

GUIDELINES TO A SUCCESSFUL EVENT

Plan ahead! Start collecting your customer's email addresses. Once you have a list you can easily send out invitations through Evite, Eventbrite or a similar website.

PLANNING TIMELINE

One Month Prior to Event

- Send out your evite or eventbrite invitation. Over invite as roughly 1/3 of those invited will not be able to attend most events.
 - On your invitation make sure to advertise the specials you will be offering that evening. For example:
 - 30% off O2 Lift Treatment or Signature Lift Treatment
 - 20% off all Image products purchased at the event
 - Demonstrations of new O2 Lift Treatment
 - Bring a guest and receive extra raffle tickets
 - Door Prizes for every attendee
 - Raffle prizes throughout the evening
 - Complimentary Skincare Consultations with Image Skincare Educator
 - Appetizers and Cocktails
- Create a paper/postcard invitation. Hand this out to your customers after a service or at check out. Have your receptionists do the same.
- Mail the postcard invitation to your (each esty's) top 20 customers
- Put up signs around your business advertising the event.
- Use social media (facebook, twitter and instagram) to advertise the upcoming event.

3-4 Weeks Prior to Event

- Place an order with Image to stock your shelves. For every 30 people you should have \$1500 of retail on your shelves. Plan ahead so you have product to sell that night. **Consider doing an opening order** in order to get \$830 or more in free product (talk to Jacqueline about this).

1 Week Prior to Event

- Send out countdown emails. You can do the countdown on your social media as well.

A Few days prior to Event

- Send out a reminder via eventbrite/evite.

Day of event (or day before)

- Text your top 10-20 clients "looking forward to seeing you tonight!". You can also do a paid text to a larger group.

Please contact me when placing your order for the event (at least 3 – 4 weeks prior to the event). We will work together to strategize giveaways and raffles based upon your event, # of attendees etc.

If the order you place prior to your event is over \$1500 Image will provide raffle prizes to give away at the event. The more you order the more you get. With a \$1500 you will get a 4 product homecare kit.

I will bring Image marketing materials to set up that evening (banners, table cloths, easel backs, demonstration product, etc). Image will provide bags, tissue, brochures and a sample kit for each attendee.

You will add to the bag:

- Flyer with Night's specials that you are offering.
- Your price list/Brochure
- (Optional) Door prize Home Refresher Treatment bags (I will tell you how to make this)
- (Optional) First Time Brow Wax coupon (you make this)

I am looking forward to your event! Please don't hesitate to contact me if you have questions.