

ONLINE YL DAY EVENT CHECKLIST

STEP 1

PUBLIC OR PRIVATE ONLINE EVENT?

You have decided to host your YL Day Event online. The next thing to decide is, will your event be Public or Private? Members who have hosted an online rally before do suggest you start with a private event. Hosting a private event could be more manageable, especially if you're new to the process.

If you are computer savvy, great! If not, you may want to seek the support of someone who knows a little about uploading videos and may also be able to help you should you need to troubleshoot during the event. You might even like to partner with more experienced Members to create a bigger event. You can share the tasks, have fun and learn as you go.

STEP 2

CREATE YOUR FACEBOOK EVENTS PAGE

Think about a fun, creative event name - "[Team name] Young Living Day" or "YL Day with [Team name]". Make your event name a little different than the thousands of events on Facebook and always consider how interesting it sounds to potential guests. Ask yourself, 'Would it make me want to attend?'

STEP 3

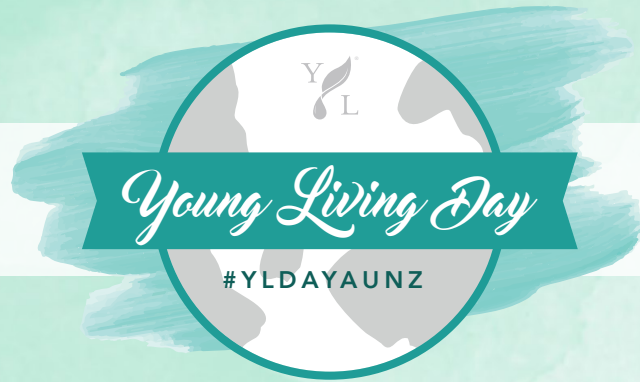
REGISTER

You can register your event via the Jot form on the YL Day Webpage. When registering, remember, if you are hosting a private online event to choose 'private'. If you choose 'online' it will be listed as a public online event.

STEP 4

INVITE BOTH GUESTS & MEMBERS TO YOUR YL DAY EVENT

- **Send invitations via Facebook.** Make them fun and engaging.
- **Have your team send out invitations.** Give your team 40 - 50 invitations each, you can even send them a script that will help them when sending out the invitations to their friends and family.
- **Word of mouth** – on the phone, at the school gate or shopping centre. Again, be enthusiastic so people you speak to feel they have to be there!



STEP 5

PROMOTE YOUR EVENT

- **Share pre-event content regularly to generate excitement among attendees.** Vary your posts each time so you attract a wide audience. Promote Guest Speakers, shout-out about prizes, share past testimonials, post about products and tease people to make them intrigued.
- **Follow up with people who expressed interest but have not yet registered.** Again, be enthusiastic and excited. It's catching!

STEP 6

CREATE YOUR SHAREABLE MEDIA & CONTENT

Have your team members or a guest speaker pre-record upbeat 2-3-minute videos to share during the event.

They could talk about:

- Their favourite Young Living product
- A farm visit or Convention event
- Retreat experiences
- Team culture
- The Compensation Plan
- Yoga with essential oils

Create a list of games or quizzes you could share during your event:

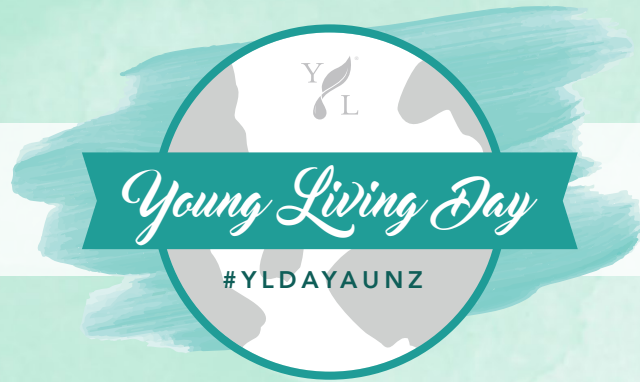
- Questions about Young Living farms
- Ask where specific essential oils come from (part of the plant or part of the world)
- The D. Gary Young, Young Living Foundation questions

Use PowerPoint to create recognition slides for your teams' achievements in the last 6-12 months:

- Rank advancement
- Convention attendance
- Promotion/contest wins
- Most enrolments

Prizes / Giveaways

Will you have prizes? Decide on what prizes you will be giving out. Consider the postage if your attendees are overseas. Maybe digital books or resources could be an option?



STEP 7

CREATE YOUR AGENDA

Create a flexible agenda. Put together when you will share your videos, quiz questions, team/guest speaker videos. Break down the event into minutes, allowing for attendees to comment and chat about each video or answer a quiz. This will make it easier to slot in the Corporate slides we send out approximately 1 week prior to the YL Day Event date. Having extra videos or quiz questions to use if you need to fill time while troubleshooting can really help when something unexpected happens behind the scenes.

STEP 8

THANK YOU VIDEO

Thank your attendees for attending, ask them to share something about the event so you can get an idea of how many people attended the actual event.

STEP 9

SEND IN YOUR REGISTRATION LIST

Send your attendee list numbers to YLDay@youngliving.com.au

STEP 10

CAPTURE IDEAS FOR YOUR NEXT YOUNG LIVING DAY EVENT!

Use this event to capture ideas, learnings and promotion ideas for your next. On the big day, during your event, pay close attention to those who are especially engaged or make great comments. These are the people you will not only want to follow up with but also, you could ask permission to use their comments and testimonials to promote your next Young Living Day Event!

STEP 11

MOST IMPORTANTLY, HAVE FUN!