



Ways to Promote Your Event

2 Months Before	1 Month Before	2 Weeks Before	1 Week Before	The Day Before	During & After the Event
<ul style="list-style-type: none"> <input type="checkbox"/> Let your Business Consultant know you're planning an event. <input type="checkbox"/> Ask your Business Consultant for an IonActive system training refresher if needed <input type="checkbox"/> Get materials needed for the event: display sheets, postcards, products, etc. <input type="checkbox"/> Set event date and time. <input type="checkbox"/> Brainstorm any possible offers you can include to encourage clients to book treatments <p><i>Offer Suggestion: Book an IonActive treatment today, and receive a percentage off your next one!</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use the IonActive Phone Script found on the business center to casually introduce the event to clients during calls <input type="checkbox"/> Start including postcards and consumer brochures as bag stuffers with every purchase <input type="checkbox"/> Post event details on your social media pages, calling out the date and time of the event <input type="checkbox"/> Place display sheets with RSVP information at your cash wrap 	<ul style="list-style-type: none"> <input type="checkbox"/> Send out email invitations, eblast templates can be found on the Business Center <input type="checkbox"/> Don't forget to invite your business neighbors! <input type="checkbox"/> Ensure that you have enough chairs and tables to accommodate your guests. <input type="checkbox"/> Prep any gifts or offers you plan on giving to your guests <input type="checkbox"/> Use the six images in the social media series available on the Business Center to further promote your event on any of your social media outlets 	<ul style="list-style-type: none"> <input type="checkbox"/> Start confirmation calls. <input type="checkbox"/> Fine tune numbers for refreshments and food, gift bags, stations, Skin Bar®, etc. <input type="checkbox"/> Review etiquette with staff members. <input type="checkbox"/> Ensure you have invited a couple of chatty, enthusiastic, die-hard clients to work the crowd! 	<ul style="list-style-type: none"> <input type="checkbox"/> Hold a team meeting to recap and review duties. <input type="checkbox"/> Set up Face Mapping® skin analysis and, if necessary, Skin Bar® station(s). <input type="checkbox"/> Clear areas and set-up refreshments (if you're serving refreshments). <input type="checkbox"/> Make sure bathrooms are spotless! <input type="checkbox"/> Prepare a space to demonstrate the new IonActive system during the event 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate how the IonActive Power Treatment works, addressing its benefits to specific skin concerns. <input type="checkbox"/> Schedule as many clients as possible for an IonActive treatment <input type="checkbox"/> After the event, send guests a thank you note, reminding them to get free monthly Face Mappings <input type="checkbox"/> Call clients who booked a treatment 24 hours prior to the appointment date to confirm.