

Event Checklist Weeks 3

- Watch video to the left.
- Review goals.
- Discuss how to integrate the four keys of success into your event marketing plan.
- Report on what is working so far and what needs to be improved.
- Prepare mailing list for invitations and print address labels.
- Download second phone script #2 and practice role play.
- Plan event refreshments. (See food and drink images below for examples).
- Continue calling and inviting clients.
- Discuss ways to build traffic.
- Product knowledge. Research a gem type and present it to the group. (When you present special features of the gem, include an equal number of benefits as well as examples of how you would close the sale).