



SPRING KICKOFF 2020 FREQUENTLY ASKED QUESTIONS

Q: WHAT IS THE SPRING KICKOFF 2020 EVENT?

A: Springtime is the best time to spruce up your home and your business—and at the Spring Kickoff event, you'll get the tools you need to do both! You'll also make new friends, reflect on past accomplishments, and set goals for the coming quarter. But wait—there's more! Members who attend Spring Launch 2020 will be first to hear about new products, upcoming events, and news from the Young Living executive team.

At events around Canada and the United States, Young Living members and potential members will come together to learn, to be empowered and to find tools that will help them take their momentum through the upcoming year. The event typically begins with a celebration of individual and team successes and features a video with key announcements.

Q: WHY SHOULD I ATTEND THIS EVENT?

A: By attending Spring Kickoff 2020 you'll have the opportunity to participate in an event with other Young Living members and leaders throughout Canada and the United States. You will also hear exciting announcements, get tools to help you reach personal and business goals, and see what we have in store for the next few months!

You'll also be able to make new connections and friendships, strategize ways to achieve your goals, receive training, and collaborate with your teams and other members.

Q: HOW DO I REGISTER TO ATTEND AN EVENT?

A: For more details on how to register, where other events are being held, and other details about Spring Kickoff, click [here](#). Registration closes March 25, 2020.

Q: WHEN SHOULD THE EVENT BE HELD?

A: There are no time restrictions for this meeting. Any time—morning, afternoon, or evening—on the day of the event will work. If members cannot hold the meeting on that date, then nearby dates can work as well as long as they're after April 4TH. We encourage members to hold the event at the time that works best for their team. Keep in mind that the longer you wait after the event date, the more likely it is that announcements and other exciting information and materials will have already reached your audience.



Q: WHO CAN HOST A SPRING KICKOFF EVENT?

A: All Young Living members are eligible and encouraged to host their own Spring Kickoff event!

Q: WHAT ARE THE EXPECTATIONS IF I HOST A SPRING KICKOFF EVENT?

A: Event length: The videos and materials Young Living provides will run 30–60 minutes long. In some cases, especially when members have traveled far distances, the host may want to take advantage of the time the group has together and spend it setting goals, sharing best practices, focusing on training, or participating in other business-related activities. The average meeting time is about two hours, but it’s ultimately up to the host.

What is expected: The event can be in an elaborate or simple location—anywhere that works for your group. Regardless of the venue, here are some items you can include at your event to excite your audience:

- Recognize the achievements of those who are attending the event.
- Provide music to create an exciting atmosphere and introduce live presenters.
- Share success stories and testimonials about the business and the products.
- Create a theme to make things fun or to set the stage for theme-centered team goals in the next quarter.
- Offer ice-breaker topics, round-table discussions, team-building exercises, or other ways to help members interact.
- Have a giveaway with your favorite products.
- Bring supplies and do a DIY project with your team. Find some great DIY projects on the Young Living blog, The Lavender Life!

Sample event agenda

Time	Topic	Content	Who
5 min	Welcome	Welcome to the event! <ul style="list-style-type: none"> • Set the tone of what to expect, generate excitement • Introduce video, founder vision 	Host
3 min	Corporate video segment	Content TBD	Video
10 min	Recognition	Recognize efforts of those in attendance <ul style="list-style-type: none"> • Milestones/advancements/prize winners/retreats and qualification periods • Recognize anyone who helped make the event happen 	Host



3 min	Corporate video segment	Content TBD	Video
3 min	Recap and set up	Recap executive message and set up testimonial video	Host
5 min	Corporate video segment	Content TBD	Video
10 min	Member Experience	A few members share experiences/testimonials <ul style="list-style-type: none"> • Product focus (5 min) • Business focus (5 min) 	TBD
5 min	Corporate video segment	Content TBD	Video
3 min	Introduce next speaker	Recap video, introduce next speaker	Host
15 min	Live training - message TBD	Message determined by event host	TBD
3 min	Introduce next speaker	Recap previous presentation, introduce next presenter and topic	Host
15 min	Live training - message TBD	Message determined by event host	TBD
5 min	Corporate video segment	Content TBD	Video
5 min	Close event/ call to action	Take this content and event, build momentum with the promotion and share the products!	TBD

Q: WHAT DO I NEED TO DO TO HOST AN EVENT, AND WHAT CAN I EXPECT AS A HOST?

A: There are no requirements for you to host a Spring Kickoff event other than registering your event and reporting registration lists. This ensures that all attendees can participate in Spring Kickoff-specific promotions.

To host a New YearSpring Kickoff, please do the following:

- Submit your request to the YL corporate office before March 29, 2020 using this link: <http://bit.ly/2VEy74W>. We will send you a confirmation email that we received your request.
- As the event date gets closer, we will connect with you via email. Please add canadaevents@youngliving.com to your email contacts to ensure that you receive our communications.



- All event hosts will receive an email with the corporate videos to supplement their presentations the week of March 30, 2020 prior to the event date.

Q: SHOULD MEMBERS JOIN FORCES WITH OTHER MEMBERS TO MAKE THEIR EVENT MORE IMPACTFUL?

A: Yes! Partnering with other members in the area is a great way to make events more impactful. Combining the experience and success of multiple teams in a local market creates a powerful energy. There's strength in numbers, and the more people who come together to learn and take action, the better! Whenever possible, we strongly recommend collaborating with other members of the Young Living tribe!

Q: SHOULD MEMBER HOSTS INVITE PROSPECTIVE MEMBERS?

A: Definitely! While this event is intended for those already part of Young Living, there's plenty of great content for someone who is considering joining a team. This event is a great opportunity for people to learn about the Young Living culture, products and business opportunity.

If Hosts plan to do a formal opportunity meeting for their prospects, they should make sure to take a break between meetings to sample products.

Q: WILL ANY MEMBERS OF THE CORPORATE TEAM BE IN ATTENDANCE?

A: Given the number of events hosted throughout the country, it is not possible for our executive team to attend every event.

Q: WHAT SHOULD THE FORMAT OF A SPRING KICKOFF EVENT BE?

A: Content that is not provided by Young Living should be filled in by the host according to what they feel would best benefit the members in attendance. The host can choose whatever activities they think would supplement the meeting, but some ideas include strategizing, goal-setting, skill development training or developing product knowledge.

Q: HOW MUCH WILL THIS EVENT COST?

A: Hosts should look for low-cost meeting areas or free spaces where they can hold their event. Locations that require only a small donation—such as school auditoriums, churches or gymnasiums—are good options. If the group is small enough, hosting the event in a member's



home or backyard would be fine as well. Again, partnering with other members in the area can also help reduce costs.

Q: HOW MUCH SHOULD HOST MEMBERS CHARGE THEIR GUESTS?

A: If there is a need to charge a fee for the meeting to offset venue costs, members should select a fee amount that will help them cover the costs to rent a meeting space. This fee (if applicable) is intended to offset costs and is NOT intended for profit.

Q: HOW MANY PEOPLE SHOULD HOSTS INVITE TO THEIR EVENT?

A: Hosts should start inviting people now and invite as many as their venue can support. Hosts can determine the number of people to invite based on their desires and the venue capacity.

The group could be as small as 4–5 people or as large as 2,000! Members should use Facebook, Instagram, or other social media sites to promote their event and track the number of registrants, using the hashtag #YLUnites. Eventbrite, Evite, and Constant Contact are also great options for hosts to utilize. Young Living will share the registered events that are open to members on the Young Living Featured Events page.