snapon smile
Changing Smiles…Changing Lives.

LUMINEERS
The #1 patient-requested veneer.

LumiSmile White take-home

Event Marketing Checklist

2-4 months before the event:

- ☐ Identify the event(s) you want to attend that align with your strategic goals.
- ☐ Contact the event and begin coordinating the details for your specific booth space. Make sure to read the fine print and ensure that all the particulars you discussed are written out on the contract.
  - ○ Location of the booth
  - ○ Size of the booth
  - ○ Will chairs, tablecloth and a table be provided?
  - ○ Do you need AV for a laptop or TV?
  - ○ Are there any restrictions to displaying that you need to be aware of?

Two months before the event:

- ☐ Develop a project list of assigned tasks and responsibilities and begin identifying tasks that need to be completed.
- ☐ This is the time to start ordering any materials that you may need. You will need time to review them and get them printed.
  - ○ Contact your DenMat Representative for any specific needs you may have.
  - ○ Order any standard materials you will need for the event – buttons, brochures, signs, etc.
  - ○ Utilize the information on www.denmat.com/lsdpmembers to create your own materials in your office.
- ☐ Schedule staff members and ensure adequate coverage for the event.
- ☐ Put a notice on your Facebook page about attending the event for more awareness.

2-4 weeks before the event

- ☐ Meet with your staff about your goals and objectives for the event. Ensure they are knowledgeable enough to represent you at an event. Do they know what Lumineers are and what makes them different from traditional porcelain veneers? Do they know specific information about you and how long have you been practicing?
- ☐ Do they know who might be a good candidate for Snap-On Smile? Consider having a meeting to educate your team on all cosmetic services you can provide, including whitening options.
  - ○ Discuss attire for the event – do you want your staff to be casual or wear office scrubs?
  - ○ Make sure your staff is pumped up and excited about the event, as their enthusiasm will be infectious and motivating to the attendees. Consider providing incentives for staff at the event.
- ☐ Determine what promotions or incentives you may want to have at the booth. Make sure to have any specific pieces created and ordered for the offer.

Please visit www.denmat.com/lsdpmembers for more information.

One week before the event

- ☐ Make sure you have enough copies of all materials, including business cards for the number of attendees they are expecting. Include information about the financing options your office offers.
- ☐ Practice with your event team by quizzing them and asking questions that attendees may ask.
  - ○ Let them know of some great ways to start a conversation with an attendee, like "What day is your wedding?" or "Is there anything you don't like about your smile?"
  - ○ Does your staff know about financing options you offer? Do you give discounts for people who pay in cash?
- ☐ Confirm with the event on when you can arrive to set up, is there special parking for vendors, do you need to pick up badges before the event, etc.
- ☐ Here are just a few things you need to remember to bring to the event:
  - ○ Lumineers Smile Portfolio
  - ○ Lumineers buttons for staff
  - ○ Lumineers banner
  - ○ Lumineers counter cards
  - ○ Lumineers brochures
  - ○ Snap-On Smile brochures
  - ○ Whitening (LumiBrite®/LumiSmile White) brochures
  - ○ Appointment book
  - ○ Office supplies for setting up: tape, scissors, string, pens
  - ○ DVD's
  - ○ Lap-top computer for digital imaging (LumiSmile®)
  - ○ Sign for the raffle offer
  - ○ Container for raffle tickets.
  - ○ Office business cards

Day of event

- ☐ Plan to arrive early to allow enough time to set up and be ready when the doors open. Nothing looks worse than a booth that is still being set up when attendees are walking around.
- ☐ Be prepared - you and your staff will feel more confident and secure throughout the day.
- ☐ Engage attendees by being excited and open – let them know about the offer/raffle and how you can improve their smile.
- ☐ Enjoy the day and smile!

After the event

- ☐ Within 48 hours of the event, follow-up on all leads and contest winners with phone calls, emails, letters, or appointment reminders to capture and convert these potential new patients.
- ☐ Congratulate your staff and thank them for their hard work on the event. Reward them with any incentives that you may have agreed on before-hand.
- ☐ Have a short meeting about what worked, and what didn't work, to prepare and improve your booth for the next show.

Call your DenMat Representative for more information.

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