



Virtual Birthday University Master's Degree Agenda

Day 1

8:45am-12:30pm

- *Pre party staging activity*
- Seminar Starts - Host & Co-Host Introduction, Seminar Overview & Agenda
- Sponsors Introductions - Live
- Ice Breaker Game
- Party Concept - The Not So New Business of Birthday Parties
- Pop Up Best Practice Breakout Rooms – 2 Topics
- The New Value - Unique, Personalized, Engage Emotions
- Eliminate Frustrations and Fears
- Pop Up Best Practice Breakout Rooms – 2 topic options
- 30-minute informal discussion immediately after - optional participation, all invited

Day 2

9am-12:30pm

- Post Pandemic Party Program
- Pop Up Best Practice Breakout Rooms – 2 topic options
- Building Your Party Team
- Recruiting Personality
- Party Team Ongoing Training & Retaining
- 30-minute informal discussion immediately after - optional participation, all invited

Day 3

9am-12:30pm

- Party Profit & Packages For The New Normal
- Party Selling – Booking
- Party Marketing
- Pop Up Best Practice Breakout Rooms – 2 topic options
- New Party Revenue Post Pandemic
- Teen/ Adult Food & Bev / Mobile Parties And Events
- 30-minute informal discussion immediately after - optional participation, all invited

Day 4

9am-12:30pm

- Party Flow Timing & Best Practice
- Pop Up Best Practice Breakout Rooms – 2 topic options
- Party Delivery Pics & Vids
- Live Demo Party Room Games
- Party Demo Video
- Final Q & A
- Graduation
- 30-minute informal discussion immediately after - optional participation, all invited