

BEST PRACTICES FOR HOSTING YOUR ELEVATE NOW EVENT

It's easy to host an Elevate Now Event - it's great for your business AND will change the lives of those who attend and join our OPTAVIA Community!

You will be hosting an event that will show attendees how they can make 2018 their best year ever. These tips will help you host a successful event. Remember, your Mentorship Team is there to provide additional insight.

consider your space

Room set up is critical to ensure that your attendees have a positive experience. Take a look at the space to determine which set up will help build relationships and foster a sense of community, while allowing for quality viewing of the presentations. Can all attendees see the screen/TV? If an attendee would like water, will they have to disrupt the presentations by walking across a room? Take a moment to put yourself in your attendees' shoes and consider the space you are in.

SUGGESTIONS BASED ON TYPE OF EVENT/AUDIENCE SIZE			
TYPE OF EVENT	ATTENDEES	INSIDE MEETING SPACE	OUTSIDE ROOM
Open	76+	Classroom* or theater style**; screen in front; table in back for water (water stations/pitchers or bottles of water)	Registration table; signage
Open	50 - 75	Classroom or theater style; screen in front; table in back for water (water stations/pitchers or bottles of water)	Registration table; signage
Personal/Team or Open	20 - 49	Classroom or theater style; screen in front; table in back for water (water stations/pitchers or bottles of water)	Registration table; signage
Personal /Team	1 - 19	Semi-circle, theater (depending on room and group size)	N/A

* Classroom style = set up where attendees sit behind tables.

**Theater style = set up where attendees simply sit in rows of chairs.

This layout is common and can accommodate more people.

plan for your audio-visual (AV) needs

Appropriate AV is key to powerful presentations. You'll want a space to project so that attendees can easily see the screen and hear the information that is shared.

- Laptop
- Screen
- Projector and connectors (with dongle if using a Mac)
- Table for projector
- Power source for projector and laptop (power strip)
- Portable speakers (to be plugged into laptop) or PA system
- Music to set the tone of your event (if desired)

- Wired internet connectivity if applicable (using an Ethernet cable is best)
- For larger events: microphone and mixer (speak with venue's AV company about needs)
- Optional: Dry erase board and/or flip chart with markers

role of a host

As the host, you'll have several roles to play before, during, and after the event. If you are hosting an open meeting, we suggest enlisting the help of other team members to manage and complete certain tasks.

SAMPLE AGENDA

9:30 AM	Doors open
10:00 AM	Welcome/Expectations
10:15 AM	Trilogy presentation (including Trilogy testimonials/stories)
11:15 AM	Recap/Call to Action/Close

For those Continuing with Training:

11:45 AM	OPTAVIA Coach™ training
1:00 PM	Event conclusion

EVENT PREP - 3-4 WEEKS IN ADVANCE

Register your event with **OPTAVIA**: [here](#)
 Read through this entire schedule so you can plan your time appropriately, ensuring a great event!
 Set a goal for the number of people you would like to help with their Optimal Wellbeing™ journey and join **OPTAVIA** following your event (as new Clients, new **OPTAVIA** Coaches, or both!)
 Based on your goals, make your invitation list (go back to your Contact List) and estimate the approximate size of your event
 Select/contract/confirm location
 Invite attendees

If applicable, encourage team members to invite attendees
 Determine promotion tactics to get the word out, including available flyers, eCards, email templates, social media, etc. (work with your Mentorship Team if you are unsure how best to promote)
 Secure AV needs
 Review available trainings and host materials
 Review recommended social media calendar and available graphics
 Set up a Facebook event (if appropriate)

EVENT PREP - 1-2 WEEKS IN ADVANCE

Continue adding to your invitation list and inviting attendees through the December holidays
 Download/print/order support materials and presentation
 Gather supplies

Assign/seek volunteers for help with tasks (such as registration and greeters)
 Identify and coach individuals who will be sharing their Trilogy testimonials (3 - 4 minutes)
 If applicable, assign training topics

other potential roles

Team members can be a great resource for events. People are generally helpful, so if you need assistance, ask!

Greeter: Welcome attendees and make comfortable

Registration Table: Ask attendees to complete attendance sheets and name tags

- We only recommend charging for your event if you've incurred meeting space or AV fees for the venue.

AV assistance: Check to ensure all AV (laptop, projector, speakers, internet, and if using microphone) is functioning correctly before the event. Troubleshoot any difficulties during the event.

Set-up: Hang decorations, display signage, check water

stations/water bottles, ensure handouts are available, if using

Clean up: Take down decorations/signage, remove any leftover materials and refuse from room

Time keeper: Ensure each segment of the event begins and ends on time

Announcer: Introduces presenters and stories, provide reminders prior to event start/close and at breaks

supplies

You'll need some supplies on hand to ensure you are prepared. It's a good idea to check with your Mentorship Team to see what else they might recommend to have on hand.

[Wellbeing Evaluation](#) handouts for attendees (make a few extra)

Name tags (fill in, sticker type)

Markers (Neat tip! Use one color marker for guests and other for **OPTAVIA** Coaches to distinguish the two)

Water (venue may provide for free or purchase a few cases of bottled water to provide to attendees)

Inexpensive decorations (such as balloons) in

OPTAVIA colors, like silver, white or black.

registration recommendations

No matter the size of your event, it's a good idea to have a list of those who attended. For personal/team meetings, this can be done at a kitchen counter or table in an entryway into a home.

Set up a table (skirted/tablecloth is best, branded ones can be ordered from [OPTAVIA Gear](#)) outside or near the door so that attendees can check in

Ask one or two team members to oversee registration and welcome attendees

Ask each attendee to fill out the attendance sheet & name tag

dress code

As you are representing both your own business and the **OPTAVIA** brand, it is important to keep your appearance neat and professional. We recommend business casual attire as a minimum for hosts and helpers.

charging for event

To encourage attendance, we only recommend charging for your event if you've incurred meeting space or AV fees for the venue. (Don't charge for water or supplies - those are business expenses). Regardless of whether you charge other Coaches to attend, the event should be FREE to any guests (Clients or Candidates).

If you are charging to defray costs, we recommend no more than \$10 per **OPTAVIA** Coach or \$15 for two Coaches sharing an ID # (\$5/\$10 is better to encourage attendance)

Designate someone trustworthy to manage the cash box

Use caution and common sense when transporting cash box to car (be aware of your surroundings)

We know your event will be great! Most importantly, relax, smile and enjoy welcoming so many new people to our **OPTAVIA** Community!