

HOW TO HOST A KILLER KICK OFF MEETING

to start 2016 off strong!



WHAT'S COVERED

Step 1: Before your Meeting

Learn what to do before your meeting starts; everything from invites to stocking up on products.

Step 2: Day of your Meeting

Conducting your meeting so it runs smoothly. Check out these tips.

Step 3: After your Meeting

Take action after your meeting to ensure a successful event.

YOUNGEVITY 2016 KICK OFF VIRTUAL TRAINING EVENT

January 9th, 2016

www.Youngevity.com

Youngevity

STEP 1 Before your Meeting

INVITE

TESTIMONIALS
& STORIES

STOCK UP

BE ON THE CALL

NEED HELP?

REVIEW



Invite

The goal in 2016 Kick Off is to get people into action!

Invite the people who want to grow their businesses, and new people who have a real interest in joining Youngevity. Having a group that is eager to learn will help everyone in the room. In your invitation be sure to let people know where and when the meeting will take place, including the address and a contact phone number in case they get delayed.

Be sure to let your invited guests know, if they can't stay the entire time that is okay. You will be able to send them links to the video training sessions that we are offering.

Be sure to also include an email address and a phone number where people can RSVP. This will help you to better plan your meeting. If you don't hear from your invitees, be sure to give them a call and encourage them to attend.

Consider inviting some of your best customers who might like to get to know more about Youngevity and the people involved. Many people are looking to boost their finances and health at the start of the New Year.

Testimonials & Stories

Select a couple of your Customers and Distributors who have had great success in the past year. During your meeting there will be a chance for them to share their success story to inspire others into action and help people see the results that can happen with Youngevity. Remember: events build belief!

Be on the Call

Be on the call **Wednesday, January 6 at 2:00pm Pacific, call 212-990-8000, PIN 75555#**. On the call, you'll learn important details about the meeting, plus where to download the videos and other materials you'll need. You'll also be able to ask questions and get any last minute updates.

Stock up

Stock up on products that you want to sample during the breaks or giveaway to attendees. This is a great chance to introduce people to products you love the most, or remind them about the products they have forgotten or may not have tried. If you haven't already requested your product promo pack, you can do so by emailing us at meetingfeedback@youngevity.com.

Also, be sure to display products in an attractive, professional manner. Make sure you have catalogs on hand so people can see the wide range of products Youngevity offers – something to pique everyone's interest!

Need help?

Your upline leaders want you to be successful and kick off the year in a BIG way. Tap into their feedback and expertise if you need ideas on how to host a winning training.

Review

Review the "Event Schedule" to help ensure that your meeting will run smoothly and on time. Make sure you know how to play video from your computer onto your TV screen or other monitor, so that your guests can enjoy the training modules. Test your technology and equipment ahead of time to avoid any issues on the day of the event.

STEP 2 Day of your Meeting

EVENT SCHEDULE

Start	Finish	Source	Description
0:00	0:15	Host	Welcome
0:15	0:30	Video	Video Opening/Welcome from Steve & Michelle Corporate Overview
0:30	0:45	Video	Selected Training Segment
0:45	1:00	Local or Video	Local Testimonials (or additional video segment)
1:00	1:15	Host	Q&A/Coffee Sampling Break
1:15	1:30	Video	Training Segment
1:30	1:45	Video or Host	Selected Training Segment & Local Training
1:45	2:00	Video or Host	Selected Training Segment & Local Training
2:00	2:15	Host	Product Sampling/Break
2:15	2:30	Video or Host	Selected Training Segment & Local Training
2:30	2:45	Video or Host	Selected Training Segment & Local Training
2:45	2:50	Video	Be The Change Foundation Video
2:50	3:00	Host	Q&A/Goodbye

IMPORTANT THINGS TO REMEMBER

Location

Your meeting location should be convenient and as free of distractions as possible. If you are meeting in your home – great! Make sure any children and pets are occupied and everyone has a comfortable place to sit and learn. Feel free to serve refreshments and snacks, but keep them simple, healthy, and inexpensive.

Short and Powerful

Keep the presentations and testimonials that you are doing short and powerful. They will be much more effect and help your meeting move faster. Your guests can always ask questions afterward so that you can focus on training that will help your individual audience the most.

Break it Up

Mix up your meetings with video segments, training, testimonials, product tasting, and most importantly - breaks. Breaks will help keep your meeting moving and give time for your guests to ask each other questions on a one-to-one basis.

Your Team, Your Meeting

You know the people you have invited. Give them the training that will help them the most. It is important that everyone leave with at least one new thing they can do to grow their business in 2016. End your meeting with a call to action! Pass out and email the event promo flyer, which can be downloaded before the event.

Be Social

Tweet, Facebook, Instagram, whatever social media platform you like post pictures during your meeting with the hashtag #YGYKICKOFF. Have your guests do the same. This will help you to create a conversation with people in your social circle.

#YGYKICKOFF

STEP 3 After your Meeting



Follow-up

The most important part of any event is what happens afterwards – the follow up. How and when you follow up can literally make the difference between a successful event and an event that misses the mark. Make sure you follow up with all Distributors, Customers, and guests within 24-48 hours after the event. Email them the event promo flyer.

Ask your guests questions about what they liked, what excites them, and if they're ready to get started with Youngevity as a business or simply try the products. If anyone want to enroll as a Distributor or Customer, get their first order in right away.

Get your Customers on autoship (if they're not already) and teach them how to share their product results with others. This can get them in the mode of earning income and make upgrading to a Distributor an easier process (if applicable).

For your Distributors, help them create a plan of action for the first quarter of 2016. Find out their goals for the year and get them engaged. Keep their action plan focused on activities that will produce results. Let them know you can help them have their own event to share the opportunity.

GET AND GIVE FEEDBACK

At the end of the meeting, ask the people what they liked and what they didn't like. Your feedback will help us to provide tools, training and information in the future. At the end of your meeting, send a brief email with your comments to: meetingfeedback@youngevity.com. We will also send out a survey via email with questions based on everyone's feedback.