



Kidvention Pro 2026 Schedule



Comfort Inn, Springfield, VA



March 2–3, 2026

Day 1 – March 2, 2026

Time	Session	Instructor
9:00–10:00	Kickoff & Goal Setting	Louis Meyer
10:00–10:15	Break	—
10:15–12:15	The #1 Way to Increase Your SEO	Louis Meyer
12:15–1:45	Networking Lunch (On Your Own)	—
1:45–3:45	Masterclass in Canva	Conrad Cologne
3:45–4:00	Break	—
4:00–6:00	Google My Business	Fernando Alvarez
6:00–8:00	Networking Dinner (On Your Own)	—
8:00–9:45	The Implementation Lab (hands-on application)	Instructor-led

Day 2 – March 3, 2026

Time	Session	Instructor
9:00–11:00	How to Use AI to Your Advantage as a Children's Entertainer	Louis Meyer
11:00–11:15	Break	—
11:15–1:15	Branding: Make Your Business Memorable	—
1:15–2:45	Networking Lunch (On Your Own)	—
2:45–4:45	Social Media That Actually Works	Christopher Weed
4:45–7:00	Networking Dinner (On Your Own)	—
7:00–9:00	Double Your Sales with Your Existing Clients	Heather Green
9:00–10:15	The Implementation Lab (hands-on application)	Instructor-led



Class Descriptions

Kickoff & Goal Setting

Instructor: Louis Meyer

Start your weekend strong! In this energetic opening session, you'll learn how to set meaningful goals for your entertainment business and build a plan to achieve them. You'll walk away with clarity, focus, and a purpose-driven mindset for the rest of the convention—and the rest of the year.

The #1 Way to Increase Your SEO

Instructor: Louis Meyer

Want to appear higher in Google search results and book more clients? This class breaks down simple, powerful SEO strategies that every children's entertainer should be using. From keywords to content creation to local search tricks, you'll leave this session with a to-do list that works.

Masterclass in Canva

Instructor: Conrad Cologne

Stop wasting hours designing your own promo materials! In this hands-on class, you'll discover how to use Canva like a pro—even if you're not a designer. Learn how to create eye-catching flyers, social media graphics, and branding assets that wow clients and build your brand.

Google My Business

Instructor: Fernando Alvarez

Google My Business is one of the most underrated tools for booking local gigs. This class will show you how to set up, optimize, and dominate your GMB listing. Learn how to get more reviews, show up in local searches, and use this free tool to drive leads straight to your inbox.

The Implementation Lab (Hands-On Application)

Instructor-led

Let's take everything you've learned and actually use it. This working session is where theory becomes action. Bring your laptop or device and get ready to build real tools—whether that's updating your GMB page, creating content in Canva, improving your SEO, or outlining a new sales process. Instructors will be on hand to guide and support you.

How to Use AI to Your Advantage as a Children's Entertainer

Instructor: Louis Meyer

AI can save you hours and help you grow your business if you know how to use it. This session breaks down the top tools and strategies to help you write better content, improve your marketing, and streamline your day-to-day. You'll leave with an arsenal of AI-powered tricks tailored specifically to children's entertainers.

Branding: Make Your Business Memorable

Instructor: TBA

A great show is only half the battle—what makes a parent remember your name, refer you, and book you again? Branding. Learn how to make your business stand out in a crowded market with compelling visuals, messaging, and identity. Even small changes can lead to big results.

Social Media That Actually Works

Instructor: Christopher Weed

Tired of spinning your wheels on Facebook or Instagram? This class will teach you what really matters when it comes to social media for children's entertainers. From content ideas to algorithms and engagement tricks, you'll learn to grow your online presence and book more gigs.

Double Your Sales with Your Existing Clients

Instructor: Heather Green

You've already got happy clients—now learn how to get them to book more often, refer others, and spend more. This powerful class will show you how to follow up, upsell, and re-engage in ways that feel natural and lead to real growth. Ideal for anyone who wants more income without chasing more leads.