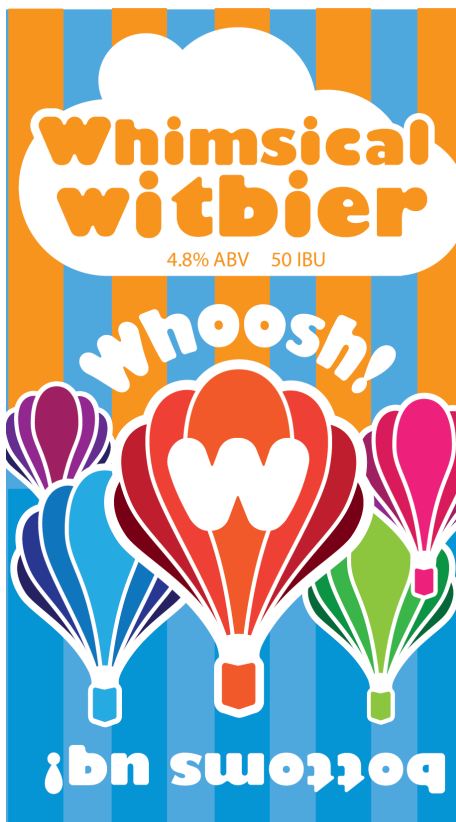


Concept to Production & KPI Tracking

Well vetted campaign developer and project manager with my own personal skills to achieve success. Confident in seeing an idea from concept to implementation, followed by KPI tracking to ensure marketing goals are met.

Experienced in managing large groups of diversely talented content producers to achieve a common goal. Expert interpersonal skills, and an emotionally intelligent and encouraging critique style.



Whoosh Brewing: Whimsical Witbier logo and packaging

Experienced Project Director

Successful history as project developer and asset manager with an extensive base of hard and soft skills to achieve goals. Real world experience in large commitment tasks including oversight and management of contractors and salaried team members.

Knowledgeable background in B2B negotiations to stretch budgets for maximum effect on target audience. Extreme attention to detail, both design and agreed expectations, verifying that agreements are met and consistently evaluated.



Klein ISD Education Foundation: STEAM Express artwork and full wrap

Emotionally Intelligent Critique

Ability to provide hard truths about design, content, and copy while maintaining rapport and respect. Focused on encouragement and building technique through positive feedback and logical edits.

Edits based on readability and accessibility in order to maximize affect on target audiences. Experienced with A/B testing and regionally tailored content, as well as insight on appropriate mediums.

Current National Conference Page

UNIQUE LOGO
The National Conference is a major revenue maker and experience. Building off the already established CS logo, a color pop banner would help bring the conference its own personality and premium identity.

ISOLATED BUTTONS
There are several buttons on this page that would have more impact if grouped tighter with their body copy to funnel viewers into key areas.

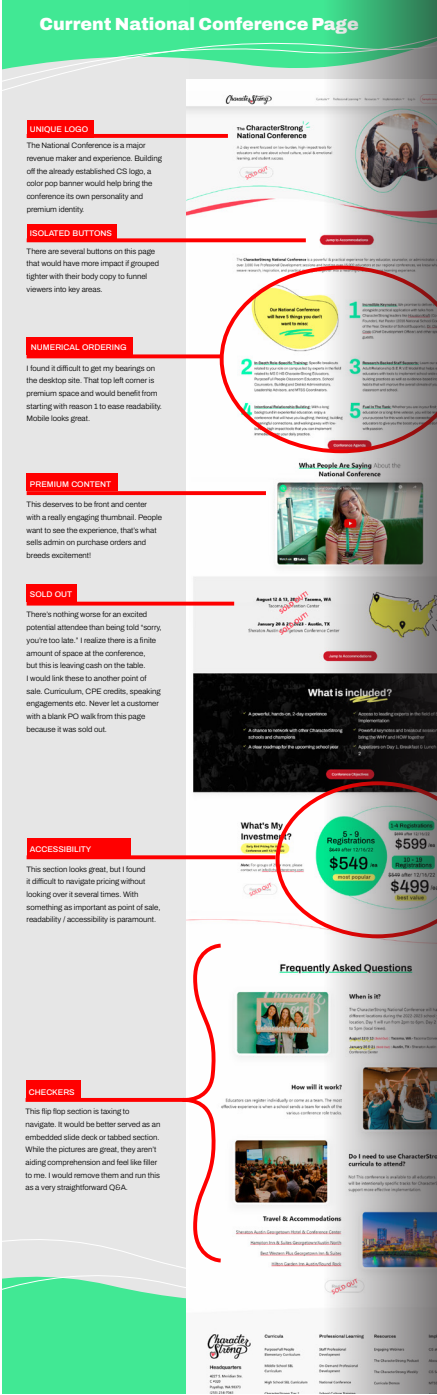
NUMERICAL ORDERING
I found it difficult to get my bearings on the desktop site. That top left corner is premium space and would benefit from starting with reason 1 to ease readability. Mobile looks great.

PREMIUM CONTENT
This deserves to be front and center with a really engaging thumbnail. People want to see the experience, that's what sells admin on purchase orders and breeds excitement!

SOLD OUT
There's nothing worse for an excited potential attendee than being told "sorry, you're too late." I realize there is a finite amount of space at the conference, but this is losing cash on the table. I would link these to another point of sale. Curriculum, CPE credits, speaking engagements etc. Never let a customer with a blank PO walk from this page because I was sold out.

ACCESSIBILITY
This section looks great, but I found it difficult to navigate pricing without looking over it several times. With something as important as point of sale, readability / accessibility is paramount.

CHECKERS
This tip-fee section is taxing to navigate. It would be better served as an embedded slide deck or tabbed section. While the pictures are great, they aren't adding comprehension and feel like filler to me. I would remove them and run this as a very straightforward Q&A.



Proposed National Conference Page

Overview

- Short and Sweet**
My goal in this rebuild was to bolster readability while condensing the information into a tighter package. This page is about 40% shorter than the current layout which gets viewers to point of sale more efficiently.
- Brand It**
I started by addressing brand recognition for the conference specifically by creating a unique logo that ties back to the CharacterStrong main brand. Branding the National Conference as an event worthy of its own graphics kit will help give the conference a premium feel and command that ticket price.
- Structure Highlights**
The sold out buttons have been removed and replaced with "check availability" with redirect to other products.

The video content has been moved to a prominent location and enlarged, as well as given a more engaging thumbnail.

See what the National Conference hype is all about!
The CharacterStrong National Conference is a powerful & practical experience for any educator, counselor, or administrator. After delivering over 3,000 live Professional Development sessions and hosting over 15,000 educators at our regional conferences, we know what it takes to weave research, inspiration, and practical strategies together into a meaningful and engaging learning experience.

CharacterStrong National Conference Experience

5 things you won't want to miss at the conference!

- 1 Incredible Keynotes** We continue to deliver inspiration through keynote speakers who have been named by the National Education Policy Center as one of the top 100 most influential people in education.
- 2 In-Draft Room Sessions** Taking a break from the main stage, these sessions are designed to be more intimate and focused on specific topics. They are led by experts in the field and provide a great opportunity for networking and learning.
- 3 Research-Based Staff Sessions** Learn from the experts in the field. These sessions are designed to be more intimate and focused on specific topics. They are led by experts in the field and provide a great opportunity for networking and learning.
- 4 Interactive Resiliency Building** With a long history of being a resiliency building, this conference will have a unique focus on building resiliency in ourselves and our students. High-level topics that we can implement immediately in our daily practice.
- 5 Lunch & Learn** With a long history of being a lunch & learn, this conference will have a unique focus on building resiliency in ourselves and our students. High-level topics that we can implement immediately in our daily practice.

What's included?

- A powerful hands-on, 2-day experience
- A chance to network with other CharacterStrong educators and administrators
- A great opportunity for the upcoming school year
- Access to backdrops in the field of SEL, 6th grade, and more
- Powerful resources and practical wisdom that bring the WHY and HOW together
- Agendas on Day 1, Day 2, and Day 3

What's My Investment?

Early Bird Pricing for Austin Conference until 12/16/2022.

Note: For groups of 20 or more, please contact us at info@characterstrong.com

Let's Book It!

Registrations	Price
1-4 Registrations (While after 12/15/22)	\$599 /ea
5-9 Registrations (While after 12/15/22) Most Popular!	\$549 /ea
10-19 Registrations (While after 12/15/22) Best Value!	\$499 /ea

FAQs have been condensed into a carousel with the "What's included?" section. Keep answerables together.

Pricing graphic has been rebuilt to really hit the reader with that 5-9 registration option. The other options are immediately recognizable on either side without need for getting used to the graphic's layout.

CharacterStrong Website Consult

rebuild by Jacob Elbert 1/16/23
jacob.elbert@gmail.com



Full Service Campaigns

Complete solutions for events, from logo development to print and digital materials, social media marketing and apparel. My experience spans all content including documentation through photo and video production, copy writing, and promotional materials.

Proven effectiveness on large scale projects with hard deadlines and static budgets, both as an individual and managing teams.



Klein ISD: Annual Fun Run Full Service Campaign

Expansive Experience

From key framing transitions in After Effects and Premiere Pro, to asset management utilizing Bridge and Drive File Stream. My experience spans the entire Creative Suite with a working knowledge of their capability.

Understanding the relationship between programs regarding their capabilities is paramount in creating comprehensive campaigns.

