



MONAT

MONAT
SUMMER
SOCIAL

HOW TO
CREATE AN EVENT **GUIDE**

WHAT'S A *MONAT Summer Social?*

It's all part of being a Social Marketing Company. A MONAT Summer Social is an up close and fun introduction to the products and offers behind the MONAT brand.

PURPOSE

The purpose of the event is for Market Partners to treat existing customers to some fun, and give their guests a taste of the products and VIP experience through sampling time and customer testimonials.

The atmosphere is fun and relaxed. Think summer, think SOCIAL. Picnic, park time, porch time, happy hour. Guests are encouraged to stop by, enjoy refreshments as they hear about how MONAT products can change the way they love their hair.

LOCATION

An ideal setting for groups of 10-20 would be an outdoor porch, a park, a restaurant... whatever makes it easy to socialize!

PLANNING A GREAT *MONAT Summer Social*

- 1 Set a specific date and time for the MONAT Summer Social
- 2 Create a guest list. Include your friends and family, existing VIPs, customers. Remember to invite those people to invite THEIR people to join you, too!
- 3 Invite guests - (personal phone calls are best, followed by an email with our MONAT Summer Social Event Invite)
- 4 Prepare for the event by following the steps in this guide
- 5 Call and remind guests one to two days before the event.



PREPPING FOR *THE EVENT*



STEPS FOR A SUCCESSFUL *Summer Social*

- Order a Select Sampling Event Pack (offered for a limited time in MONAT Mall) with 20 of each: Select Sampling Guide sample, a VIP Style Guide, and a Select Sampling Instruction Card! Plus a MONAT A Go-Go pack for your door prize!
- Make small gift bags for each guest with Event Pack contents. Don't forget to include your business card!
- Have full-size products on hand. Feature a few products as "testers" for guest to try while at the event. For larger events, consider having "stations" in various parts of the room to manage traffic and encourage mingling.
- Have reference materials on hand: VIP Brochure, Product Brochure, Opportunity Brochure, Select Sampling Guide.
- Refreshments should be simple, seasonal, and in line with the venue chosen.





INVITE *Everyone*

Find the Monat Summer Social event invites in your Back Office. Visit MONAT Gear and find the perfect Summer Social apparel. Eventbrite.com, Facebook Events, and other social media provide alternate ways to invite and track RSVPs for your event online. Find appropriate banners in the Resource Library under Events.

Hi Susan! I've been working with a new company called MONAT, to launch an amazing hair care line, quite unique to the hair care industry. They are focused on anti-aging, naturally-based ingredients with real results- who doesn't love that? I'm hosting a get-together this week for friends, and friends of friends, to come by, enjoy a cool beverage, and check these products out. I'll even have some samples to try on site and some to take home. Are you free to drop by? Who do you know that might like to come too?

INVITE *VIP's to Invite*

Connect with your existing VIPs and help them think about friends and family they could invite to your event!

Hey Jane! Thanks for being one of my super-fan VIP customers! I know you're loving your system... who else do you know who needs a healthy hair makeover? Now's your chance to share- I'm hosting a get together this week where you can invite them to join you to see and hear what this is all about! Cool beverages, products to try, samples to share... Who comes to mind?

SAMPLE *Agenda*

6:15pm – 6:45pm

Set up room with display, decoration, swag bag station, and sign-up area with two or three laptops or paper enrollment form pads for potential VIPs and Market Partners who are interested in getting started right away. (You want it all to be ready and set when first guest arrives, so start prepping at least 30 minutes early).

7:00pm – 7:30pm

Greet guests individually as they arrive and invite them to have refreshments.

7:30pm – 8:00pm

Informal overview of the MONAT story, product line, and options.

8:00pm – 8:30pm

Answer questions, help new customers and VIPs enroll and place orders.



POST EVENT

Be sure to follow up with a personal thank-you note and call no later than one week after the event.

visit www.monatglobal.com
OR CALL 1.844.MYMONAT
(1.844.696.6628)

