



# EVENT SUCCESS GUIDE

## PURPOSE OF AN EVENT

- ◆ Introduces your practice and services to the community.
- ◆ Introduces a new technology or product to your existing patients.
- ◆ Increases practice visibility, market credibility, and builds relationships.
- ◆ Brings prospective and existing patients together to share success stories.
- ◆ Generate significant revenue in a short amount of time.

## STEPS FOR A SUCCESSFUL EVENT

### Plan/Schedule

- ◆ Choose a date, time, location, event name and outside vendor(s) to incorporate (ask your injectable reps and skincare reps if they would like to collaborate for a larger event).
- ◆ Understand how many people can be accommodated at the event and be provided personal attention.
- ◆ Beware of when kids may be off from school or holidays – avoid these times.
- ◆ Make a great first impression (keep things tidy, be respectful, etc.)

### Invitations

- ◆ Existing patients
- ◆ Referrals (other offices, local businesses, or partners with similar patient/client base)
- ◆ Influencers (media, beauty editors, skincare enthusiasts, etc.)
- ◆ Invitations should always include: RSVP date, what to expect, virtual option to attend such as IG Live, and an exclusive offer day of event for attendees only. Track RSVP's and capture all patient info such as name, email, and phone number. Confirm all RSVP's 1-2 days before event.

# PROMOTING THE EVENT

## Social Media

- ◆ Create event content and creative hashtags for Instagram, Facebook, Twitter, LinkedIn (ex.#GetSalty, #PassTheSalt)
- ◆ Post about event 1X per week for 3 weeks leading up to event. Use Hootsuite or scheduling software if needed to plan ahead of time.
- ◆ Encourage staff members to share event content to all of their social networks.

## Email

- ◆ Send "Save the Date" 2 months prior to event.
- ◆ Send invite blast to patient database 4 weeks before event .
- ◆ Send reminder invites 1X per week for 3 weeks leading up to event.

## In Office

- ◆ "Event flyers" in every single treatment room and front desk to hand out to all patients.
- ◆ Have staff and front desk staff invite all patients and receive commission on attendees they invited who purchase a package day of event. Keep track of this.

## Referral Sources/ Influencers

- ◆ Send invitations or drop off flyers to referring partners, medical offices in area, local businesses, VIP and community influencer's (media, health column writers, skin enthusiast, beauty editors, etc.)

## Website

- ◆ Add event info to homepage of website with an area to sign up.



## Invite Previous Patients to Share

- ◆ Invite a patient with an impressive “before & after” photo and represents the practice well.
- ◆ Patient should speak highly about their treatment to other attendees and build hype.

## Coordination

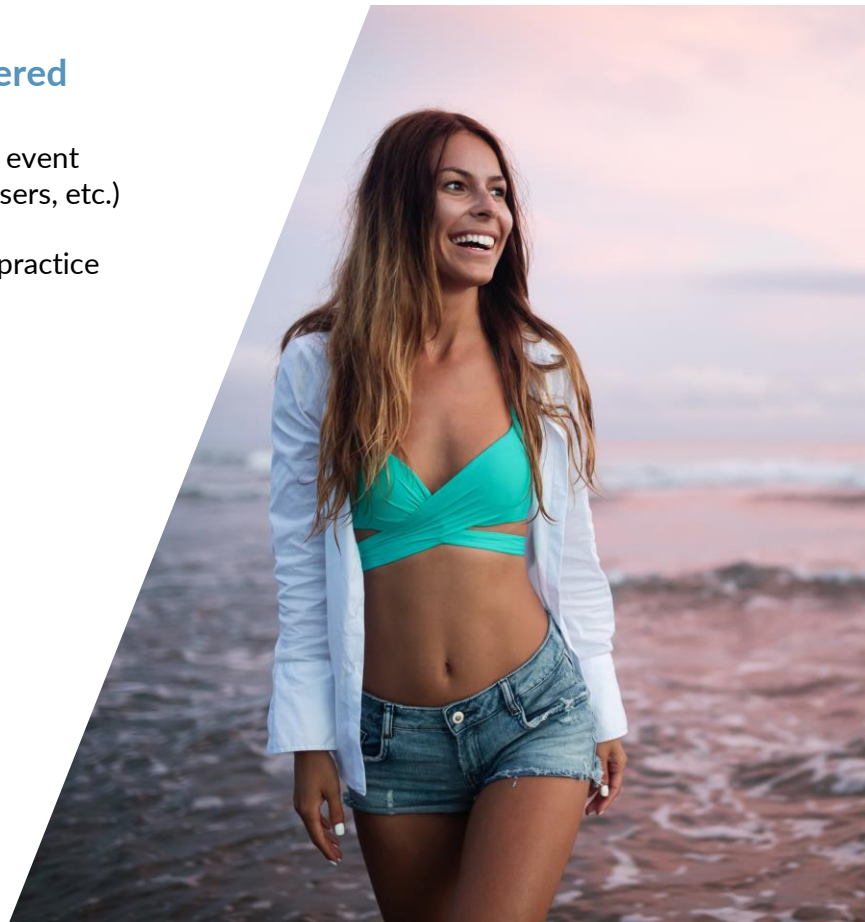
- ◆ Staffing- Ensure enough staff day of event and outline their duties ahead of time .
- ◆ Training- Each member of the staff should be well versed on the treatment.
- ◆ Keep refreshments light if you are catering the event (small plates or passed hors doeuvres.
- ◆ Have a sign in sheet that captures name/email/phone/how did you hear about us?
- ◆ Incentive gift bag ( suggestions: sample skin care products, list of services practice offers, gift certificate).
- ◆ Raffle (ex. Gift Certificate,1 Treatment, etc.)

## Plan Presentation Several Weeks Prior

- ◆ Prepare educational presentation with ending Q&A session.
- ◆ Live demo if possible (select model and do demo on face only)
- ◆ Hold onsite mini consultations.

## Plan What Specials Will Be Offered

- ◆ Raffle for a treatment(s)
- ◆ Discount for treatment if you book at event
- ◆ Bundling of treatments (injectables, lasers, etc.) with deeper discounts
- ◆ Discount if you bring a friend new to practice and both purchase



## Day of Event

- ◇ Set up space for presentations, demonstrations, consultations, food/drink prior to attendee arrival.
- ◇ Check in guests. Make sure to collect ALL guests contact information (phone, email, & address) and the order in which they arrived.
- ◇ Promote your social media pages- this is a fun way to stay connected! (IG/FB live, stories, tagged location, use of creative hashtag that virtual attendees can mention for special discount)
- ◇ Take deposit on packages, if not full amount, and schedule first treatment date.

## Day After Event

- ◇ Send all attendees a follow up email thanking them for attending.
- ◇ Contact any no-shows to invite back for a free consultation.



# EVENT TIMELINE & CHECKLIST

## Six Weeks Prior

- Designate office point person
- Choose date and time
- Determine venue and creative theme
- Partner with other vendors/ reps for promotional items and gift baskets (skincare, injectables etc)
- Determine enticing offer for day of event only
- Establish marketing and advertising plan
- Train and incentivize staff on signing up patients for event and to build hype
- Have revenue and attendance goals
- Distribute invitations

## One Month Prior

- Continue executing marketing plan
- Ensure all equipment is ordered that you may need for event (ex: A/V equipment)
- Secure and prepare demo patient/ testimonial patient for event
- Ensure staff members are trained for consultations and treatments

## Weeks Prior

- Reach out to VIP patients (frequent the practice, close relationship with doctor or providers) to ensure they received the invite and personally invite them

## One Day Prior

- Call RSVPs to remind them of the event
- Prep raffle bowls and get raffle tickets
- Ensure all equipment needed is properly working
- Review Open House event timeline with staff and confirm with attending Vendors/Reps

## Day Of Event

- Set up event space
- Have a staff meeting to do a walk through
- Have sign in sheet ready, welcome guests
- Promote on social media/ Instagram/Facebook Live
- Book future appointments, take deposits on service or full amount

## Day After Event

- Send thank you emails to attendees or call directly to thank them for attending
- Contact no shows for complimentary consultations

