PREPARING FOR A COLLEGE EVENT

1. <u>PRIOR TO THE EVENT</u>
    a. Add customized slides to the presentation – i.e. photo of your team or yourself, contact number, email, etc.
    b. Test the PowerPoint presentation on your laptop and make sure that all text is clear on each screen. Problems can occur when a certain font used in the presentation is not installed on your Windows operating system. If this occurs, you can simply select the problem text and change the font to something else.
    c. Determine whether you need to bring your own projector or screen or if you can use the school's. Rarely will you need a screen. Even if the school has a projector, it's a good idea to bring your own as a backup.
    d. Whatever marketing system you use to attract people to the event, ensure it includes an RSVP method for the attendees to contact you via email and/or phone. Keep a list of names, contact info, and number of attendees for each RSVP.
    e. If marketing the event via email, try to send out multiple emails prior to the event (three is a good number). Most schools will do this for you if they have agreed to send emails on your behalf. The best time to send emails is two weeks, one week and two days before the event. Send a reminder to all registrants 48 hours prior to the event.
    f. Print copies to bring for registration or handouts –
        i. Registration list
        ii. Yellow sheets
        iii. College Presentation Workbook
        iv. Business cards
    g. Other things to bring:
        i. Name tags for reps
        ii. Extension cord with extra outlets
        iii. VGA / HDMI cable to connect laptop to projector (very important depending on the projector you are using)
        iv. Projector
        v. Screen
        vi. Voice recorder and clip-on microphone to record the speaker's presentation
        vii. Laptop with presentation and A/C Charger for laptop
        viii. Flash drive with presentation
        ix. Pens for the comment sheets
    h. Bring at least one additional person to help with the event in addition to the presenter.
    i. Check with the event coordinator to see if you will need to get someone to unlock the room you will be using (custodial help, etc.)

2. <u>DURING THE EVENT</u>

   a. Dress should be at a minimum business casual. A coat and tie is recommended for the speaker in most areas but can vary depending on your geographic region and audience.

   b. Arrive at the event an hour early so you have time to hookup your projector or get acquainted with the school's media system. You should be ready to go 15 minutes prior to the event.

   c. You can record the event if you wish. You can use a digital recorder and a clip-on microphone. Setup the recorder and have it start recording 15 minutes prior to the start. Be sure to lock the controls on your recorder after starting the recording so you don't disengage it (or worse, start playback of the recording) during the event.

   d. The presenter sits in the back of the room, on the side or outside of the room prior to the event starting. You do not want to be pacing around in front of the audience as they are arriving.

   e. Have a company introduction available in case the event coordinator wants to say a few words. If the event coordinator introduces the company, have them then hand off the introduction to the person on your team who will be introducing the speaker. Have someone introduce the speaker, keeping the introduction no more than 60 seconds long. That same person should open with a very brief introduction of him/herself (less than 15 seconds). Remind the audience to silence their phones.

   f. Shake each other's hands as the person doing the introduction walks off the stage. A good way to end the introduction is to say these words:
   "I tell you all this not to impress you, but to impress upon you the value and experience that 'John' brings to the table. Without taking any more of his time, please help me welcome 'John Jones'." Then shake hands as the speaker comes up to the stage and the person doing the introduction walks off.

   g. Keep the presentation engaging and entertaining. Be enthusiastic. Use humor only if it works for you.

   h. At the end of the presentation ask the audience to complete the yellow comments sheet and fill in their information if they would like a free one-hour conversation to see if the program is a fit for them. Also, remind them to complete their contact information completely if they are requesting Sage Rewards Points for attending the presentation. Have someone from your group collect the comment sheets.

   i. The speaker (and one assistant, if trained in college planning) can stand at the front of the stage to answer questions for 10 minutes or so after the event.

j. When visiting with people after the event, jot down notes from your conversation on the back of their comment sheet. This way you don't have to divulge personal information about the parents to the school when you send them copies of the comment sheets. Stay long enough to answer questions, but not so long you wear out your welcome (20-30 minutes is ample). Remember your objective is to create interest in meeting with you, answer enough questions that you don't appear to be interested in only making a sale, but also don't answer so many questions that they don't have a need to meet with you. Never provide solutions during the Q&A after the event.

3. <u>AFTER THE EVENT</u>
   a. Scan all the comment sheets and send a copy to the school contact person.
   b. Be sure to contact everyone from the event who requested an appointment at least once within 48 hours after the event.
   c. When trying to setup appointments, if you leave a message on a telephone, say you will send an email as well and then do so.
   d. Continue to try to contact people at least once per week – maintain "subtle persistence" You don't want any complaints from the parents to the school.

HANDLING THE YELLOW SHEES AFTER THE EVENT

- Gather all the Yellow Sheets.
- Add footer to Yellow Sheets (ex: Novi High School, February 2, 2016)
- Scan Black & White, single sided copy (this will be returned to the event host to let them know the turnout and responses)
- Assign all Yellow Sheets to an agent (Lead/Wing)
- Scan Assigned Yellow Sheets (double-sided)
- Return to [your choice: Sales Manager, Lead or Wing directly]
- Enter all Yellow Sheets in the CRM

Signage for Event

1. College Planning Tablecloth for Check-In Table - #TTC100 - $123.99 each
   Silver Tablecloth with Blue Lettering – Approved Artwork in Back Office -
   www.totallypromotional.com
   https://www.totallypromotional.com/csearch/search/result?q=tablecloth+ttc100

2. Retractable Banner – 78" x 33" – from $99.00 to $179.00
   Approved Artwork in Back Office –
   www.buildasign.com
   https://www.buildasign.com/retractable-banners

3. A Frame Sidewalk Signs
   A-Frame
   https://www.buildasign.com/sign-accessories/browse-a-frames
   Signage
   https://www.buildasign.com/custom-signs/browse-featured-signs?s=2&m=8