

Venue Host Guide

VENUE SELECTION

Discuss location with your upline or other local leadership to drive the highest attendance.

Some things to consider in your venue research: (Note: it's recommended the event go no longer than four hours.)

- Look up these recommended venues:
 - dedicated space in a country club/housing community
 - community center
 - hotel
 - restaurant
 - coffee shop
- Research hotel/venue-approved ratings at TripAdvisor.com
- Read venue reviews for consistent positive feedback or complaints
- Keep in mind the distance from airports, other hotels, and modes of transportation
- Review and compare user photos of the location with those on the venue's website
- Consider any additional fees associated, e.g., parking, Wi-Fi, AV, etc.

ROOM & EQUIPMENT SETUP

MAIN ROOM CONSIDERATIONS:

Arrive at least 90 minutes early to set up. (Optional: Check out the venue the day before.)

- Presentation room layout (consider your room's capacity):
 - Depending on event size and type (workshop, presentation, etc.), consider the following seating styles for setup: chevron, theatre, classroom, or small group style
 - Optional: Raised stage (recommended for 100+ people)
 - Optional: Podium for scripts/talking points and a flip chart/whiteboard for presenting compensation plan and giving demonstrations.
- A table onstage for product display
 - Optional: For large rooms with a larger attendance, consider having a table in the back of the room with chairs (for the presenters)
- A table(s) to hold projector(s) and a laptop

AV NEEDS:

Bring your own AV equipment and patch into the house sound system rather than request AV equipment from the venue.

- Refer to the setup recommendations based on attendance
 - 50-250 people: One projector/screen
 - 250+ people: Two projectors/screen(s)
- Two-channel AV mixer or sound set up to run through the house system
 - Optional: iPhone for music, Bluetooth speaker, HDMI cords, Apple or Windows specific adapters/cords, presenter remote control, and backup batteries.
- Optional: Two microphones (with backup batteries)
- Work with the venue's AV contact on-site if you need assistance
- Optional: Set up event Livestream (e.g., Facebook, Zoom, etc.)



REGISTRATION AREA:

Set up just outside the main doors to the room, if possible

- Up to 200 attendees: One 6-foot table with up to three chairs
- 201+ attendees: Two 6-foot tables with up to six chairs

WATER STATIONS & SAMPLING AREA:

- Connect with your venue to ensure water stations are set up. Request the venue to refresh the water throughout the event
- Ask for one table to be placed for sampling products. (If providing samples, consider AMPED™ Hydrate, elixirs, and/or e+™)
- Place cups, napkins, and stirrers at the table (if your venue does not have these on-site, we recommend you purchase them in advance)
- Optional: Purchase a few cases of bottled water to provide to guests in lieu of water stations

RESPONSIBILITIES FOR VOLUNTEERS

Have at least two volunteers for every 50 attendees and at least four volunteers for every 100 attendees.

- Arrive at least 90 minutes early to help set up
- Set up directional signage, so guests don't get lost
- Help with on-site registration
- Distribute flyers/handouts during the presentation
- Be mic runners
- Assist with AV and music testing and monitoring throughout the event presentation
- Set up for the gathering, take inventory, and organize shipments/event supplies
- Set up the product display and sampling products
- Take a head count once the event starts—report to the event host in attendance
- Be a part of the welcome committee—invite host and trainers (if available)—and welcome guests

CALCULATING TICKET PRICE

Associate Run Events should not be a profit-generating endeavor. Ticket prices should be calculated to cover costs for holding the event.

Ticket sales for most Associate events average \$20-\$25 (dependent on the venue) per Associate, and guests are invited for free. However, you can adjust this price to cover your event costs. Just remember to keep it affordable; the lower your registration cost, the higher the opportunity for greater attendance.



OTHER DELIVERABLES

PRODUCT RECOMMENDATIONS

- 30-Day Reset for the stage product display and giveaways
- IsaLean® Bars for all in attendance mid-event (for meetings exceeding two hours)
- AMPED™ Hydrate, Nootropic Elixir, Adaptogen Elixir, Collagen Elixir, or e+™ for sampling

EVENT PROMOTION

- Go to IsagenixEvents.com/ARE to promote your upcoming event
- Email IsagenixCalendar@IsagenixCorp.com or contact your Regional Sales Director if you have any questions

UTILIZE SOCIAL MEDIA

- Share promotional images on social media platforms
- Share your event registration link
- Create and post sizzle video(s) of yourself/presenters

COMPLIANCE

- Review claims that you plan to make at your event to ensure you are compliant. Review the guidance documents at www.IsagenixCompliance.com for more information
- Include a financial disclaimer anywhere you make income claims: *Results not typical. In 2021, the average earnings of all Isagenix Associates, active and inactive, was \$962 before expenses*

TIPS FOR SUCCESS

- Be sure to check out our additional resources and videos on how to host an event
- Bring the music/energy. Take some time to create a fun playlist and encourage your volunteers to greet people with loud momentum and cheer
- It's recommended you visit IsaSalesTools.com to purchase Isagenix banners, tablecloths, etc.

