

# A-Team Event Planning Manual



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# A TEAM EVENT PLANNING MANUAL

Nothing can grow your business stronger and faster than learning to master the art of creating rock solid events!

This guide will help you get the maximum benefit from all A Team events. It is important that you also review this information with your new team members, so that they get the best results as well.

Events serve as the perfect “second look,” or next step, for most candidates. Typically a candidate should have first been exposed to one of our preliminary information tools, such as a Cash Flow Class video, Sizzle Call, or a tour on your GelFreedom website. This ensures that there are only positive, qualified candidates in attendance.

If you are committed to “Go Core,” then part of the commitment is to host or support events, including Cash Flow Classes, Agel Power Trainings, and other major events. It is important that you support the meetings, even when you don’t have guests. Your presence helps the energy in the room, and it adds social proof and third party credibility for other team members’ guests. When you have guests, you will also have a strong meeting to support you. We have an old expression in the business: *You need the meeting, or the meeting needs you!*

Team members pay a modest amount to enter and to help cover the cost of the meeting room. Guests are free. All team members must contribute in order to recoup the costs of the event and to be able to continue providing this valuable resource on a regular basis. (For some events like the Agel Power Trainings, guests require a ticket as well. Most team members purchase these for their guests.)

Some people feel that it’s the company’s place to conduct and pay for meetings. This couldn’t be further from the truth. Remember, this is your business and your bonus check. It is your responsibility to set up and hold meetings, and paying for them is just part of the normal cost of doing your business.

## The Events:

There are 2 primary types of group events that we use to present our opportunity:

Group Cash Flow Class  
Agel Power Training

Cash Flow Classes (CFCs) are most commonly conducted privately in a team member's own home or other casual location where a video can be shown. A very detailed explanation of CFCs can be found in the Agel Business Plan located on the team site at: <http://www.ateamcentral.com/fast-start-training.html>.

For the purpose of this guide, we want to briefly discuss the **Group CFC**. It follows the same guidelines as the private CFCs, but several team members host the CFC together.

Group CFCs can be presented in homes, hotel rooms, restaurant meeting rooms, etc. - anywhere where the CFC video can be played for the guests. They are more casual than the Agel Power Trainings. The main goals of the Group CFCs are:

Help guests/ prospects make a decision to get started  
Promote the next Agel Power Training

Group CFCs can take place once monthly or even weekly, depending on the size of the market and the interest of the team members hosting it. The key is to be organized for the event so that it goes smoothly and efficiently. Group CFCs can and should be completed in less than an hour.

**Agel Power Trainings (APTs)** help build and maintain a local market. They consist of opportunity presentation, recognition, training, and promotion segments.

The idea is to present the business training in a way that any prospects will get a good understanding of how the business is done, see what kind of company Agel is, and can make their decision on whether to join

based on that. At the same time, it's great training for team members as well.

The real emphasis is on how to present the "right now" nature of the company, why Agel is relevant in today's economy, and supplemented by local leaders telling their story of why they are with Agel.

APTs take place once monthly, usually on a Tuesday or Thursday evening, or a Saturday morning. They require approximately 2 1/2 hours to conduct properly.

## **Agel Power Training Format**

### **Business Opportunity Presentation**

(60-70 min) - a fun, fast-paced overview of the opportunity.

### **BREAK**

Circle-up with guests (Appx.15 min) to determine interest, answer questions, and get them started. Have follow-up packets available - see info below.

**Recognition** (~10 min) Rank Advancements, President's Club, Contest winners, etc.

**Training Segment** (~35-45 min)

**Ticket Promotion** (~20 min) and Sales for next APT.

## **Before the Event...**

You want to get as many guests as possible to the event. Don't worry about over-committing. If ten people say they are coming, it's not unusual to have only 4 or 5 actually show up, so pack the house!

The only way you know for sure that a candidate is coming to the event is to pick him up. You can say something like, *“If it’s okay, I’ll pick you up and we can talk on the way.”*

Plan the appropriate time to allow for the event and the post-event “circle-up.” You need to arrive at least 30 minutes before the start in order to help set-up and to ensure you are there when guests arrive. Not only is this professional, but it prevents prospects from standing around, feeling awkward.

Ask your guests to arrive 15-20 minutes early. This gives you a chance to get them a seat in the front row. The closer a guest is to the speaker, the more they will be impacted by the event.

Having guests arrive early gives you a chance to introduce them to other team members, including higher ranking team members and those with common interests. It is also very important to introduce them to the speaker. Rather than seeing this speaker as a stranger trying to sell something, they will listen attentively to the information this new friend has to offer.

## **The Event Itself...**

Bring a pen and note pad for yourself, and you may want to bring them for your guests as well. You should be taking notes of the whole presentation, with the outcome in mind that you will be able to do a presentation as soon as possible. We need leaders in 1,000 different cities who can lead presentations. That means YOU! And when you take notes, your guests get the feeling that this must be important information and they will likely take notes too.

Be generous with applause and laughter and any audience participation. Keep the energy in the room fierce, so guests really get into it. Even if you heard that joke 95 times, laugh like you did the first time! Because for the prospects, it is the first time.

Please don't bring drinks, gum, or food into the room. And PLEASE! Don't have your cell phones on. Be a professional about this.

Once the event begins, sit down and pay rapt attention! Don't be in the lobby searching for guests who haven't arrived, hovering around the back of the room, or checking email or phone messages. Whoever is there by that point is there, and that's who you should be concentrating on. If you are flitting around the back looking for late guests you are distracting to the ones already there.

### *Dress for Success...*

Agel is not your grandfather's MLM! So we don't have a uniform with everyone dressed in a blue suit, white shirt, and red tie. But you want to look prosperous, and like you mean business.

We're the company that is revolutionizing the profession! Let's look like it. So come in smiling and styling baby! No shorts, ball caps, flip flops, or Hawaiian shirts please. You don't need a \$20,000 Rolex, but you do have to look fabulous. Have fun with this.

### **After the Event...**

When the speaker finishes, the real event begins! Get all your candidates in a circle and answer any questions they have. Ask them, "Do you see an opportunity here?" The people who answer negatively, thank them for their time and let them know they're free to leave.

For everyone who remains, answer any questions they have. If they ask something you are not sure of, signal your sponsor or the speaker for assistance. Once the questions are done, make the assumption that they are ready to enroll and get started. Pass around the paper application to each and talk them through the process of completing it.

**For every guest you expect, bring a follow-up packet, which includes:**

Paper Application  
Samples of the products  
Special Report  
2 Diamond story CDs for each guest  
Agel Business Plan (for those who enroll immediately)

Do not give any material to them before or during the event as it is distracting to the speaker and the audience. Instead, give them the packets when you circle up afterward.

## **Roles & Job Description for Each Position**

For public events to run smoothly, they operate best like a Broadway show. You have a Director, star performer and a host of support personnel. Every one of them is vital to create a positive experience for the guests. Here is a breakdown of the different jobs:

### **Director**

The Director is in charge of organizing the event and delegating each role to various team members. The Director must be very organized. They must be able to delegate and work well with others.

### **Introducer**

The Introducer is in charge of welcoming the audience, laying the ground rules (cellphones off, etc), and introducing the speaker. The introducer may also need to mention important announcements or send the audience to break. This person needs to be high energy, warm, and friendly.

### **Introducing the Presenter(The Introducer)**

This is a very important role because it sets the tone for the entire event. It's very important that the introducer is friendly, relaxed and welcoming. It is also your job to get into the event quickly. The entire introduction should be done in under a minute. Start with a warm "Welcome to the Agel Enterprises [*name of event - Cash Flow Class, Power Training*]."

### **There are four elements to doing the introduction:**

**Turn cell phones off.** It's important that you are not mean or antagonistic here. In a friendly manner, ask everyone to take out their cell phone and show it to their neighbor to ensure it is off or on silent mode. Ask them to do this out of respect for the other people attending.

**Explain that the person they are about to hear from is an expert in cash flow and is very successful in the business.** Or in the

case of rapid growth when new team members are presenting, bill them as a “rising star in the business”

**Let them know the speaker is here to show them how THEY can be successful in this business.**

**Say you are proud that the presenter is a friend of yours.** This way candidates see that even if the presenter is from out of town, they have a local contact to their expertise.

“Now please join me in giving a warm welcome to [*name*]!” Wait on the platform for the presenter, shake their hand, and then depart the stage.

### **Speaker**

The Speaker is in charge of preparing and presenting the Agel opportunity. This person must be a ranked team member, typically Director rank or above.

### **Promo/ Flyer Designer**

This person is in charge of designing and printing the event promos and flyers prior to the event. This person does not have to be a professional graphic designer, but should know how to fill in the local information on the flyer template from the team site.

### **Ticket Printer**

This person is in charge of editing the ticket template with the information for the next event (typically next month’s Power Training). They will then print plenty of tickets (based on the Director’s instructions) that will be available and for sale at this month’s event.

### **AV Technician**

This person is in charge of any AV needs for the meeting, including microphone(s) set-up, LCD and overhead set-up (if needed), and the music during the event (before, after and during breaks).

### **Greeter**

The Greeter is the person who greets all guests and team members when they arrive at the event. They are friendly, outgoing, warm, and helpful. Their job is to make a good first impression and to help point each guest in the right direction. For newer, smaller markets, you may only need one Greeter. In growing markets and larger events, you will need to have two or three Greeters.

## **Registration & Ticketing**

These people are in charge of taking tickets, selling tickets to people who don't have them, and having everyone sign-in or register. They also issue nametags to both guests and team members. These people need to be friendly, professional, and trustworthy if they are handling ticket transactions. Typically one or two people are needed for this role, more at larger events.

## **Sergeant at Arms**

The Sergeant at Arms (SoA) position is very important at all events. This person needs to be a good problem solver and coordinator. The SoA is the go-to person during the event when problems arise. For example, if the Usher notices that the temperature of the room is too warm, they will tell the SoA who will take care of it. If a Greeter notices that the music is not loud enough, they will signal the SoA, and the SoA will tell the AV technician. So the SoA is available to assist with making everything go smoothly at the event. The SoA should introduce themselves to the hotel staff who will be assisting with the event. One SoA is usually all that is needed for most Local and Regional events.

## **Usher**

Ushers are responsible for seating each person arriving at the event. After a person has registered and received a nametag, the Usher helps them find a seat. Ushers are responsible for filling every seat, starting with the front rows. They also make sure that there are no empty seats by making sure every seat on a row is filled before moving back to the next row. Prior to the event, the Ushers make sure that the seats are set-up properly and that there are seats for only about 60 percent of the expected attendance. As more seats

are needed, they will provide them. They can also help a guest find the person who invited them to the event. Ushers should be friendly and professional, but they should also be assertive enough to make sure there are no empty seats. Typically one or two Ushers are necessary for newer, smaller markets. For larger events, more may be needed.

## **Business Testimonial & Product Testimonials**

The people asked to do testimonials MUST follow the guidelines below. The biggest mistake people make during testimonials is that they try to “sell” the audience on Agel or the products. This is NOT their role. In fact, when they do this it devalues and de-edifies the speaker.

There should be at least three to six testimonials as a minimum, however the Director of the event should use good judgment. There should be a mix of both business and product testimonials. If there are only 10 people in the room, it would look very silly for six of them to get up and do testimonials. If there are 200 people in the room, it would not be adequate for there to be only four testimonials. Each person doing a testimonial should be rehearsed and have their testimonial approved by the Director before the start of the event. They should be dressed professionally and have good energy.

## **Testimonial Guidelines**

The testimonials are the most important part of every Agel event. They bring high energy, fresh faces and break up the presentation in a positive way. They also ensure that every candidate has someone they identify with.

Even if a candidate doesn't identify with that week's speaker, odds are good that they will find one of the testimonial speakers that have something in common with and relate to.

**The secret to testimonials are that they are:**

- Quick (30 seconds or less)
- High energy

- Heartfelt

**Here are the three elements that make them the most effective:**

- Say your name.
- Talk about what you do, or used to do.
- Explain what the drawbacks are of that occupation that Agel solves.

It is **critically important** that the Testimonials are kept to these three elements, and are delivered **within the 30 seconds** with heartfelt passion. Make sure it is solid and powerful.

Once again, **Never try to sell the audience or promote Agel during a testimonial.** Besides de-edifying the speaker, your testimonial will lose its honesty, warmth, and impact. It also makes the prospect feel “ganged up” on and get defensive. So just share your story and leave the marketing to the main presenter.

**Testimonial examples:**

*“Hi my name is Nancy Johnson and I am a nurse here in Detroit. My job has a lot of stress because we are making life and death decisions, yet the pay is very low. I love Agel because doing the business is fun, and I can make as much money as I want.”*

*“Hi, my name is Jim Hanson. I’m an IT director for a hotel chain. I have a pay scale and not much room for advancement. I joined Agel because I can be my own boss and make what I am really worth.”*

*“Hello my name is Becky Clausen and I’m a waitress at Red Lobster. We work mostly on tips, so I can’t afford the things I want. With Agel I made \$1,400 in my first three weeks in the business. This can make me LOTS more money than waiting tables.”*

When you are asked to be a testimonial speaker, plan out your comments ahead of time, and make sure you cover the three elements and you’ll do great. You bring another good aspect to the

meeting, and it reflects favorably upon you in the eyes of your prospects.

Be certain to have both your business Testimonial, and your favorite Agel Product Testimonial practiced and well prepared.

So get good at giving your testimonials and have fun with it!

## **Agel Events Are Three Acts!**

### **ACT ONE: Pre-Event**

Arrive 20-30 minutes before the event

Sign-in before meeting starts

First impression... Important!

Make guests feel important and comfortable

Register guests, introduce them to members and speaker ASAP

“Great to have you here,” and SMILE!

Stay with guests

Move all conversation and all guests & team members up front near stage for conversation before the event starts (keeps the energy high toward front of room)

In room and seated up front, no insider talk

Use the following checklist to make sure the room is set-up properly...

### **Event Room Checklist**

- . Set thermostat at 65 degrees Fahrenheit (18 degrees Celsius)
- . Have registration table set-up and ready
- . Have tickets and flyers for the next event available
- . Test the microphones and the volume
- . Have hand microphone available for testimonial speakers
- . Product display table set-up
- . Water on stage for speaker
- . Individual GelPacks available on stage for speaker
- . Marketing material on stage for speaker
- . Flyer for upcoming event on stage for speaker

- . Water station set-up for attendees
- . Have half the number of audience chairs set-up and bring in more only as more guests arrive
- . Pre-event music playing, starting 45 minutes before the meeting start time - it should gradually get louder as it gets closer to the start time. Start with Jazz, then more upbeat as room fills
- . Music cued for end of meeting
- . Make sure meeting is posted correctly in the lobby with good signage and directions, so that guests can easily find the location
- . Lighting is up on full power
- . Agel banners and posters are up
- . Stage set-up away from entrance
- . Whiteboard (if required) is set-up on riser
- . Whiteboard (if required) has fresh markers and eraser

## **ACT TWO: The Event Itself**

Introduction, welcome, and Housekeeping: follow Introducer guidelines in this guide  
 Speaker must be rehearsed and ready

Testimonials: must follow guidelines listed in this guide  
 Body language, don't leave guests  
 Team members should sit with guests and take notes attentively

Team members should not be talking with their guests or other team members during the event (very distracting to other team members & and you may be asked to step out of the room by the Sergeant of Arms.

Promote next event, Agel Power Training, and/or major event. The next event needs to be aggressively sold from the stage and tickets must be available for people to purchase.

Rank Advancement recognition

"This concludes the first part of our presentation, the second part is where you get with the person who brought you here and get your questions answered. Thank you for joining us and ...."

## **ACT THREE: Post-Event (30 minutes)**

**Circle-Up:** Questions to ask your candidates as you are sitting in a circle.. “Do you see an opportunity here? Does this make sense to you? Are you ready to get started... Pass out application and follow-up packet... “We want to lock you into a good Position” *Positioning is everything.*”

## **Ticket Selling**

You must understand the importance of selling tickets and building for the next event. This is one of the most important skills you need to develop in network marketing and in Agel.

*PROMOTE, PROMOTE, PROMOTE THE NEXT EVENT WITH PASSION, INTENSITY, & URGENCY!!!*

If you are not promoting the next event and selling tickets, your business will not grow - it is that simple. Every Cash Flow Class and Agel Power Training should include an aggressive promotion for the next Agel Power Training. Physical tickets must be available for all team members and guests to purchase on the spot. You can find the ticket and flyer templates on A Team Central at: <http://www.ateamcentral.com/recruiting.html>.

## **FOLLOW-UP MARKETING GUIDELINES**

Those who are most successful in our profession know the value of using third party tools because it is vital that you be the messenger, not the message. If your lips are moving, you need to be pointing and sending someone to a tool.

The purpose of every exposure is to lead to the next exposure, and it is important that you follow up with your candidate within 12-24 hours. If longer than 24 hours, you will lose your prospect's interest.

Set a **specific time** that is agreed upon with your candidate, write it on your calendar, and even set the alarm on your cellphone. If you do not set a specific follow-up time, then it is not a quality exposure.

## **Final thoughts...**

Every few years a new company launches and claims that they are doing the business in a new way and that events are unnecessary. Those companies never make it.

In fact, throughout the 50-plus year history of the profession, every single company that has hit and sustained exponential growth has done so with large public events. This worked in the 70's, 80's, and 90's, and it is still working today in the 21st century.

One of the reasons we are experiencing such strong initial growth in Agel is this network of worldwide events we are developing. Follow these guidelines and you will be able to generate massive and rapid growth in your own network.

# AGEL Event Leadership Positions

Event Date \_\_\_\_\_

| Position | Name | Telephone | Email |
|----------|------|-----------|-------|
|----------|------|-----------|-------|

Director:

Introducer:

Speaker:

|        |       |           |
|--------|-------|-----------|
| Promo/ | Flyer | Designer: |
|--------|-------|-----------|

|        |          |
|--------|----------|
| Ticket | Printer: |
|--------|----------|

|    |       |
|----|-------|
| AV | Tech: |
|----|-------|

Greeter:

Greeter:

Greeter:

|              |     |            |
|--------------|-----|------------|
| Registration | and | Ticketing: |
|--------------|-----|------------|

|              |     |            |
|--------------|-----|------------|
| Registration | and | Ticketing: |
|--------------|-----|------------|

|          |    |       |
|----------|----|-------|
| Sergeant | at | Arms: |
|----------|----|-------|

Usher:

Usher:

|          |             |
|----------|-------------|
| Business | Testimonial |
|----------|-------------|

|          |             |
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| Business | Testimonial |
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**Business**

**Testimonial**

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**Product**

**Testimonial**

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**Product**

**Testimonial**

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**Number of people at event \_\_\_\_\_**

**Comments:**