



"Always believe something wonderful is about to happen"

*-from YOU ARE DOING A FREAKING GREAT JOB!*

#### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)



Where is Sylvia now?.

**October 15, 2019**  
Applewood Community  
craft sale

*October 9, 2019*

**FROM EVENT MARKETER**

### **I thought these ideas were really great ...** **The 10 Habits of Highly Effective Event** **Marketers!**

1. They focus on long-term engagement.
2. They create unforgettable experiences
3. When something works, they don't do it again.
4. They design for the second screen (the mobile audience).
5. They bring the product to life.
6. They incorporate user-triggered experiences.
7. They think personalization.
8. They pull heartstrings.
9. They use experiences as content.
10. They push the envelope.

Gives you food for thought when planning your 2020 events ... I know it does me!

-

-  
**October 18, 2019**

Speech on ethics to  
high school students in  
Freehold Regional HS  
district

-  
**October 20, 2019**

Presentation to HCUC  
youth group on Sylvia's  
Children

**November 13-26**

Sylvia's Children  
Mbirizi, Uganda, Africa

