

mother-teen **healthy skin** event

checklist

2 months before:

- Let your Business Consultant know you're planning an event.
- Get materials needed for the event.
- Set event date and time.
- Block out schedule for Skin Therapist and retail floor staff.
- Choose event partners that will attract your demographic (teen organization, charity or store).
- Don't forget to promote to Mom's; include an AGE Smart® element (discount, microZone®).
- Create eblast invite, post cards and bag stuffers including any participating logos.
- Include any incentives, GWP's, discounts to attract attendees and drive retail sales.
- Increase attendance by offering guests an extra GWP for bringing a friend.

1 month before:

- Customize and start using the Clear Start™ event phone script found online on the Business Center or in the Mother-Teen Healthy Skin Event in a Box.
- Order Clear Start™ tester products, samples, and Face Mapping® Prescription Sheets. For more assistance on what to order, speak with your Business Consultant.
- Start including postcards and consumer brochures and event bag stuffers with every purchase.
- Promote event via your business' and event partner's Social Media to attract new clients and attendees.

2 weeks before:

- Ask your Business Consultant to help with Clear Start™ training.
- Send out e-mail invitations after filling in date, time and location information (See Business Center for e-blast template).
- Place a "hot spot" merchandising Clear Start™ products with a display sheet advertising event at cash wrap to entice client attendance.
- Include a sign-up sheet at cash wrap and sign up clients as they ring out for their service.
- 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 (over book and expect a 1/3 drop off rate).
- Fine tune numbers for refreshments and food, gift bags, stations, Skin BarSM etc.
- Review etiquette with staff members.

The day before:

- Hold a team meeting to recap and review duties and get team excited!
- Set a sales and service booking goal pre-event.
- Create a contest for staff (ex. whomever sells the most Clear Start™).
- Set up Face Mapping® skin analysis and, if necessary, Skin BarSM station(s).
- Clear areas and set-up refreshments (if you're serving refreshments).
- Pump up the music and open your door to create a welcoming party atmosphere.
- Make sure bathrooms are spotless.
- Merchandise and organize Clear Start™ and gift with purchase products for display.

At the event:

- Greet all guests and be sure to tell them of all the offerings that night as soon as they enter (GWP's, discounts, Face Mapping®, microZone®).
- Raffle off a few skin treatments throughout the evening to ensure guests hang out longer.
- Be sure to capture all guests email addresses on raffle ticket to add to your database.
- Perform Face Mapping® on each guest and introduce any GWP's or service booking discounts.
- Be sure all attendees receive their free gift towards the end of the evening.
- Send a thank you note to all attendees with a bounce back off their next purchase, 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.