

# AFTER THE SEMINAR CHECKLIST.

It's really important that after the seminar you follow up with all of your clients who have attended. One of the main reasons for this is that you want to be able to maximise any potential sales opportunities that may have risen from the seminar, and talk to your clients while the information is still 'fresh in their minds'.

All the effort that has gone into creating and running the event can be wasted if follow up is not effective and efficient. The following timetable should help ensure that you maximise the return on your investment of time, effort and money.

DATE	PLAN OF ACTION	COMPLETED
<b>Day of the seminar</b>	Make sure all the response sheets are collected and recorded	<input type="checkbox"/>
	Go through the feedback on the response sheets to identify: <ul style="list-style-type: none"> <li>• How the event went, was it informative?</li> <li>• Did clients find the content of the seminar easy to understand?</li> <li>• Any feedback to take on board for future events?</li> <li>• Has the seminar been well received?</li> </ul>	<input type="checkbox"/>
<b>Within five days of the seminar</b>	Make calls to arrange appointments, prioritising those as follows: <ul style="list-style-type: none"> <li>• Those clients who have requested an appointment</li> <li>• Clients who have expressed an interest in specific subjects/products mentioned at the seminar</li> <li>• Anyone who attended but did not complete a response sheet</li> <li>• Any clients you were expecting to be at the seminar but did not make it on the day.</li> </ul>	<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
<b>Ongoing</b>	Update your database with the outcome of calls. This will allow you to target your clients for any future seminars and to see their responses.	<input type="checkbox"/>
<b>Ongoing</b>	Review any pending cases every three months.	<input type="checkbox"/>
<b>Ongoing</b>	Consider further seminars. However allow an average of three months between each seminar. Also consider follow up newsletter to attendees as regular contact.	<input type="checkbox"/>

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