AGE smart® event checklist

2 months before:

- ☐ Let your Business Consultant know you're planning an event.
- ☐ Purchase the AGE Smart® event-in-a-box from Customer Service.
- ☐ Set event date and time.
- ☐ Block out schedule for Skin Therapist and retail floor staff.

1 months before:

- ☐ Customize and start using the phone script found online on the Business Center or in the AGE Smart® event-in-a-box.
- ☐ Order AGE Smart® products, including the new Age Reversal Eye Complex, as well as professional and tester products, samples, and Face Mapping® Prescription Sheets. If necessary, order display sheets and postcards to mail or to use as bag stuffers. For more assistance on what to order, speak with your Business Consultant.
- ☐ Start including bag stuffers for this event with every purchase.

2 weeks before:

- ☐ Ask your Business Consultant to help with AGE Smart® refresher training, if necessary. Study the Age Reversal Eye Complex training manual.
- ☐ Send out e-mail invitations after filling in date, time and location information. (See Business Center for e-blast template.)
- ☐ Don't forget to invite your business neighbors: hand deliver a bag stuffer and write in the date and time.
- ☐ Ensure you have enough chairs and a table for your guests.

1 week before:

- ☐ Start confirmation calls.
- ☐ Fine tune numbers for refreshments and food, gift bags, stations, Skin Bar™, etc.
- ☐ Review etiquette with staff members.
- ☐ Ensure you have invited a couple of chatty, enthusiastic, die-hard clients to work the crowd!

The day before:

- ☐ Hold a team meeting to recap and review duties.
- ☐ Set up Face Mapping® skin analysis and, if necessary, Skin Bar™ station(s).
- ☐ Clear areas and set-up refreshments (if you're serving refreshments).
- ☐ Make sure bathrooms are spotless!
- ☐ Create the mood: set out Dermalogica votive candles to create an aromatherapeutic environment.
- ☐ Merchandise and organize AGE Smart® products for display.

At the event:

- ☐ Greet all guests.
- ☐ Perform Face Mapping® on each guest and introduce new Age Reversal Eye Complex.
- ☐ Be sure all attendees receive their free gift towards the end of the evening.
- ☐ Send a thank you note to all attendees, reminding them to receive a free Face Mapping® skin analysis every month to ensure skin health throughout the seasons.
- ☐ Contact all new relationships by e-mail and invite them to future launch events.
- ☐ For those who booked treatments, call 24 hours before the booking date to confirm.

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