HOSTING EVENTS  TIPS FOR LEADERS

BEFORE THE MEETING

Meeting Location
The most ideal and duplicatable location is one that does not cost money, yet maintains a professional environment. Ex. a home, school, church, country club, etc.

Meeting Agenda
Create an agenda that achieves the desired impact and flow for the event. Begin crafting agenda using as time available for meeting as a benchmark, and assign specific amount of time for each subject and speaker.

Speakers
Finding people in your team to participate who are excited, positive, and passionate is the best way to ensure a successful meeting. Assign speaker roles and review expected content well in advance of the meeting. Do an additional run through of any PowerPoint slides on the day of the meeting to make sure speakers have a refresh of the flow.

Effective Use of Testimonies
The most powerful way to share NeoLife products and opportunity is through a well-crafted testimony. They should be short and to the point, yet filled with passion and sincere emotion. Be sure to plan ahead and ask others in your team to be prepared to share. Remind those who are nervous about how inspiring their story is and if they stumble that will even help the audience see that “if they can do it, so can I”!

Music
Background music should be played before and after the meeting, as well as during breaks. We recommend using upbeat songs found in the current top 100 hits.

Signage
Guide your guests to the meeting room with clear and simple directions with arrows and minimal text. Use the NeoLife logo on signs.

Room Set-Up & Product Display
Arrive at least two hours prior to meeting time to ensure proper set-up. Use empty boxes and bottles of current products to create a visually appealing display. Product banners can be used to compliment the display and room when positioned along the periphery.
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BEFORE THE MEETING continued...

Seating
Have fewer chairs set-up then the amount of people expected. It is always better and very exciting to need to add more chairs versus having too many empty seats.

AV and Sound
Check all AV for sound and functionality. Make sure mic, computer, etc. batteries are fully charged. If using a PowerPoint, check connections and projector image.

DURING THE MEETING

Sign-In & Raffle
Have a sign-in sheet and check-in desk set up near meeting room entrance. A great way to make sure you get everyone’s contact info for follow-up is by having them sign-in with their name, phone, and email in order to be in the drawing to win a raffle prize during the meeting. Small product or gear prizes are recommended in order to keep extra costs minimal.

Time
Ask one of your team members to be responsible for keeping the meeting on time. Give them a detailed agenda showing how long each speaker should take, and have them be prepared to give a signal for 5 minutes remaining, 1 minute, and then zero (time to wrap-up!). This is crucial in order to respect the time of guests as well as any contracts made with venue.

Samples
Decide in advance whether you want to have products available for sampling before the meeting, after, or during breaks. Make sure your team members have roles assigned in advance for preparation and distribution. We recommend cutting bars into thirds or fourths. Also be mindful of the freshness of shakes being served (ideally within 1 to 5 minutes of mixing). Three ounce disposable cups are recommended for shakes.

AFTER THE MEETING

Sign-Ups
It is important to capitalize on your hard work and excitement created by being fully prepared to sign-up guests. Have plenty of applications and pens at the back of the room and let people know where to get them. Computers and iPads can also be a great addition for easy online sign-ups when possible.

Follow-Ups
Follow up with those who attended your meeting. Distributors should follow up via phone with their own guests and ask if they had a fun time and what was something they enjoyed. They should also ask if the guest has any questions and make arrangements for one-on-ones with new sign-ups and interested prospects. Always take the opportunity to politely ask for referrals. A friendly follow-up email can also be sent to all attendees.
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Simple Signage Example

[Logo Image]