GRACE & EASE PRODUCTIONS, INC.

Real Rooms, *Real* Numbers.

> What 9 conversion-driven events actually produced. No projections, no averages, no estimates. Just the numbers from our internal tracking and the clients who generated them.

$37M+	6,000+	35,000+
REVENUE GENERATED	CLIENTS ENROLLED	LIVES IMPACTED

INTRODUCTION

The question I get asked more than any other.

"Can you show me what your clients have actually produced?"

I love that question, because the answer is not a formula or a projection or a case study written by a marketing team to make us look impressive.

It is this document.

Nine real engagements. Real clients, real rooms, real numbers pulled directly from our internal event tracking. Some of these clients were producing their first live enrollment event and had never stood on a stage and made an offer before. Some were scaling a model they had been running for years. One called us a month before her event with 30 people registered, afraid she would have to cancel.

All of them found out what happens when every element of an event is built from the offer outward, when the room is not just well-produced but architected to convert.

The results in these pages are not typical. They are not an average. They are what happened when the right strategy met the right execution for these specific clients in these specific rooms, and every number is real, every quote is verbatim, and every conversion rate came from our tracking data.

Read them, and then think about what your next room could produce with the same architecture underneath it.

Shay Wheat

REVENUE ARCHITECT & FOUNDER, GRACE & EASE PRODUCTIONS

THE NUMBERS AT A GLANCE

Nine clients. One pattern.

Across every industry, every room size, and every experience level, the pattern holds. When conversion architecture replaces event planning, the room converts.

$2.1M	99%	$7,511	3x
SINGLE EVENT HIGHEST RESULT	HIGHEST SINGLE-EVENT CONVERSION RATE	REVENUE PER PERSON IN ROOM (20 ATTENDEES)	CONVERSION GROWTH ACROSS 3 EVENTS

Most planners make events look good. We make them convert. The difference shows up in the numbers on these pages.

LISA NICHOLS
Motivating the Masses

I'VE DONE EVENTS. I WANT BETTER RESULTS.

$2.1M from one three-day stage

AMY YAMADA
Dream Big

I'VE NEVER DONE THIS BEFORE.

$500K+ at her first live event

EVELYN KNIGHT
Childcare Business Professionals

I WAS ALMOST OUT OF TIME.

30 registrants to $245K in one month

JOSH TURNER
Linked Selling

I'VE DONE EVENTS. I WANT BETTER RESULTS.

226 of 228 people said yes

ROBERT GAUVREAU
Gauvreau CPA

I'VE NEVER DONE THIS BEFORE.

First event ever. 37.5% conversion rate.

KELLEE RUTLEY
KNR International

I WAS ALMOST OUT OF TIME.

18% to 72% conversion across 3 events

DEBORAH FRYER, PHD
Coaching for Creative Entrepreneurs

I'VE NEVER DONE THIS BEFORE.

$157K from 20 people in the room

MARK & SHANNON
Big Impact

I'VE DONE EVENTS. I WANT BETTER RESULTS.

$3M+ across 5 years of events

MATT GILLOGLY
Mavrix Profit System

I'VE DONE EVENTS. I WANT BETTER RESULTS.

Revenue doubled. Gas leak handled.

FOR THE FIRST-TIME EVENT HOST

What happens when you get the architecture right the first time.

These clients had never produced a live enrollment event. They had proven offers, real audiences, and the same fear: what if I get this wrong? The numbers below are what happened instead.

AMY YAMADA — DREAM BIG

Coaching & Training | First Live Enrollment Event

I'VE NEVER DONE THIS BEFORE.

$486K	$517K	$190K	$1M+
EVENT 1 SALES	EVENT 2 SALES	RETREAT: 20 PEOPLE	COMBINED TOTAL

> "*We exceeded half a million dollars, but beyond the money is about how I'm able to make a much bigger difference for people. Thank you so much Shay, for everything you did for me and for my team, to hold us accountable to every detail, even when I was in breakdown.*"

Amy had never produced a three-day live enrollment event. Every week leading up to Dream Big, she and Shay covered every detail together, the offer, the room flow, the conversion sequence, the enrollment team. When Amy walked on stage, she was not thinking about logistics. She was there for her audience, and the room converted at 26%.

ROBERT GAUVREAU — GAUVREAU CPA

Professional Services | First Event Ever

I'VE NEVER DONE THIS BEFORE.

$253K	37.5%
EVENT 1 SALES	CONVERSION RATE

> "*We just held our first ever event, and the overwhelming response was that this was the most professional and polished event they had attended.*"

A CPA who had never made an offer from a stage converted 37.5% of his room on his first attempt, and then scaled to 3,005 registrants for his second event, 19 times the registration of the first.

DEBORAH J FRYER, PHD

Coaching for Creative Entrepreneurs | 20 Attendees

I'VE NEVER DONE THIS BEFORE.

$157K	60%
PROGRAM SALES	CONVERSION RATE

> "*My first live event was powerfully transformational for all who attended, and it resulted in 6 figures plus, in cash for my business.*"

Twenty people in the room. $7,511 earned per person. 60% conversion rate. Room size is not the variable that determines what you earn. Architecture is.

FOR THE ESTABLISHED EVENT HOST

The room is full. The offer is ready. Here is what the architecture adds.

These clients were already running events when they partnered with Grace & Ease. The question was not whether they could fill a room. It was how much more the room could produce when every element was designed to convert.

LISA NICHOLS — MOTIVATING THE MASSES

Global Thought Leader | Multi-Year Partnership Since 2019

I'VE DONE EVENTS. I WANT BETTER RESULTS.

$2.1M	$1.93M	Multiple 6-fig	500+
SINGLE EVENT	COMBINED 2022	EVERY YEAR	INT'L EVENT

> "*Shay's insights, systems, and structures allow my focus and my creative energy to really focus on what matters to me most, which is the content and the delivery. She and her team are there to help make everything I want a reality.*"

A global platform reaching 80 million people needed a production partner who could hold both the strategy and the logistics, from a hotel ballroom to an 11-event international experience with 500 people on live stream. One three-day event generated over $2.1 million from a single stage, and events consistently generate multiple six figures every year.

JOSH TURNER — LINKED SELLING

B2B Sales Consulting | Large-Scale Enrollment

I'VE DONE EVENTS. I WANT BETTER RESULTS.

99.12%	$1.47M
CONVERSION RATE	2 EVENTS TOTAL

> "*She's a master at what she does and I don't think we could have done it without her.*"

226 of 228 people in the room said yes. When the architecture is right, the offer is not a close. It is a confirmation of a decision the room has already made.

MARK & SHANNON — BIG IMPACT

Coaching & Training | 5-Year Partnership

I'VE DONE EVENTS. I WANT BETTER RESULTS.

$3M+	10+
CUMULATIVE SALES	EVENTS TOGETHER

> "*Shay is the best Event Producer in the Industry! She thinks of every detail and handles all the logistics, which allows us to be fully present with our audience and rock our event.*"

Their first event produced zero program sales. Their second produced $399,750. Over five years and ten-plus events, the cumulative total crossed three million dollars, and the conversion architecture kept getting sharper every time.

WHEN THE STAKES ARE HIGHEST

Behind on registrations. Mid-event crisis. Three years of compounding results.

Some of the strongest numbers in this document came from moments of real uncertainty, and one from a gas main that broke mid-event.

EVELYN KNIGHT — CHILDCARE BUSINESS PROFESSIONALS

First Live Event | One Month Out | 30 Registrants at the Time of the Call

I WAS ALMOST OUT OF TIME.

30 to 100
REGISTRANTS IN 30 DAYS

$245K
TOTAL REVENUE

1 month
FROM FIRST CALL TO EVENT

> *"The event was the best event I've ever put on. And it felt light for me. I am so used to doing everything, and this time I actually found myself asking: what am I supposed to be doing right now? Because everything was just running so smoothly."*

> *"If somebody is considering working with Shay, I would say do it. Can you afford not to?"*

KELLEE RUTLEY — KNR INTERNATIONAL

Leadership Coaching | 3-Event Arc

I WAS ALMOST OUT OF TIME.

18% to 72%
CONVERSION GROWTH

$831K+
3 EVENTS TOTAL

> *"I don't think I'll ever work with another event producer, other than Shay Wheat."*

From 18.89% to 72.06% across three events and two years, with the architecture getting sharper every time they went back into the room together.

MAVRIX PROFIT SYSTEM — MATT GILLOGLY

Medical Practice Consulting | Operational Partnership

I'VE DONE EVENTS. I WANT BETTER RESULTS.

2x
REVENUE YOY

0
CLIENTS WHO NOTICED THE GAS LEAK

> *"Our revenue has doubled compared to last year. Grace and Ease didn't just provide solutions, they empowered us to think differently about our business and helped us implement lasting changes."*

Revenue doubled year over year, and when a gas main broke mid-event, Grace & Ease evacuated the building, found a new venue, set up the room, and had attendees seated with snacks before anyone realized something had gone wrong.

YOUR NEXT EVENT

Your room is waiting to *convert.*

Every client in this document had an audience, an offer, and a vision for what their event could produce. What they did not have was the conversion architecture. Three ways to start building yours.

1 **Use the Free Event Revenue Calculator**

Enter your list size, offer price, and expected attendance and get a projection built on $37 million in real event revenue data. You will also see exactly where your revenue is most likely to leak before you ever step on stage.
graceandeaseproductions.com/event-calculator

2 **Book a Complimentary Event Strategy Call**

A focused conversation with Shay or her team about your specific event, your offer, and where the conversion opportunity is. No pitch, no pressure, just clarity on what your room could produce.
www.eventleverage.com

3 **Read The Profit Partner Report**

Weekly thought leadership on event strategy, conversion architecture, and the business of live events, written by Shay for founders and producers who value substance over hype.
theprofitpartner.substack.com

BOOK A STRATEGY CALL

www.eventleverage.com

SUBSTACK

theprofitpartner.substack.com

Grace & Ease Productions, Inc.

Past client results are unique to their specific circumstances and the strategies employed in their cases. These outcomes are not guarantees of future results. Individual results can vary based on a number of factors.