

## Tips for a Successful Event

### **Prior to the event:**

1. Marketing, marketing, marketing: You just can't advertise enough. Send at least three different notifications a variety of ways: snail mail, email, facebook and websites, and post in clinic. Send a (1) "save the date" (2) a RSVP by, and (3) a "reminder" notice.
2. Make your marketing materials interesting and compelling. Answer: "What's in it for you?" Examples are available on Lisa's website at [www.HappyHeartFamilies.com](http://www.HappyHeartFamilies.com) under "Presentations".
3. In your marketing materials, provide a clear agenda for the day including a "meet and greet"/ registration time at the beginning to allow people time to arrive, specific directions to the event, parking options, speaker bios, and quotes and/or pictures to add pizzazz. Emphasize any giveaways, a chance to connect with other parents, and what the attendees can expect to walk away with that will make their lives better.
4. Have a "RSVP by" date. Offer a giveaway for the "first XX number of registrations" to motivate early registration. Ideas: Place their name in a drawing for a gift certificate, purchase small gifts, or a copy of Lisa's book if your budget allows. See [www.pcwhi.com](http://www.pcwhi.com) under "Discounts" for deeply discounted copies of our books.
5. If you send out a newsletter or have a website, include one of Lisa's articles. *The Essential E's of Raising Responsible Kids* and *Avoiding the Bumps in the Road* are popular and will prep them for Lisa's presentation. Visit [www.TipsForCFParents.com](http://www.TipsForCFParents.com) or ask Lisa.
6. If your budget allows, plan to have food, refreshments, and giveaways. Be sure to mention this in your marketing materials.
7. Make sure your event does not conflict with school events or holidays including winter and spring breaks, community events or celebrations, or popular sporting events (high school, college and professional sports).
8. Know your families. Do mid-week evenings work better for most or weekends? Think about traffic patterns and commute issues. Keep in mind that many children play sports on weekends so families may be involved with that. You won't please everyone, the key is to figure out what works best for most.

### **Week of the event:**

1. Send out a reminder of the event including time, agenda, clear directions, and how this will make their lives better (including giveaways you may have gathered together). Make phone calls if you have staff or volunteers.
2. Confirm all vendors including speakers, sponsors, food, audio/visual systems, and access to facility after hours.

### **Day of the event:**

Arrive early. Have balloons or other way of clearly marking the location. Start on time (so you can end on time). Have fun!

### **Other ideas:**

Moderated panels, break out groups for different subjects, and age-based connect groups are popular. Having a patient share a testimonial is inspiring. Build in time for "parent-to-parent connection" (try not to call it "support"). Updates on current medical advances set the tone of "hope". Themed events (like March Madness or Carnival Days) are fun. Donated giveaways from community businesses are always a big hit.