

Major Seminars: Effective execution and results

- Are seminars still effective?
 - Major seminars – defined as 100+ attendees are effective if,
 - You are marketing a new physician
 - You are in a new area
 - Frequency of 1-2 per year maximum
 - Why we do them
 - Offer another doorway into your practice
 - “event” that women will attend in mass together
 - What makes them work
 - Location , location , location
 - Offer to all attendees
 - Cost coverage
 - Ask your product reps to help pay for the event
 - Share the cost with a co-presenter – dentist, other cosmetic surgeon, oculopalstic, etc.
 - Pay for itself – immediate, but ongoing revenue is generated
- Effective execution
 - Plan in advance
 - 3-4 months minimum
 - Timeline events
 - Confirm product reps attendance
 - Choose location – key element
 - Design ads and mailer
 - Required components: offer(s) and location
 - Newspaper and oversized postcard
 - RSVP required
 - Determine offer(s)
 - Discount on service item
 - Bag with product samples
 - Determine room layout for the evening
 - Determine food
- Effective conversion
 - Capture all leads; Whether they attend or not, capture the demographics
 - Track your results – before and after the seminar
 - Track marketing – newspaper and mailer
 - Track website/email
 - Understand your sources
 - 30% from ads
 - 70% from database (relevant to established practice only)
 - 30% of RSVP do not attend

- 30% of attendance is people that do not RSVP
- Post seminar follow-up
 - Enter all attendees into system
 - Mail merge letter to all attendees thanking them for attendance and remind them to make consultation
 - Mail merge letter to all non-attendees referring to the event of the evening and offer them a certificate for discount on service. Objective – get them in the office.
 - Invite all to monthly mini seminars