Event Success Implementation

We have provided templates that will contribute to the success of your event. You may choose to use your own designs if you prefer. Once you have decided on the type of event you will host, you will choose the corresponding flyer and invitation templates. We have also provided copy for you to use in email blasts. You will be sent the content we provide in different formats.

Word Documents and PDF:

Letter and Email Templates will be sent in a Word Document. Flyers and Postcards will be sent in an editable PDF. This allows you to customize the fields to your practice information before printing or sending.

Once you have made your adjustments to the word documents, we recommend doing a "Save As" rather than just "Save" to ensure you still have the original document on file. We recommend saving your letters as PDF to keep your formatting once printed. This allows for higher quality printing. You can use your PDF documents for:

- Outlook Mass Mailer
- Sending as an attachment
- Printing Hard Copies

JPEG

JPEGs are image files and are not editable. These image files have been created by a professional graphic designer and can be used for:

- Facebook (posts and cover photo)
- Website
- Newsletters
- Email blasts
- Other social media

*__Note:__ If you use the wrong file/file type in the wrong location, a file that is too small, it may look blurry and pixelated. It is important to use the correct file type to get the best results.

Create Event Awareness:

1. Place your flyer in a prominent location 3-4 weeks prior to the event
    a. Waiting Room
    b. Patient Rooms
    c. Check-Out Area
    d. Treatment Coordinator Office or Treatment Conference Room
2. Direct mail flyer/postcard invitation 3-4 weeks prior to the event
3. Have a stack of invitations printed and hand to patients as they come in for visits or include in New Patient Gift Bag
4. Upload your flyer to your website, Facebook and other social media (if applicable) 3-4 weeks prior
5. Send your Eblast: 3 weeks prior, 2 weeks prior, 1 week prior and day before event

E-Blast Programs:

Although everyone uses different programs, the basic idea should remain the same.

1. Open your current e-blast program.
2. Look for an option that allows you to upload an image or jpeg file.
3. Once you have found the "upload image" option, look for the "browse" button and select the correct image file.
4. This should insert the image into your e-blast.
5. Use the copy we provided for the e-blast content, making sure to edit the content (word doc) before pasting into the e-blast program.
6. Give the e-blast an engaging subject line that is not spammy.
7. Schedule the email for a future date or send immediately. Follow our recommended timeline for best attendance rates.

Success Pointers:

- If you choose to photograph your event, you may need to have patients sign a HIPAA release form to use those photos to social media, in your newsletter, etc.
- Decide whether your event will focus on a specific seminar topic or will be more of a social/appreciation event. It is ideal to get patients and prospective to your office, but you may need to think about renting event space if your office is not large enough/conducive to patient events.

Instructions for Use: Marketing Templates

1. **Event Invitation Emails:** These emails should be sent to any patients you wish to invite to your event or seminar. Use the Event Success Timeline/Checklist to see a sample timeline of when these emails should be sent out. Be sure to edit these templates before sending in your email program. Simply copy and paste your edited text into your email program and include any desired images or logos.

2. **Event Invite Flyer:** The flyers are designed in PDF format for easy editing. These should be printed and posted in your office. Simply edit the fields that require customization and save.

3. **Event Invitation Postcards:** These postcards can be printed and handed to patients you wish to invite to your event/seminar in the office or mailed to your invite list. Edit the fields requiring customization in the PDF and save for printing. Utilize our Event Success Timeline/Checklist for the suggested timing of invitation mailing.

4. **Facebook Ad Image JPEG:** These files are not editable but can be used for your Facebook event or ad. Refer to our How-To Guides for assistance with creating events or ads on Facebook.

5. **Event Powerpoint Presentation:** Depending on the campaign you decide to use, you will edit the Powerpoint for your event presentation. Follow the guidelines in our Event Success Timeline/Checklist to be sure the presentation loads correctly before your event.

6. **Follow Up Sequence Documents:** These email/letter templates will be used to follow up with patients who:
    a. **Did Attend the Event:** Send to patients who attended the event but did not follow through with setting up consultation or treatment. This letter/email should be used **after** sending a “Thank You” card to all attendees, regardless of whether they followed through with consultation or treatment. Begin follow up sequence one week after event. Send “Thank You” card signed by doctor immediately after event.
    b. **Did Not Attend the Event:** Send to patients who were invited but did not attend the event.