Portfolio and testimonials

11 · After the Event · about 10 minutes

Turn every event into a portfolio page and a quote. What to ask clients, when, and how to present work online.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Build a portfolio page

2. Collect testimonials

3. Present work credibly

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Ask for a testimonial

A portfolio page should show

Answers are on the lesson page after you take the quiz.

One line to remember