

PRE-EVENT GUIDE

STEP-BY-STEP INSTRUCTIONS MAKE IT EASY TO SET UP YOUR OWN RHYTHM EVENT.

MARKET YOUR EVENT.

Since the event date and venue are already established, your next step is to get the word out. Timing is key. Start early so that your prospective attendees have enough time to get excited about your event and can plan their schedules accordingly.

- **Invitations** — Whether verbal, printed or cyber, there is no substitute for a personal invitation. Email invitations are an easy way to promote your event as well, especially since those who receive one can easily forward it on to their warm circle.
- **E-vite made easy** — If you are a Nikken Personal Web Page or nTouch Media Center subscriber, you can send out an automated e-vite. The instructions and form are included with your service.
- **Tickets** — If you are planning to hold another function in conjunction with your event, like a luncheon or training, you may wish to charge a nominal fee to cover the costs of this function. A downloadable ticket template is available on the myNikken Web site. Decide now how you will sell and distribute the tickets before the event and how you will take them onsite. If you plan to have ticket-takers at the door, make sure they have “friendly faces” and are well versed in their roles. They are your ambassadors and are generally the first people your attendees will see upon arrival.

REEVALUATE HOW MANY PEOPLE YOU REALISTICALLY EXPECT WILL ATTEND.

Use this number – plus at least 10% – to safely estimate the total number of seating/supplies/printed materials, etc., that you’ll need to accommodate your group.

PLAN YOUR ROOM LAYOUT.

How many chairs/tables will you need? Where will you process orders and sign up new Consultants? Do you need extra tables for flyers or brochures? Where will you place the graphics Nikken provides and how will they be installed? Will you serve any type of refreshments? These are all things to consider before issuing orders to the venue.

A few key planning tips:

- Face your audience toward the longest wall. This will expose more people to the front/stage area and keep your room from feeling like a bowling alley.
- If you are planning to post any directional signs, make a sample, then stand back about 20 feet and see if you can still read it. If you can’t, neither will your guests.
- Reserving the back few rows of seats is a great way to encourage your attendees to sit closer to the front, while providing guaranteed seating for your speakers/presenters.
- Be sure your plans incorporate wide aisles, accommodate disabled attendees and take into account all of the venue’s safety guidelines.
- Put ALL of your instructions in writing and give it to your venue contact as soon as possible. No matter how simple the setup, verbal directions are frequently misunderstood or overlooked.

DECIDE HOW HIGH-TECH THE AUDIOVISUAL SUPPORT IS GOING TO BE.

How detailed you are in this area depends primarily on the size of your audience and the capabilities of the venue. What types of microphones do they have available? Which are ideal for your speakers? Will you use house sound or do you need to bring in some sort of amplification? Will the venue provide a technician to oversee the details or do you need to find someone to handle the A/V?

Below is a list of minimum A/V requirements. If you have a larger meeting, you may need more equipment – or a production company – to help you convey your rhythm message appropriately.

- Laptop computer
- Overhead or LCD projector (unless the DVD player is hooked up directly to a monitor)
- Projection screen (or large monitor)
- Audio system to amplify the sound from the DVD and the live speakers

- Microphone(s)
- Podium or pulpit for your presenters to call “home base”
- Adjustable lights, so you can dim the room (slightly) when the DVD portions play
- Any necessary cables, extension cords, power strips, etc.

Also, when planning your budget, don't forget to include labor and electrical/power charges. Most facilities have a standard labor/equipment rate sheet. Just ask!

FAMILIARIZE YOURSELF WITH THE FACILITY AND THE SUPPORT STAFF.

Who will be your main contact? Where are the closest restrooms located? If you need to order water or trash removal during your event, who do you call and how much will it cost? If the venue is providing the A/V equipment, be sure also to check out these and other details with the facility staff prior to your event.

ORGANIZE YOUR LITERATURE.

Since this is also an opportunity meeting for prospects, be sure to have the right materials on hand to give your guests.

All of the following materials are available for downloading online via the myNikken library:

- Application & Agreement forms
- Order forms
- Brochures
- Quick Reference Sheets
- Autoship forms
- HBM Registration forms

REVIEW THE CORPORATE MINUTE VIDEO PRESENTATION.

Take time to familiarize yourself, as well as the person running the presentation, with all the components of the video before your meeting. The video is provided through nTouch, so you may be able to customize a presentation. (Those who do not use nTouch will receive, instructions on how to download the file.) This presentation requires a computer. You will also need a projector if you are expecting a large audience.

