

Loni Peterson, MLS

Keynote Speaker



Business Owner



College Professor

How To Make Sure You Actually Achieve Your Goals

Setting Goals, Objectives, Strategies, and Tactics

Ready to make some big changes in your business strategy and need a clear plan in how to move forward? Setting meaningful Goals, Objectives, Strategies, and Tactics will ensure you stay on track to achieve the next steps while avoiding scope creep. This lecture topic is truly for everyone - no matter what industry you are in or how many years you have under your belt; you can apply this strategy to personal or professional endeavors. After this talk, attendees will walk away with a robust outline complete with action items to achieve their goals and hit those numbers!

What You Do When It Feels Like You Have No Choice

Looking to find the light at the end of the tunnel in the middle of tough times? Learn about the practice of active meditation and how you can use it every day to calm anxieties and let the choices you didn't know you actually have control of making rise to the surface. Use these techniques for positive self-talk during slow seasons and be able to successfully assess situations and find a way forward.

Consumer Insights: The Real Reason Why Customers Interact With Your Brand

Ever wonder WHY someone interacts with your brand, chooses to buy, or even better - shares your product or service with their circle? Well, understanding Consumer Insights will help you do just that! This lecture breaks down the why behind people's choices as we dissect case studies, build formulas, and learn about research techniques and strategies to implement in order to interact with your ideal client on a deeper level.



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"Recently I had the privilege to have Loni Peterson as a speaker at the International Wedding Summit in Rome. She brought a lot of knowledge and insight to the summit, explained the complexity of marketing within the wedding industry with unparalleled clarity and expertise."

- Camelia Lambru, International Wedding Summit

INTERNATIONAL WEDDING SUMMIT

"Her warm demeanor and adept facilitation skills fostered an engaging atmosphere, where both panelists and audience members felt comfortable expressing their viewpoints and engaging in meaningful discussion. Without a doubt, Loni's contributions were instrumental in making our event a resounding success. We look forward to working with her again in the future!"

- Lianne Van Wagner, Boulder Wedding Showcase



"Loni provided clear strategies for prioritizing marketing channels and maintaining consistency, and also touched on leveraging advancements in artificial intelligence. She is extremely personable, engaging the audience with valuable information while creating an interactive experience. Additionally, her experience as a professor enriched the discussion with her added perspective."

- Christine Cronin, PartySlate

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