

# Seminar Success Tip Sheet



SEMINARINNOVATIONS



## TIMING

- Dinner Seminars at 6:30 PM are highly effective in turning out the most attendees.
- Lunch and early dinners (4:00 PM) can work for retired folks.
- Tuesdays, Wednesdays and Thursdays usually are the best days of the week to host your event.
- Be mindful of obvious holidays, major sporting events, election days etc.
- Do not expect working people to leave work to attend your event.
- Call your attendees when the day before the event to remind them.



## LOCATION

- Restaurants will always draw more crowds than your office, the library or a hotel.
- To help select a restaurant, go to [www.maps.google.com](http://www.maps.google.com), pull up your town and click, “locate businesses.” Next search for banquets or restaurants. Call and visit possible locations to ensure suitability.
- Select a place where your prospects will most likely already frequent. Italian food and steakhouses usually have above average attendance.
- Try to keep your prospect’s drive time to about 20 minutes at the most. Any longer and attendance will be poor.
- Both local and national chain restaurants can be effective if they have a reputation for good food, however it doesn’t have to be a budget buster.
- Set a pre-fix menu with three choices to help keep the costs in-line. Do not offer alcohol.
- Ask the restaurant for a food discount based on the free advertising they will be receiving. Their logo can be printed on your invitations.



## MAILING

- If you are planning on a recurring campaign of seminars, consider breaking your area into three or four distinct zones so the same people will not be getting your mailer every month.
- Alternate between different invitations to ensure maximum effectiveness if a repeat mailing will be done in the same area. Be sure your copy stands out from the other advisor’s mail pieces in your area.
- Stale copy usually means poor results. Always be updating your message to keep attendance high. Ask us



## PRESENTATION

- Have your assistant check people in as they arrive.
- Be respectful of those who showed up on time and start your presentation on time.
- Try to keep your speaking time to about an hour.
- Try not to give a boring financial lecture. The more stories and levity you can use will help increase your effectiveness. Getting them to like and respect you is extremely important; Don’t talk over their heads.
- Deliver your presentation first and then serve the meal. You don’t need any distractions such as people eating and servers buzzing around the room. All eyes should be on you and your presentation.
- Audience interaction always makes for a lively and well received event.
- Make sure your handouts are packaged in an organized folder with your business card, brochure etc.



## APPOINTMENTS

- Setting appointments right at the seminar will dramatically enhance your appointment ratio.
- Provide giveaways as an incentive to get audience members to fill out an evaluation form which will double as an appointment request form (ask us for a sample)
- Give each person who sets an appointment a card with the appropriate date, time and directions to your office.
- Personally call all of your appointment the next day to thank them for coming and to confirm the appointment.

**\* Once you have located a venue give us a call us so we can run a demographic report to determine how many prospects are in your area.**