GUIDELINES TO A Successful Event

Plan ahead!  Start collecting your customer’s email addresses.  Once you have a list you can easily send out invitations through Evite, Eventbright or a similar website.

**PLANNING TIMELINE - One Month Prior to Event**

* Send out your evite or eventbrite invitation. Over invite as roughly 1/3 of those invited will not be able to attend most events.
* On your invitation make sure to advertise the specials you will be offering that evening**.  For example:** 
  + 30% off O2 Lift Treatment or Signature Lift Treatment
  + 15% off all Image products purchased at the event
  + Demonstrations of new O2 Lift Treatment or Merry Masking duo Demo! I conceal Color Match
  + Bring a guest and receive extra raffle tickets
  + Door Prizes for every attendee
  + Raffle prizes throughout the evening
  + Complimentary Skincare Consultations with Amy Rivero Image Educator
  + Appetizers and Cocktails
* Create a paper/postcard invitation.  Hand this out to your customers after a service or at check out.  Have your receptionists do the same.
* Mail the postcard invitation to your (each esti’s) top 20 customers
* Put up signs around your business advertising the event.
* Use social media (facebook, twitter and instagram) to advertise the upcoming event.

**3-4 Weeks Prior to Event**

* place an order with Image to stock your shelves.  For every 20 people you should have $1500 of retail on your shelves.  Plan ahead so you have product to sell that night.

**1 Week Prior to Event**

* Send out countdown emails.  You can do the countdown on your social media as well. In your message/post mention – Come in for your Customized IMAGE Skincare Skin Consultation with Territory Manager & Educator Amy Rivero, receive a special gift when you receive your consultation.

**A Few days prior to Event**

* Send out a reminder via eventbrite/evite/email/text message

**Day of event (or day before)**

* Text your top 10-20 accounts “looking forward to seeing you tonight!”

Please contact me, Amy when placing your order for the event (at least 3 – 4 weeks prior to the event).  We will work together to strategize giveaways and raffles based upon your event, # of attendees etc. **You may want to consider an Opening Order if you have not already placed one this year. Free Backbar 25%-45% in savings. DECEMBER is the time all accounts can take part and place an opening order again.**

**I will bring** Image marketing materials to set up that evening (banners, tablecloths, easel backs, demonstration product, etc). 25 Image Bags, brochures or magazines, samples or trail kits. plus 1 Raffel Prize. **You will provide & add to the bag:**

* Flyer with Night’s specials that you are offering.
* Your price list/Brochure
* (Optional) Door prize Home Refresher Treatment bags (I will tell you how to make this)
* (Optional) First Time Brow Wax coupon (you make this)

I will also need 1 card table & 2 chairs, preferably near your retail area. I look forward to your event!