

DAVINCIA PARTIES

(We share with you some ideas that have worked well for our partners.)

Preparation

1. 30 days before (minimum)

- a. Determine the format and notify the head office of the date. We are here to support you;
- b. Target high-potential clients and extend the invitation through the following media: Facebook (Messenger), Instagram, newsletter, phone, flyer. Reserve your date at the institute reception;
- c. Create a Facebook event. Allocate a budget for local Facebook and Instagram advertising to attract new clients;
- d. Plan the live testimonial of a Davincia client.

2. 7 days before

- a. Resend the invitation and post in the Facebook event;
- b. Confirm clients attendance;
- c. Prepare the room (layout, products, raffle tickets);
- d. Confirm the presence and roles of the team members present;
- e. Plan the date of the next event (ideally in 3 months);
- f. Place your order on the platform according to the number of attendees (bags, checklists, and gifts with purchase).

3. The day of the party

- a. Finish preparing the room (sparkling wine and hors d'oeuvres);
- b. Prepare invoices / referral pads with contact information of the attendees to save time;
- c. Prepare documents (consent forms and updated price list);
- d. During the event, use Facebook Live, take photos and create Facebook or Instagram stories. Make it look like this event was a must!
- e. Give the date of your next event;
- f. Notify participants that you will announce the contest's winner the following day to motivate them to follow you and make customers who weren't there want to come to your next event.

4. The next day

- a. Post photos on Facebook and Instagram;
- b. Send your best photos to info@davincia.ca. We will share them and tag you;
- c. Thank the attendees (email, phone, Facebook);

- d. If the results on the model are outstanding, post them on social media.

Davincia®'s Contribution

- A 30-minute meeting with the head office to validate the preparation of your event (30 days before) and see how we can support your efforts to promote Davincia®;
- Visual for online posts or printing (on the portal).

Institute's contribution (examples)

- 1 Biocompatible Care® to be raffled off as a door prize (the following day on social media);
- Gifts with purchase.

The formulas

- Demonstration (information session);
- Full treatment throughout the day (\$);
- Cocktails et kiosks;
- Private group / special event / office party;
- Body (Silweta™ Cure et Dolce™);
- Open house;
- Zoom or live events on social media.

Tips and tricks for a profitable event

- Target customers based on their buying potential;
- Charge \$50 per person, refundable upon purchase;
- Have products for sale on-site;
- Have people try the Dolce™ exfoliator and cream and the breath freshener, and talk about the shower gel;
- For every friend invited, attendees get an additional raffle coupon or product giveaway;
- Have a special guest with you who is familiar with the line and is a seasoned customer;
- During the demonstration, have people try on the products as they are used in the treatment in order to involve the senses;
- Make a sale with your best salesperson (the most knowledgeable on Davincia® products);
- During the demonstration evening, make sure to have the clients interact. Don't stretch the treatment duration. Your event should last no longer than 1h30 + 30 min. of exchanges and sales;

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- Consider doing one or more Facebook lives and Instagram stories. Take pictures!
- Seek sponsorship from local businesses (strategic alliance);
- If it's a body event, you can provide the attendees with a large tub filled with water and have them try the products in order of use: Dolce™ foot scrub and Silweta™ calf scrub, and then the other products. They will feel the benefits instantly! Charge \$ deductible from their purchases!