**Maximizing Prospecting Events**

**Pre-Event:**

1. Articulate the Lifestyle
	1. Sales associates and team members can articulate the what, why, how of successful aging.
	2. Sales associates and team members can articulate how the successful aging lifestyle differentiates their community from their competitors.
		1. Use your data story
2. Utilize the Live Long Die Short Media Toolkit
	1. Pre-event marketing and advertising
	2. Dr. Roger’s bio
3. Distribute proprietary messaging materials
	1. “Discover the Possibilities” brochure and other proprietary messaging materials
4. Plan Event Engagement
	1. Create a plan for event attendees (depositors/leads) to participate in the Outreach Lifestyle Review process.
		1. Should attendees complete immediately after event or come back to sales office later?
	2. Plan social event with Dr. Landry immediately after event
		1. Book signing opportunity
		2. Happy Hour

**Event:**

1. Community leader (Sales Director, Executive Director, etc.) briefly speak to successful aging at community and how it makes your community unique.
2. Executive Director introduces Dr. Landry (use Dr. Landry bio in the media toolkit)
3. Outreach Lifestyle Review Announcement
	1. Give clear instructions on how to complete the Outreach Lifestyle Review (when, where)
	2. Announce completed review will generate a customized report (show sample Feedback Report)
	3. Outreach Lifestyle Review participants can be used to generate new leads

**Post-Event:**

1. Outreach Lifestyle Review steps:
	1. Create accounts and enter information from completed reviews.
	2. Print Feedback Reports and enclose in sealed envelope.
2. Follow up with participates and encourage them to come back to the sales office to receive results.
	1. Coaching session (optional)
3. Invite participants to scheduled programs and events.
4. Utilize MPL resources as lead nurturing touches (Fireside Chats, Mosaic, etc.)