

CHECKLIST

BEFORE YOU ORDER MAILERS

- Sign Agreement
- Commit to contracting with UFC
- Set up your automated marketing portal
- Contact your desired venue and confirm availability
- Coordinate mailers with your UFC representative at least 6 weeks before the event date.

WHILE YOU PREPARE

- Study your branded presentation and script
- Confirm registrants
- Gather materials

WHEN YOU GET TO THE VENUE

- Confirm set up and flow with service staff
- Set up check-in table
- Wait for stragglers

THE NEXT DAY

- Call all attendees to thank them for attending and to confirm appointments
- Follow up with email. Include directions to your office and what to bring
- Add any seminar no-shows into your automated marketing portal

PRO TIP: 

Take time before the event to load all registrants into your automated marketing portal so you can promptly launch the PremiumLife™ campaign after your seminar for automated client engagement and lead nurturing!