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Before the Event: Planning My Agenda

Goals for My Open Event:

- Guide all of my guests to make a decision within a week of my event.

With my guest list and notes in mind, what else would I like to accomplish at my open event? {Write my other goals on the back of this form.}

1. Welcome

Purpose: To set the tone for the evening and welcome guests

- What will I say and do to welcome my guests?
- Do I know all of my guests' names and a little bit about them so I can greet them when they arrive?

2. Ice Breaker/Get-to-Know-You Activity

Purpose: To spark more interest in Stampin' Up! and being a demonstrator, and help guests get acquainted and feel comfortable

- What type of activity can I do given the size of my group, the location of my event, and the time I have to spend?
- How will this activity help each of my guests feel comfortable?
- How will this activity spark more interest in Stampin' Up!?
- What will I do and say after this activity to respond to the questions this activity will generate?

3. My Stampin' Up! Story and What I Love About Stampin' Up!

Purpose: To share with my guests why I became a demonstrator and what I love about Stampin' Up!

- What motivated me to become a demonstrator?
- What short and long-term effects of my decision to be a demonstrator have benefited me, my family, my friends, etc.? (Consider mental, emotional, financial, and physical effects.)
- Given what I know about my guests (their questions and what specific reasons they might want to become a demonstrator), what should I share?

4. Demonstration

Purpose: To get guests excited about Stampin' Up!'s products and show them that demonstrating is something all of them can do

- What two projects can I demonstrate using Starter Kit or earned items?
- Will my guests watch my demonstration and think, 'I can make that and I could show others how to make that, too!'
- How could I incorporate relevant information about being a demonstrator into my demonstration?

5. Make & Takes

Purpose: To give your guests the hands-on experience of stamping and the opportunity to fall in love with stamping and Stampin' Up! (or to reinforce why they already love stamping)

- Of the two projects I demonstrate, do I want to provide one or both as Make & Takes?
- What types of Make & Takes have my guests already done?
- What types of projects are my guests most interested in?

6. Question & Answer Time

Purpose: To give guests an opportunity to ask questions and share with them information that will help them make a decision about becoming a demonstrator

- What information do I want to share at this event? What information will most likely be covered by answering guests' questions? What information will I need to present in another way?
- What can I do to help my guests feel comfortable asking questions?
- Do I need to bring any resources or find out any information before the event to be prepared to answer questions?

7. Conclusion and Prizes/Giveaways

Purpose: To thank your guests for coming, create urgency for signing up that night, and establish a time to follow up with each of your guests

- When and how should I give my prizes away? Will my giveaways help me meet my goals?
- How will my prizes generate more interest in becoming a demonstrator?
- How many prizes do I want to give away?