

2026 AOLP Holiday Lighting Webinar Series

A THREE-PART PEER WEBINAR EVENT



The holiday lighting season moves fast. The companies that succeed at scale aren't just good at installing lights—they have developed proven systems for generating leads, selling profitable projects, preparing crews, managing production, handling service, executing removals, and turning seasonal customers into long-term relationships.

This year, AOLP is bringing together experienced holiday lighting professionals and multimillion-dollar producers for **The Holiday Lighting Experience**. These aren't lectures; they're conversations with professionals doing it every day at a significant scale, openly discussing what's working, the mistakes they've made, and how their operations have evolved.

FEATURED EXPERT PANELISTS

Matthew Broyles

Industry Operator & Expert

Chris Apfelstadt

Multimillion-Dollar Producer

Nick Schriver

Holiday Lighting Leader

Peter O'Flinn

Systems & Operations Peer

PART ONE WIN THE WORK

Getting Jobs, Building Proposals & Increasing the Sale

We start where every successful season begins. How are companies generating opportunities? What happens when the phone rings? We walk through the sales process with experienced operators, exploring real-world approaches to qualifying prospects, building proposals, pricing, follow-up, and upselling a single request into a valuable project.

PART TWO READY FOR THE RUSH

Production, People & Installation

Now you've sold the work. Can your operation deliver it? We discuss preparing for the controlled chaos of peak season. Topics include recruiting and training seasonal employees, staging materials, scheduling installations, managing equipment, setting production expectations, and keeping the operation moving.

PART THREE FINISH STRONG

Service, Removal & What's Next

The lights are up, and the season has changed. We tackle service calls, removal scheduling, labor, and storage. More importantly, we discuss how to retain these new customers and transition the relationship into permanent lighting, architectural lighting, maintenance, and other year-round services well beyond the holidays.

Sponsorship Opportunities

PARTNER WITH AOLP TO REACH INDUSTRY LEADERS

**\$1,000 /
Webinar**



One Season. Three Conversations. The Complete Holiday Lighting Experience. Align your brand directly with leading operators who are actively scaling their businesses. As a sponsor of this series, your brand will receive prominent visibility, direct lead generation, and sustained engagement with an audience of motivated industry professionals.

Marketing & Visibility

- **Omnichannel Promotion:** Series to be promoted by AOLP via dedicated e-blasts, social media campaigns, and prominently featured on aolpilluminate.org.
- **Brand Control:** Messaging for promotions to be created by the Sponsor (subject to AOLP approval), ensuring your brand voice is accurately represented.
- **Visual Integration:** Sponsor to provide a branded background and web banner for use throughout the live series.
- **Long-term Exposure:** Completed webinar recordings will remain hosted on the AOLP website for a minimum of 6 months.
- **Continuing Education:** One CE toward CLVLT is approved for attending the series (all three webinars).

Engagement & Access

- **Direct Lead Generation:** The full registration list for the sponsored webinar(s) will be provided to the Sponsor (excluding attendees who expressly opt-out).
- **Platform Flexibility:** Webinars can be hosted on AOLP's Zoom (allowing robust attendee tracking) or on a webinar platform of the Sponsor's choosing.
- **Live Interaction:** AOLP will provide a Subject Matter Expert to introduce the webinar, briefly speak, and answer questions at the end of the session.
- **Audience Incentive:** Sponsor to provide one lighting kit (or equivalent prize) to be raffled off to encourage participation.

Secure Your Sponsorship Today

Sponsors may choose to support individual webinars for **\$1,000 each**, or maximize their reach across the entire three-part series for **\$3,000**.

Lisa-Marie Smith

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Contact us to reserve your spot today!