a successful event look like for you? There are different ways to measure success, and you don't necessarily need to set a numeric goal like "X new prospects." However, you should have a clear idea of why you're holding the event. This will be your north star as you plan from start to finish.

For Wes White of Patriot Wealth Management, he and his father had a pretty simple goal: connect with more prospects. But they also sought to educate people about retirement finances, so instead of taking the traditional route of a heavy sales pitch, they created a free course for their ideal demographic. The main objective was to teach specific concepts about finances in retirement.

Wes didn't include a hard sell, nor any sort of promotion of the firm – the course was just for retirees to learn about common financial pressures people deal with in retirement and how best to handle them. In the end, the knowledge spoke for itself; although there was little sales pressure, many attendees ended up deciding to hire Wes and his firm. Through this simple hands-off strategy, Patriot Wealth Management grew its AUM to over \$85M.

Alternatively, maybe you want to set specific goals or targets and craft strategies to achieve them. If your sole objective is to acquire new clients, your event might necessarily be a more sales-forward seminar for people to come and learn about you and the firm. In that scenario, you could highlight specific financial pain points affecting your audience and demonstrate how your firm has experience handling them.

Selecting the ideal event format

Choosing an event format requires first answering a different question: what's the best way to reach your target audience? There are many types of events you could plan to hold, but not every format will align with your desired audience or your goals.

Advisors we've spoken to have seen success with the following events:

In-person seminars:

If you plan to showcase new services and products, this event will serve you well. Typically, in-person seminars follow a traditional presentation format in which you present on a relevant topic area or a new service you're offering, and then hold a Q&A session afterward.

Webinars/virtual events:

These live-streamed presentations are hosted on a platform such as Zoom. This format makes showcasing your knowledge a breeze, as you simply prepare a presentation on your computer and then share your screen. Webinars and virtual events also have the obvious benefit of being super low cost (no event space to rent, for example) and they have an "afterlife" once they've been recorded. For example, we host all our previous webinars at altruist.com/events.

Some advisors have had particular success using this technology to host a panel discussion. This robust format can provide additional value to your audience, as they get to learn from multiple experts simultaneously. Finally, webinars have the added benefit of being able to easily record the event and send it to people who could not join live.

Networking events:

This is a great format to adopt if you want to create a low-pressure environment for your target audience. By inviting existing clients and prospects to gather for a meet and greet, you're putting sales in the back seat and letting your firm's services whisper instead of shout. If you're providing value, let your happy clients spread the word for you. In the meantime, you get to shake hands with new prospects in a far more casual setting than a seminar, for example.

Educational workshops:

If you love to teach, an academic course is a great way to showcase expertise to your prospective audience without directly pushing your firm's services. In the workshop format, you can cover relevant topics for your audience, narrowing in on their pain points and offering tangible educational value as you build relationships organically.

Week 2

Event planning and logisitics

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Planning with purpose

In week two, you'll nail down the logistical details of your event. To start, determine the date and time you would like to host your event and avoid any significant overlap with other popular events or holidays, which may impact your attendance rate.

Hosting an October seminar in Chicago? Probably best not to hold your event on a Sunday (unless the Bears are on a bye week). Are some of your clients religious? Consult a religious holiday calendar before scheduling a webinar. You get the idea.

Preparing your budget

As you think about your event budget, remember that you’re investing in the long term health of your business. Recognize that you may not see an immediate return on event spend. In fact, it may take one or two quarters to see the fruits of your investment. Plan accordingly!

Event Name

Event title

Event dates

Event location

Event budget

Estimated

Actual

Costs	Estimated	Actual	Status	Date due	Receipt link
Venue rental	\$1,200.00	\$1,200.00	Completed		
Wi-fi / electricity	\$200.00	\$200.00	Completed		
Venue decor	\$100.00	\$100.00	In process		
AV equipment	\$500.00	\$500.00	Completed		
Food & beverage	\$5,200.00		Not started		
Service fees	\$200.00	\$200.00	Completed		
Entertainment	\$1,000.00	\$1,000.00	Completed		
Transportation	\$200.00		Not started		
Swag items	\$500.00		Not started		
Signage	\$250.00		Not started		
Printed materials	\$266.00	\$266.00	In process		
Speaker fees	\$5,000.00	\$5,000	Completed		
Hotel room costs	\$8,000.00	\$8,000	Completed		
Event marketing	\$250.00	\$250.00	Completed		
Total	\$22,866.00	\$16,716.00			

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To help you gauge how to budget for your event, ask yourself a few questions:

- How many people do you plan to invite (and what's the max you can accommodate)?
- Will you be reserving a venue for the event?
- Will you provide food and refreshments at the venue?
- (Or if it's a virtual event, will you send everyone a gift card to order lunch?)
- How much do you plan to spend on marketing?
- All of these answers will need to be factored into your initial budget.

Securing a venue

If you are planning to host an in-person event, now is the time to look for and book a venue. The type of venue you land on will depend on how many people you expect to attend. If it's a small gathering, maybe you only need to reserve a small hall or restaurant. If you're featuring an educational course, you may consider renting a room at an educational institution.

Whenever you're selecting a venue, think about ease of access – especially if you'll be hosting older folks at the event. Consider the parking situation, entries to the building, elevator access, etc. Nobody will hear your presentation if they can't get to you!



Choosing a theme

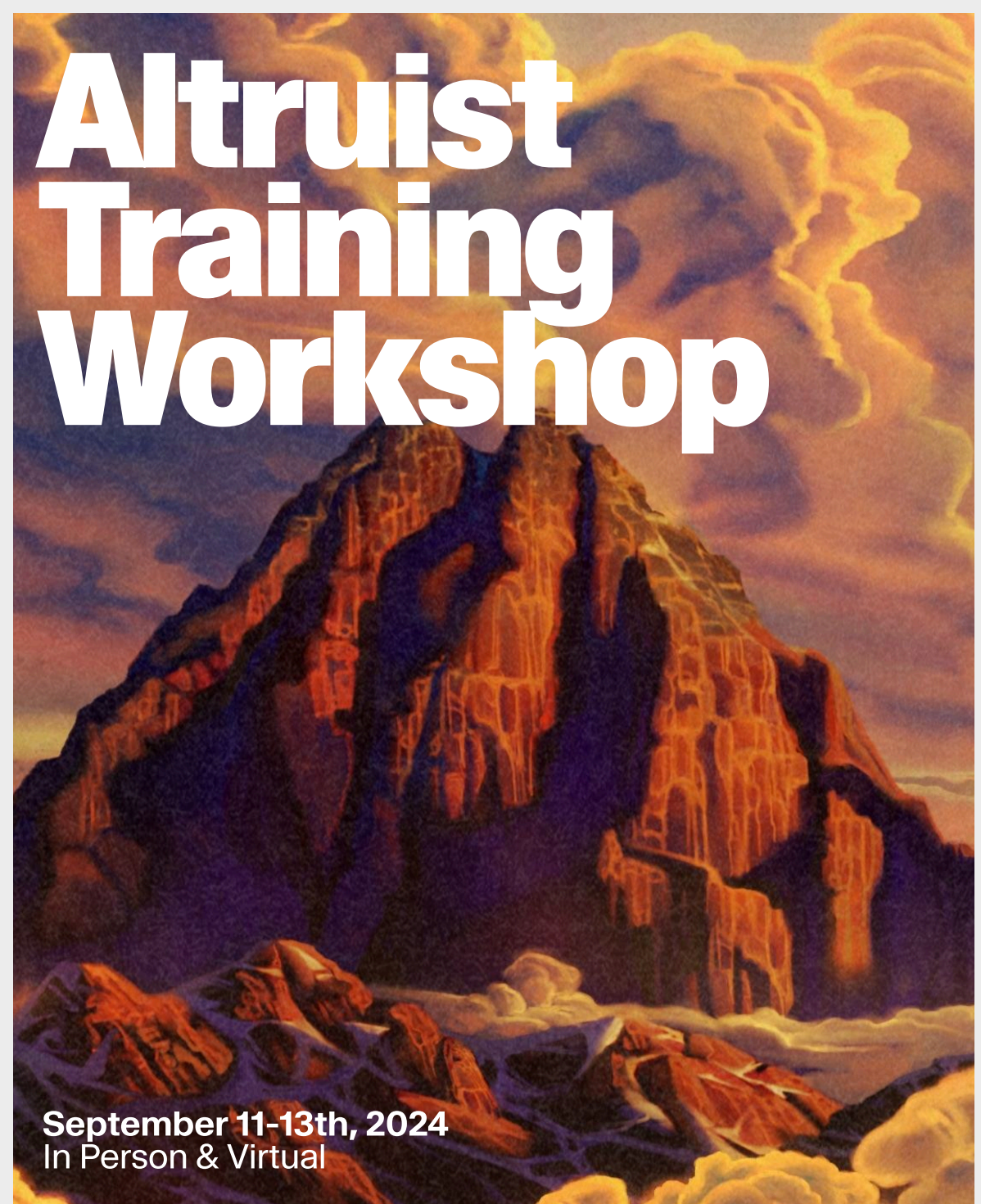
When it comes to choosing a theme for your event, let your target audience's interests guide you (while also considering your areas of expertise). Knowing what your audience is looking for and what your strengths are will help you hone in on a relevant topic area. These factors should also inform your promotional materials – how you name the event, the descriptions you write, etc.

For example, if you know the bulk of your target audience is at or approaching retirement age, perhaps you'd decide to focus your event on 401k and IRA withdrawals and how smart tax management structures can benefit them in retirement.

Prep your resources and materials

Envision your audience's journey – from the initial promotional email or mailer, to the moment they walk out the door when the event is over. The goal should be to make the entire experience as seamless as possible. What does your first touch point look like? And the next one? What materials do you plan to provide people with before, during, and after the event? How do you plan to follow up with prospects in the days and weeks afterward?

Answering these questions will help you prepare the necessary materials to both successfully communicate the event's details and provide a positive experience for attendees.



Week 3

Building your marketing strategy



Igniting the conversation

So you've chosen a format, a venue, and you've locked down a date and time. Now it's time to let folks know this thing is happening.

Typically, you'll want to begin promoting your event at least a few weeks before it occurs. From crafting a compelling description, to identifying the best marketing channels to utilize, let's walk through the key considerations at this crucial stage.

Creating an eye-catching description

Like any good news story, your event should have a headline that 1) grabs attention and 2) is short and to the point. In addition to this title, you should draft up a description of your event that gives people a more specific idea of what to expect. No fluff words – get right to the good stuff. If your headline is the hook, then your description should serve to reel people in. Give attendees a reason to show up by explaining how it will provide immediate value to their life.

For any promotional materials you create, be sure to clearly include the date, time, and a clear call to action (aka CTA) to RSVP for the event.

● LIVE WEBINAR

Elevate your practice by moving upstream.

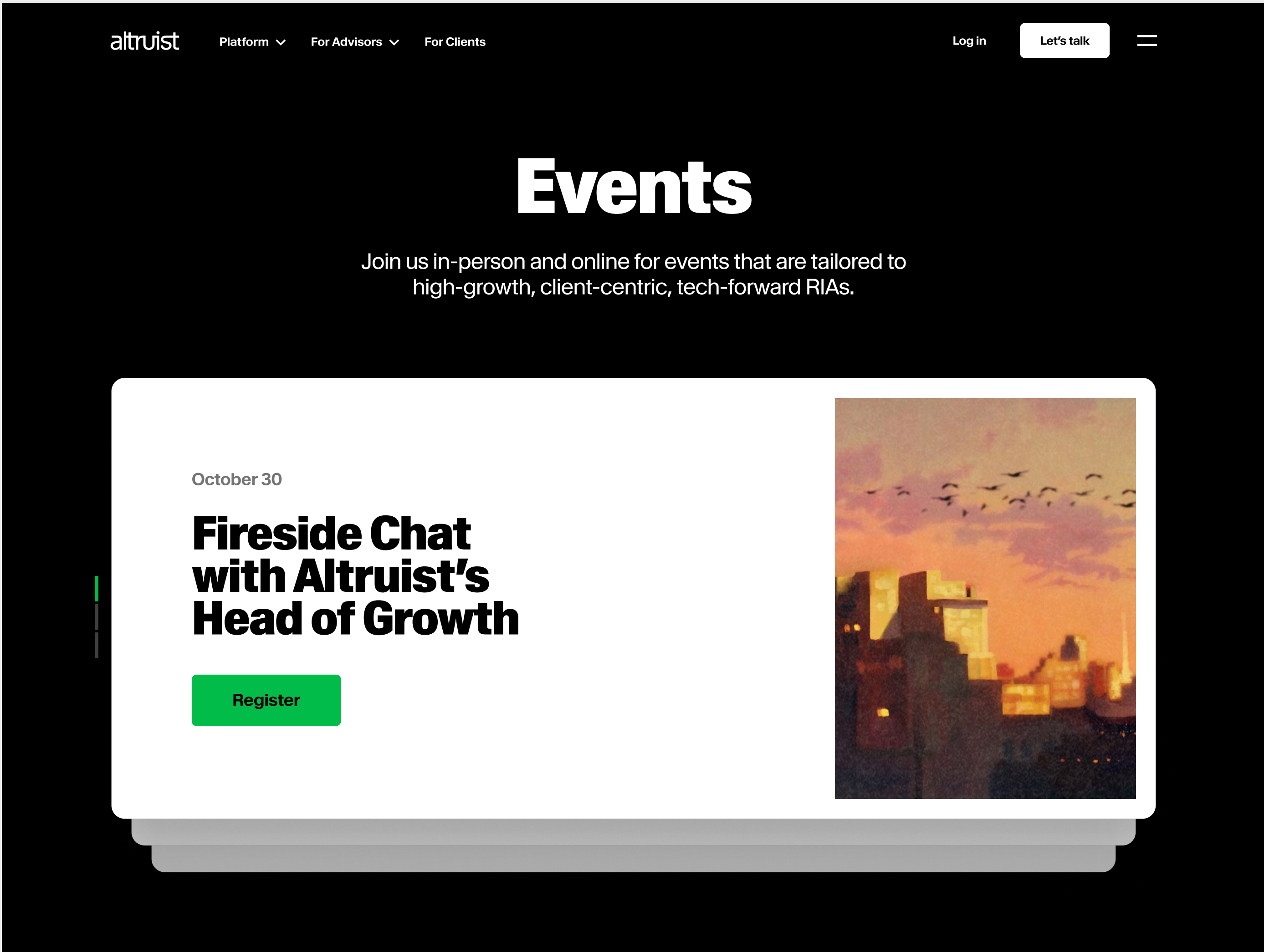
Focusing on High-Net-Worth Investors (HNWIs) or Ultra-High-Net-Worth Investors (UHNWIs) and elevating the definition of your ideal client is not a new idea, but in today's environment — how do you refine this focus and create greater momentum with wealthier families? Are you pulling the right levers to accelerate your business?

In this workshop, Goldman Sach's Strategic Advisory Solutions' Business Strategy team will discuss how advisors and firms can attract, serve, and retain wealthier clients. Although the starting point might look different for every financial professional, the tactics for moving upstream can be applicable to any practice.

Registration page

An online registration page is highly recommended to help attendees quickly and easily RSVP for the event. This web page can also serve as a landing page for any online advertising you might choose to do.

The fields you include on this registration page will depend on the event you host, but typically you will want to capture first and last names, emails, and phone numbers. You might also include additional fields to let ask how people learned about the event and what their financial goals are.



Developing promotional materials

The promotional materials you choose to create will depend heavily on your audience, the type of event you plan to host, and what your budget is.

If your audience is younger and more tech-savvy, you might want to invest in creating digital marketing assets like an email marketing funnel or a set of digital ads. If your target audience is a bit older, perhaps a series of print marketing materials such as direct mailers might make more sense. And hey, a combination of both may make the most sense.

One common strategy advisors use is investing in Facebook advertising – leveraging its targeting capabilities – to directly reach their audience and promote their event. Facebook’s ad platform takes some time to master, so if you don’t have experience with Facebook ads or the calendar space to dedicate toward learning about them, consider hiring a freelancer or a marketing agency to handle this task.

If you decide to go the direct mail route, just be sure to include all the information you would have on your digital assets – descriptions, location/date/time, how to register for the event, etc. Most likely, they will need to jump online to RSVP, so make sure to include a QR code linking to that sign-up page, as well as a clearly-printed URL they can type in (as a backup).

Identifying the best marketing channels

Facebook advertising is just one potential marketing channel. Here are some others to consider:

Email marketing

Targeted email campaigns:

If you have a comprehensive list of individuals that fit your ideal client profile, an email marketing campaign can be a great way to reach people directly and let them know about your event. In your emails talking about the event and why they should consider attending, you can link directly to the registration form.

Follow-up emails:

You should be collecting the emails of people who register to attend your event. Don't neglect them just because they've already signed up! Send a follow-up email or two to keep them updated and engaged as you get closer to the date.

Social media marketing

Be sure to take advantage of all your social media channels.

Organic social media posts are a cost-effective way to let your followers know about your event. You can also ask them to share the post with anyone they think would be interested. Facebook event pages are another great way to let people know you have an event coming up – consider creating one.

But let's be honest, most advisors aren't moonlighting as influencers. If you want to get your social media posts in front of people's eyes, you'll probably need to spend money on those platforms in the form of advertising dollars.

Regardless of how you choose to use your social channels, make sure your posts include clear descriptions of the event, who it's for, and why people should attend.

For our recurring Altruist Academy events, we cut together a nice little highlight reel of previous events to advertise what future participants can expect.

Local marketing efforts

If your event is hyper-local, consider partnering with local vendors that can also help promote the event. Planning to hold a networking event at a nearby coffee shop? If they allow it, you could print out flyers or postcards that they can hand out to patrons, or you could ask them to share the event details on their social media platforms.

Fireside Chat with Altruist's Head of Growth

Behind the Scenes
Culver City, CA



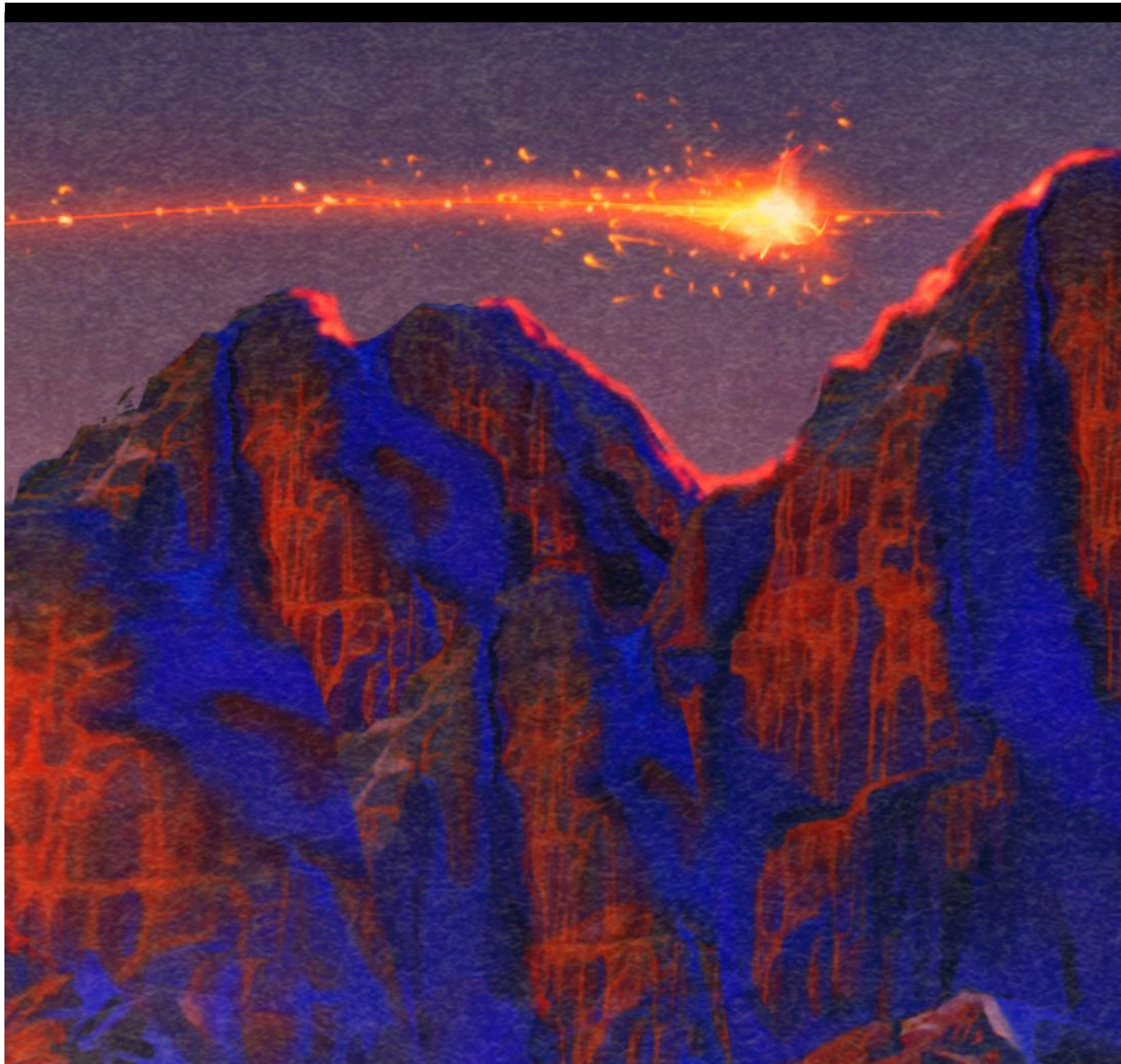
Partnerships and referrals

Co-hosting an event is a great way to expand your network and reach people you may not have otherwise been able to. If you plan to assemble a panel of speakers, ask them to share the event with each of their respective networks to magnify interest.

Don't sleep on your existing network, either! Referrals from your clients are a great way to reach new prospects. You could ask your clients to invite any friends who might be interested to the event. Assuming you have a strong relationship with your client base, they will most likely be happy to pass on the word about your event – and these high-trust personal referrals can prove incredibly valuable.

Week 4-6

Event promotion and registration



Launching your marketing campaign

When launching across multiple platforms, make sure your messaging is consistent with your target audience and optimized for where it will appear.

This involves designing cohesive marketing materials that are visually appealing, informative, and engaging – and customized for each respective platform. For example, because email lends itself to longer text formats, your email marketing materials will probably involve more text than something you post on social media platforms (where visuals tend to dominate).

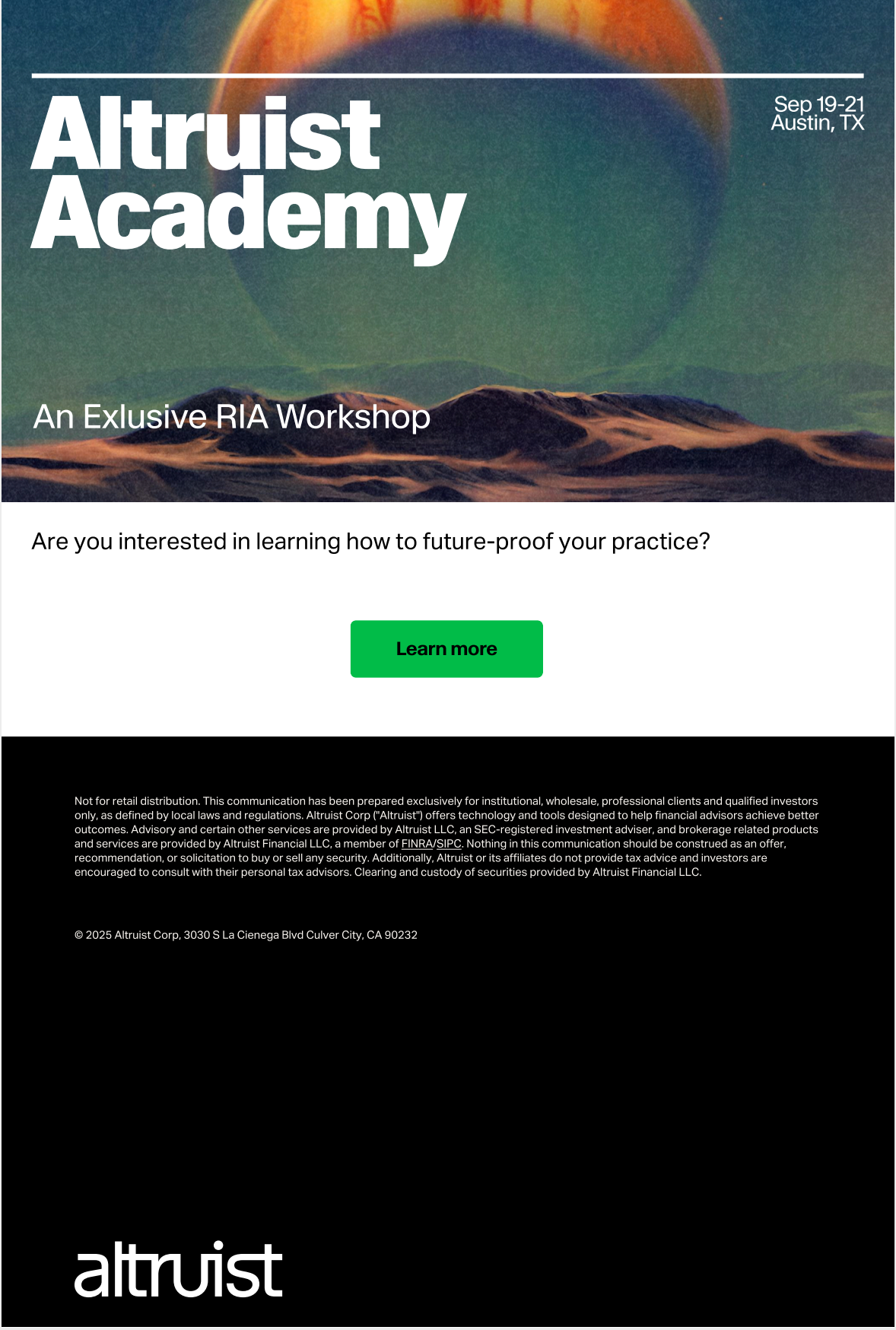
Monitor registration and adjust marketing efforts as needed

Assuming you choose to spread your marketing budget across different channels, make sure to measure performance! By analyzing registration data, you can determine which channels are most effective at driving registrations, and which need optimizing (or should potentially be cut altogether). Finding the best places to allocate your budget and fine-tuning your messaging to better resonate with your target audience will be key to getting the most out of your promotional strategy in the lead up to your event.

Engaging with registered attendees via email and social media

Keep your attendees in the loop! By sharing event updates, you can keep your audience engaged and build anticipation in advance of the big day, which can help boost attendance.

These updates don't need to be novellas – just a quick email bump or a “countdown to event day” social media post can help you stay top of mind with your audience and make sure they don't forget to show up.



Week 7

Final preparations

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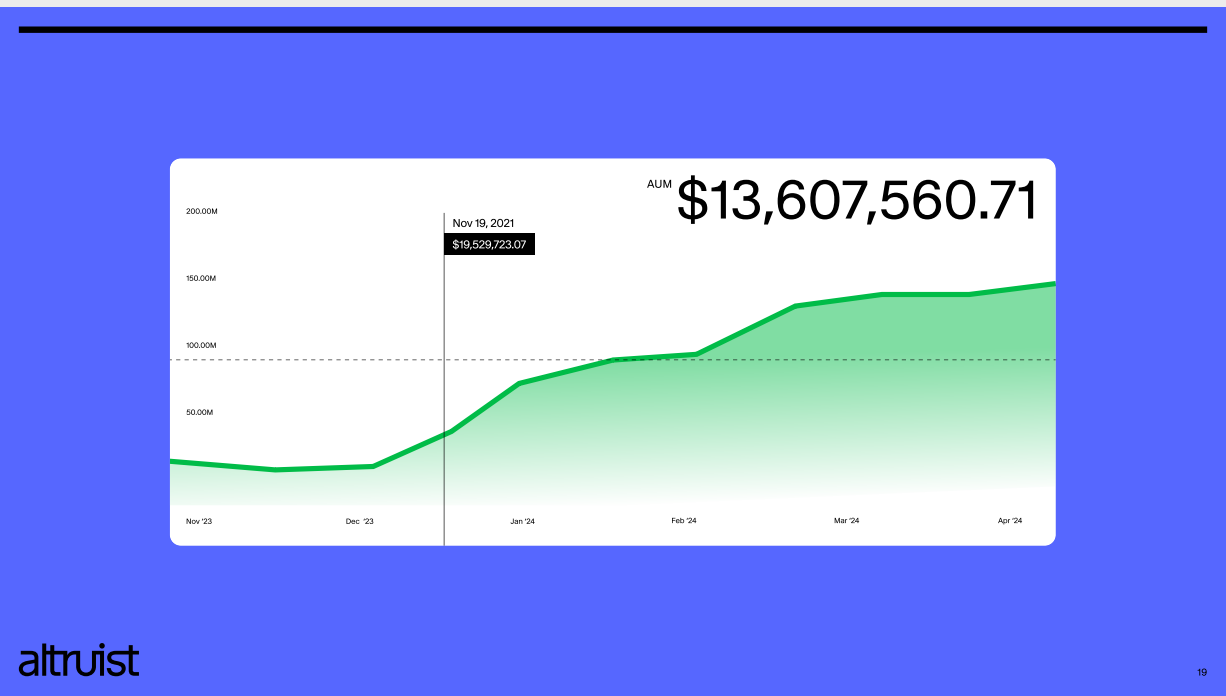
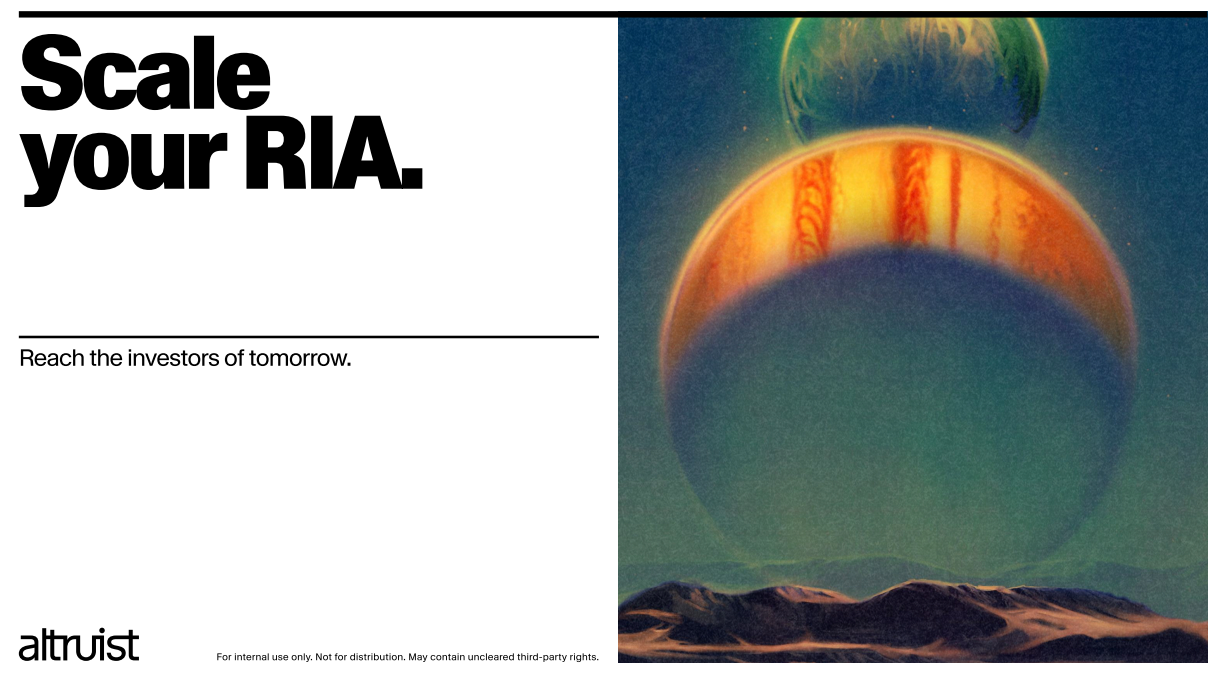


Attend to the details

Now we're inching closer to showtime! In week seven, you'll be focused on some final preparations in advance of the event. Use this time to nail down your presentation materials, determine how you want to nurture leads, and send out final reminders to all attendees.

Dial in your presentation

By this point, you hopefully have a firm idea of the topics your presentation will cover and the shape it will take. Whether delivering a keynote speech or leading an educational workshop, your focus should be on creating engaging presentation materials and visuals that capture your audience’s attention. You might also consider preparing print or digital handouts to provide attendees with additional information and resources during the event.



Test, test, test

A technical rehearsal is essential if you'll be using audio/visual equipment or other technical elements during your presentation. This involves testing your equipment to ensure it's working correctly, running through your presentation to confirm timing and flow, and troubleshooting any potential issues. By conducting a technical rehearsal, you can identify and address any problems before the event and ensure that everything runs smoothly on the day of.

Consider conversion strategies

Before you kick off the proceedings, you should have a clear idea of how you want to engage with new prospects – both during the event, and in the days and weeks afterward. Do you prefer a more forward approach by asking people to take an immediate next step following the presentation? Or are you leaning towards a more laid-back strategy with friendly follow-ups after the event is over?

Your goals, event format, and audience will likely all factor into how you answer these key questions. But whatever you do, don't wing it – come in with a plan, and be intentional in how you execute.

Remind folks to show up!

People are forgetful – don't assume someone that registered three weeks ago will show up without a nudge. Sending reminders to registered attendees and confirming the event details is critical to attendance. You should also keep an eye out for any last-minute questions from attendees, and be sure to answer those messages. By staying in communication with your audience, you can ensure everyone is prepared, informed and excited for the event.

Week 8

Execution and follow-up

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The final week of prep is done – now it's time to execute.

Regardless of the event format you land on, if a presentation is involved, it's always advisable to do a last-minute practice run through. This will hopefully allow you to catch any final technical hiccups or hidden typos in your slides before you officially kick things off.

So, what else should you be thinking about?

Engaging with prospects

In week seven, you made a plan for how to engage with prospects. If you're planning a sales pitch, that will likely be folded into your presentation. If you've clearly demonstrated your value and offer a compelling pitch, you might be able to convert prospects right there on the spot.

However, be prepared for the possibility that the audience won't be immediately receptive to your pitch. In that scenario, you'll want to have a backup plan to pivot to – consider providing a lower pressure next step for folks to take, for example.

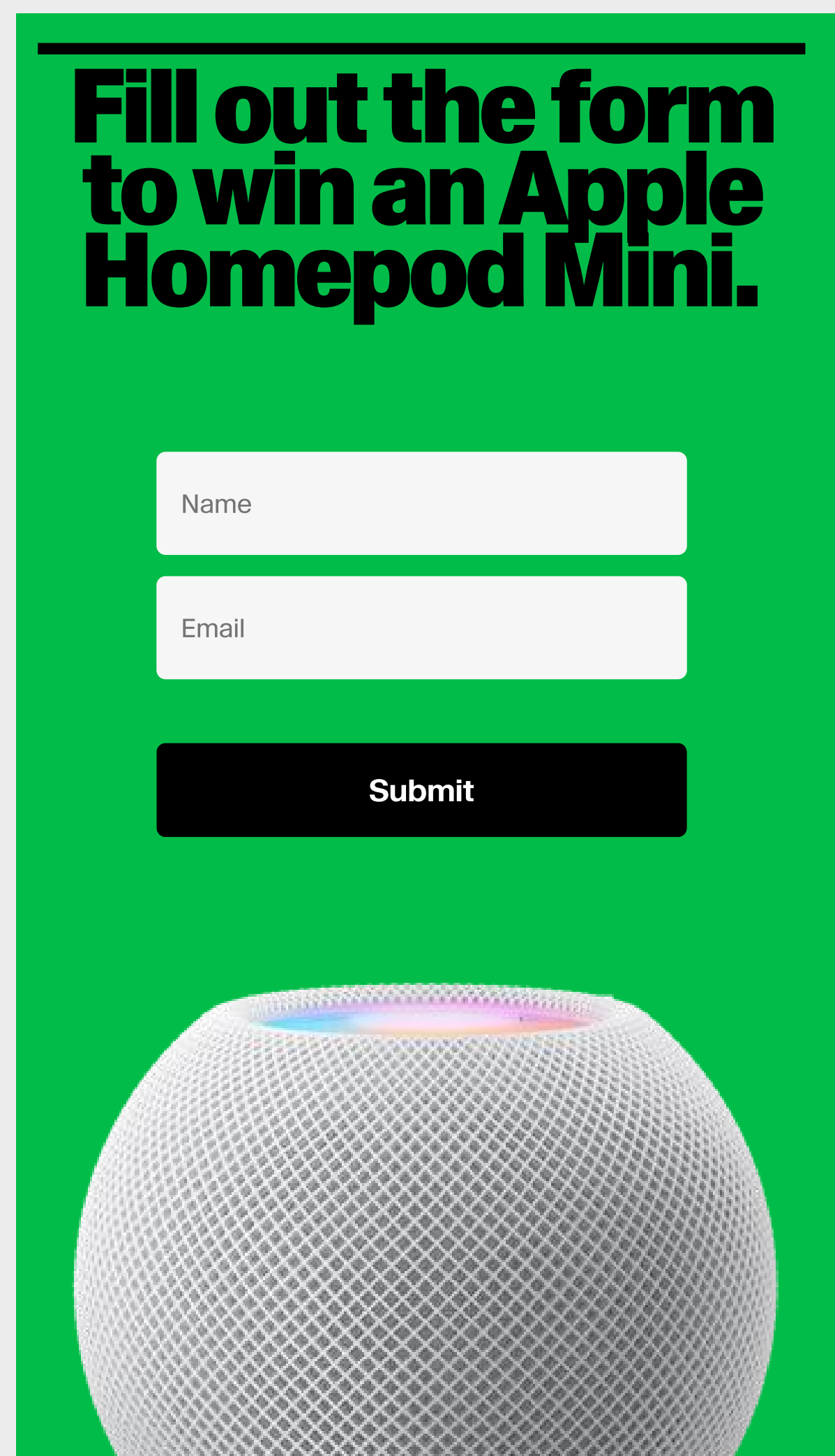
And if your event was intentionally structured to be more casual and informational, that's great too! For those taking a softer approach, here are a few ideas for how to connect with potential prospects during your event and gather leads.

Have a sign-up book

This is the easiest way to capture attendees' contact information without pushing for it (assuming they didn't register online already). In this book, they can write down their name, number, and email. Alternatively, if your audience is tech-savvy, consider a QR code linking to your online form. The goal is to make this a seamless step.

Include a promotion

Alternatively, you could set up a promotional activity, such as a giveaway for a free consultation or a popular product. In this example, you might decide to hold a raffle. To enter, attendees must put their contact information on paper or a business card and drop it into a bowl.



Converting prospects into clients

Okay, your event has concluded – now what? What’s the best way to nudge your prospects to become clients? Crafting thoughtful follow-ups is the key to converting interest into business.

Just say “Thank you” and “I’m here for you”

Every event should include a personal follow-up from you, thanking people for attending. For example, after his events, Alex Newman of Grape Wealth Management always sends a thank-you note that includes information about why he created the event and what he does. Instead of a sales pitch, this note features a soft call to action, such as “Let me know if you need any help around what I do.”

Here’s another example of a soft CTA for reference:

“Thank you for attending the event. I hope you found the event interesting and informative. If you would like to learn more about what you learned here today, please don’t hesitate to contact me. I am here to help you.”

Send a survey 24 hours after the event

Whether you're hosting a webinar or an in-person event, including a follow-up survey is another great way to keep your attendees engaged and gather their feedback. This information will not only help you learn more about your audience and what makes them tick, but can provide valuable information for how you can improve your next event. For the survey, aim to keep it to 5 questions or fewer to maximize participation.

Here's an example of a simple 4-question survey:

1. How did you like the event?
2. Would you recommend the event to your friends?
3. What could we have done differently?
4. Would you like to learn more about us?

Based on the feedback and responses you receive, you can then follow up with prospects accordingly.

Conclusion

No matter how informative your blog posts are, or how optimized your website is, events will always have a place in an advisor's marketing strategy. In a business that runs on trust and personal relationships, there's simply nothing that compares to getting genuine face-time with clients and prospects.

Holding an event is clearly no small task, but hopefully this guide provides a helpful blueprint to work with. Whether you're looking to hold your first event, or you're looking for ways to improve your existing event formula – with thoughtful planning, diligent prep work, and precise execution, your next event can be a smashing success.

And here's the best part: once you find a formula that works, you can create a repeatable process that becomes increasingly easy to execute, generates quality leads, and solidifies positive advisor-client relationships.

About Altruist

The right custodian should offer technology that enhances your firm's operations, supports your fiduciary duties through performance-enhancing tools, and provides an intuitive, efficient user experience for both advisors and clients. This choice is not merely about the custody of assets but about selecting a partner that aligns with and supports the strategic direction and values of your firm.

To learn more about Altruist as a custodian and long term partner, we encourage you to connect with our team.

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