

Agenda Guidelines (Venue)

HOSTING AN EVENT AT A VENUE

Congratulations on hosting an Associate Run Event! Associate Run Events are an excellent way to introduce people to Isagenix and grow your business. Hosting at a venue is no different from hosting at home—it's just a larger gathering. That's why we created this document. We wanted to provide more in-depth guidelines on creating a successful agenda when hosting at a venue in front of a larger audience.

5 PARTS TO AN ASSOCIATE RUN EVENT

1. Why Isagenix (Opportunity Meeting)
2. Products (Product/Pack Training)
3. Financial Wellness (Business Building Training)
4. Isagenix Community (Associate Shares/Panels)
5. Call to Action (Motivate with Action)

Each of the above should be covered, but the detailed topic is up to you. We've included a few suggestions below.

POTENTIAL TOPICS FOR YOUR AGENDA

- Why Isagenix (Opportunity Presentation)
- Product Introductions (Cleanse Days, Natural Beauty, Weight Management)
- Financial Wellness (Understanding the Compensation Plan, Promotions/Bonuses, LIA, Simple System: PVC 1-2-3)
- Isagenix Community (Prospecting & Connecting, Overcoming Objections, Associate Panel, IsaBody Challenge®)
- Close (Call to Action, Raffle/Giveaways, Gratitude)

5 TIPS FOR A SUCCESSFUL AGENDA

1. **Include Intros:** Take time to address the previous speaker/topic while introducing the next trainer and topic to build momentum.
2. **Have Stretch Breaks:** Incorporate 2 minutes for everyone to stand up and stretch. Include music and make it fun – hand out IsaLean Bars or Snack Bites!
3. **Sprinkle in Success Stories:** Part of the excitement comes from success stories! Make sure to integrate time to highlight success stories throughout the training. Remember, all earnings and income claims should comply with Isagenix's guidance documents [here](#) and include appropriate disclaimers.*
4. **Plug IsaBody Challenge:** Not only is IsaBody excellent for highlighting the Isagenix Community, but it's also an excellent bridge to discuss Weight Management and the 30-Day Reset. Not to mention there are so many exciting additions to IsaBody happening! For more, visit IsaBodyChallenge.com.
5. **Recognize:** We believe everyone deserves recognition – and who doesn't appreciate it? Include time in the agenda to recognize those who have accomplished incredible milestones in their Isagenix Business.

* Disclaimers should be prominent and easy to understand for your audience. For earnings and income claims, you must include the following disclaimer: Results not typical. In 2021, the average earnings of all Isagenix Associates, active and inactive, was \$962 before expenses. See IsagenixEarnings.com to learn more.



SAMPLE AGENDA

TIME	SEGMENT	PRESENTER(S)
10:00 - 10:10 a.m.	Welcome / Introduction	Event Host
10:10 - 11:00 a.m.	Why Isagenix? (Opportunity Presentation)	Event Host
11:00 - 11:15 a.m.	Break (Connect with the person who brought you for Q&A)	
11:15 - 11:20 a.m.	Welcome Back / Expectations	Event Host
11:20 - 11:25 a.m.	Weight Management Introduction - 30-Day Reset	Event Host
11:25 - 11:55 a.m.	Weight Management (30-Day Reset) Training	Trainer No. 1
11:55 a.m. - 12:05 p.m.	IsaBody Challenge - Results & Stories	Trainer No. 2
12:05 - 12:10 p.m.	Stretch Break - IsaLean Bar Handout	Event Host & Volunteers
12:10 - 12:15 p.m.	Financial Wellness Introuction	Event Host
12:15 - 12:45 p.m.	Financial Wellness Training (You Share, They Share, Repeat & Fast Track to Executive)	
12:45 - 12:55 p.m.	Recognition- Isagenix Business Milestones	Event Host
12:55 - 1:00 p.m.	Isagenix Community Introduction	Event Host
1:00 - 1:40 p.m.	Isagenix Community Training- Associate Leadership Panel	All Trainers
1:40 - 1:55 p.m.	Call to Action: Gratitude	Event Host
1:55 - 2:00 p.m.	Close and Giveaways	Event Host

Only three to four trainers are needed for each segment and two to three success stories/testimonials for the event.

Please note: this sample agenda does not include time for setup & registration. Please use your best discretion on factoring in time for registration and communicate accordingly to your attendees.

