

PLANNING A SUCCESSFUL OPTICAL EVENT

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WHAT IS YOUR FAVORITE TYPE
OF EVENT TO ATTEND?



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WHAT SPECIFIC DETAILS
ABOUT THE EVENT
DID YOU ENJOY?



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WHAT TYPE OF EVENT WILL YOU PLAN?



WHAT IS THE MOST COMMON REASON
OPTICAL EVENTS FAIL?



WHAT DO YOU LOOK FOR WHEN SELECTING A FRAME VENDOR?



WHAT DO YOU LOOK FOR WHEN SELECTING A LENS REP AND/OR LAB?



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HOW DO YOU PICK THE BEST DAY & TIME?



RECOMMENDATIONS FOR DATE & TIME

- ✓ Based on your location and surrounding environment (medical office or retail location)
- ✓ Timing should be based on your event product focus
- ✓ Limit the show to four hours to create a sense of urgency
- ✓ Consider offering VIP only or family/friends hours



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FIRST START WITH AN EVENT BUDGET & A GOAL



SECOND CREATE AN EVENT CHECKLIST

Allow no less than twelve weeks for
proper planning of an event.



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12 WEEKS



12 WEEKS

- ✓ Select brands and/or collections for your style show
- ✓ Select event date
 - Month
 - Day
 - Times
- ✓ Confirm dates with frame and lens vendors
- ✓ Select an agency to aid in the design of marketing materials



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10 WEEKS



10 WEEKS

- ✓ Select a theme for the event
- ✓ Create a promotion to help inspire people to come and also encourages them to bring a friend



6 WEEKS



6 WEEKS | PHOTOGRAPHER

- ✓ Hire/reserve a photographer who will take pictures during the event
 - Social media
 - Website
 - Enewsletter
 - Photo booth/Selfie station
 - Props?



6 WEEKS | MARKETING MATERIALS

✓ Utilize available coop funds or resources to begin developing the marketing materials for the event

- Invitation
- Flyer
- Poster
- In-office signage
- Window/Mirror Clings
- Display merchandising



6 WEEKS | INVITATION

1. What type(s) of invitation will you use?

- Printed postcard (with/without envelope)
- Emailable
- Facebook event
- Utilize online RSVPs using Eventbrite.com

2. Who will you send it to?



6 WEEKS | FLYER & POSTER

1. Have a flyer/poster professionally designed to match invites
2. Ask for permission to hang your poster in grocery stores, local businesses, community centers, bulletin boards, etc.
3. Leave stacks of flyers at local businesses, restaurants, and other places you frequent
4. Look for opportunities to pass them out, or insert into bags
5. Ask other local businesses to help you promote in exchange for promoting them back



6 WEEKS | MERCHANDISE YOUR OPTICAL

1. Merchandise your optical with a special emphasis on the brands/collections you will be featuring.
 - Incorporate the event theme and featured brands
 - Include in-office signage displaying event dates and times
 - Create an early registration for patients who want to RSVP early to attend. Provide an incentive with purchase.



4 WEEKS



4 WEEKS | TRAINING

- I. Schedule training with the frame and lens reps for the staff.
 - How to talk about what makes the brands special, unique benefits/features, promotions, regular pricing
 - Take pictures of products or items you can “reveal” as sneak previews to your event. Get your staff excited.
 - Discuss the marketing schedule, event schedule, and provide the staff with all details and scripting to be used at the event.



4 WEEKS | FINALIZE DETAILS

1. Organize refreshments, music/entertainment, and door prizes for the event
2. Order a large sign/graphics (if allowed) to post in front of your office or in a window
3. Organize and schedule the event marketing initiatives.



4 WEEKS | MARKETING CALENDAR

1. Schedule specific dates and times for each of the following:
 - Direct mail campaign (design, drop & in mailbox date)
 - Newspaper advertising
 - Email blasts
 - Facebook posts
 - Facebook advertising
 - Facebook live event



2 WEEKS | FREE IS THE BEST PRICE!

1. Hang your posters and drop off flyers to all businesses who gave you pre-approval to post them and continue looking for new opportunities
2. Personally invite local celebrities to attend
3. Send a press release to local newspapers and tv stations
4. Post your event on community websites



2 WEEKS | LET'S GET BUSY!

1. Begin passing out invitations to every patient who comes into the office. Provide an incentive to come back and purchase a second pair.
2. Offer patients a second invite if they have a friend who would also like to attend.
3. Your direct mail invitations should drop in the mail so they arrive in mailboxes 7-10 days before your event.
4. Start making phone calls to your best patients to invite them.



2 WEEKS | LET'S GET BUSY!

1. Actively book exams for the event date
2. Blog about the event
3. Social media posts should start to tease about the event and offer them a chance to join the Facebook event
4. Boost some of the Facebook posts to advertise within your defined target market
5. Start newspaper ads (depending on newspaper pub frequency)



1 WEEK | CONFIRM, CONFIRM, CONFIRM

1. Confirm event details and exact times with all vendor reps participating (phone and email)
2. Confirm refreshments and music/entertainment
3. Assign each staff member roles/responsibilities during the event. Hold a meeting to review together to make sure everyone understands expectations of them. Review goals.
4. Organize prizes and establish a method and rules for giveaways, include times of drawings if applicable



DAY OF THE EVENT

1. Hold a pre-event meeting reviewing details and sales goals
2. Keep a guest list with contact information for all who attend
3. Track and measure sales goals
4. Hold a pre-scheduled Facebook Live event
5. Actively encourage check-ins (with prizes) and post pictures to social media
6. Pass out event surveys



AFTER THE EVENT

1. Send thank you notes to all who attended (even if they didn't purchase). Make a special note if they are not yet patients.
2. Evaluate event surveys for highlights and areas for improvement.
3. Hold a post event meeting with the staff for their thoughts on how to improve the next event.





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