



# THE EVENT MECHANIC!

## Training and Mentorship

Training and mentorship programs designed to help your event staff overcome critical their event challenges.

In today's competitive event landscape, ensuring your event staff perform at their highest level is critical. That's why I created a hands-on mentorship and training program based upon over 30 years of hard earned experience and success, designed to enhance the skills of your event sales, marketing, content, and event management professionals.

Whether it's a few individuals or the entire team needing assistance, this program is flexible, providing support for a week, a month, a quarter, or a year, depending on your needs and budget. My expertise helps your staff grasp the underlying principles of successful events, tailored specifically to their development needs and your expectations.

### CHALLENGE

You may be grappling with the issue of helping new hires or existing staff adjust to changing market conditions or company strategies. Despite being qualified, your team may need extra training, confidence-boosting, or mentoring to truly excel. Internally filling this gap can be challenging, particularly when your events need to meet stakeholder expectations and deliver real results, such as:

- Low attendee registration
- Brand misalignment
- Thin profit margins

### SOLUTION

I work directly with your team, providing the training and confidence-building they need to improve performance. Whether you require short-term support or a longer-term strategy, this tailored program ensures that your staff are equipped to deliver profitable, impactful, and memorable events.

By investing in your team's growth with The Event Mechanic! Training & Mentorship, you're not only addressing immediate challenges but also empowering your event professionals to deliver on your company's strategic objectives.

### RESULTS

- Enthusiastic sales professionals who are resourced to exceed their sales quotas
- Marketing professionals who are customer centric first, process oriented second
- Content managers who are able to program the most timely content which draws attendees



## Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



## TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**