

2011 Sonlight Training Conference



February 2-4, 2011
Littleton, CO

SCC Logistics

Barb Thomas

Forums—check both Marketing Business Forum and Consultant Forum regularly

Collecting Personal Prospect Info

- Less chance for error

- Capture personal contact's info, DON'T count on them to remember to reference you!

 - Only one phone number processed in Assist

 - If you have both home address and P.O., list the contacts on separate lines

 - Include phone and e-mail on only one line

Banners and Tablecloths

- Care of tablecloths—cleaning instructions are posted on Wiki

- Better labeling

 - Tablecloth bags will have pictures on them

 - Banner bags will be labeled for contents

- Barb exploring new shipping box options for banners

Un-sponsored Conventions—support group kick-off, organized meetings

- Coupons will be provided if requested

- PEQ must be submitted if coupons requested

- Add to website event calendar (let Barb know)

- Have good results and Sonlight might sponsor

Giveaways—coupons, tote bag (new logo), book bundles, Sonlight Cooks

Coupons

- Check what you print to ensure no duplicates

- Point out to prospect that coupons are “single use”

- Keep extra coupons for customers that lose or can't use theirs (if you are certain that they received one at event, we can issue another to customer without contacting CR or Barb)

- Destroy remaining coupons at the end of season

PEQ—new form for 2011

- Need detailed info for next year's registration (booth location, workshop feedback)

- Will consider information for next year's event

Additional Expenses

- Extra tables—Sonlight will cover cost of added tables ordered at event (request on PEQ)

- SCC Assistant (noted on contract)- add stipend to invoice, specifying the SCC working

Facebook Listings

- Conventions will be added to Sonlight FB page as events, can be linked to other FB pages