



Seminar Preparation Guide

Inside this Guide, you will find all the information necessary to have a successful and rewarding seminar experience. The Seminar Preparation Guide will help you plan and prepare for your Seminar.

- Seminar Partner Programs
- Seminar Planning Timeline
- Preparation Requirements
- Room Layout Guide
- Volunteer Instructions
- Registration and Payment Information



Seminar Partner Programs

Elite Partner Program

Lifeline Coaching and Education, Inc. is committed to your success, not only before and during the seminar, but more importantly, during the 90 days following the training. Earn educational products that continue to support the development of your team based on the number of participants you enroll.

Enroll 100 paid participants and receive your choice of one of the following:

- 10 books of your choice
- Life and Business Coaching Sessions to award to your team
- Three audio programs with Lifeline Study Guides

Enroll 150 paid participants and receive your choice of one of the following:

- 20 books of your choice
- Life and Business Coaching Sessions to award to your team
- Five Audio Programs with Lifeline Study Guides

OR

- A follow-up Leadership Tele-Seminar (topic of your choice) with Steve Wiltshire.

Complimentary Leadership Enrollment Tele-Training

Your Seminar Partner Program includes an exclusive tele-training for all leaders participating in your seminar. They will learn more about the seminar and how to have effective enrollment conversations with their representatives. The communication and mentoring skills they learn will also continue to support them as valuable tools for enrolling their representatives in your conventions, regional trainings, and incentive programs.

Each leader will also receive our Leader's Guide for Enrolling Participants. This comprehensive program, written by Steve Wiltshire, is a blueprint with specific steps to follow before, during, and after the seminar. This simple, yet effective program will help your representatives receive the maximum benefit from the seminar.

Taste of Lifeline Complimentary Tele-Seminar

Your program includes a complimentary tele-training for all representatives in your organization. Through this training your representatives will learn how to fill their calendars in a way that's easy for them and comfortable for others. Also, your Success Trainer will share highlights of your upcoming Seminar.



Seminar Planning Timeline

Stay on track as you plan and promote your seminar. Please transfer the following target dates into your date book, and check off as you complete each task.

We're looking forward to partnering with you to create an unforgettable program for your team

Date Initial Preparation

- _____ Reserve your Event date. Your preferred date will be held for up to two weeks without a signed contract.
- _____ Return contract within 2 weeks of receipt, to secure your date.
- _____ Book the Facility for your event.
- _____ Complete the Event Information Sheet and return it with a signed copy of the contract to:
14654 SE Alta Vista Drive, Happy Valley, OR 97086
or fax to (503) 855-3276
- _____ Schedule your Complimentary Leadership Enrollment Tele-Training which will take place 10-12 weeks prior to event.
- _____ Schedule your Complimentary Tele-Seminar for your entire organization, which will take place 6-8 weeks prior to event.
- _____ Contact all participating Leaders and personally invite them to your seminar and promotional calls.
- _____ Select one participating Leader to support you in Registration. Lifeline will assist your appointed leader in creating a registration system.



Two Months Prior to Your Event:

- _____ Contact all participating Leaders one week prior to your Complimentary Leadership Enrollment Tele-Training.
- _____ At your meetings, enter those who register for the event in a drawing for some of the promotional materials you have received from Lifeline.
- _____ Discuss airline and accommodations reservations for the trainer with your Lifeline contact.

Two Weeks Prior to Your Event:

- _____ Confirm the meeting room details with your event facility. (See Seminar Room Layout Guide.)
- _____ Review the Volunteer Instructions.
- _____ Select seven volunteers to assist during the event.

Ten Days Prior to Your Event:

- _____ Email all registered participants the Seminar Preparation Tips (in the body of the email) and attach the Seminar Participant Packet. (You will receive this material approximately 2 weeks prior to your seminar.)
- _____ Select one volunteer to act as an Assistant for the trainer.
- _____ Confirm all sound system requirements with the venue (including CD player, sound system, microphone.)
- _____ Prepare a few extra Seminar Participant Packets for those who forget to bring theirs to the seminar.

The Night Before Your Event:

- _____ Confirm volunteer responsibilities and requirements. (See Volunteer Instructions.)

The Day of Your Event:

- _____ Arrive at least one hour prior to registration.
- _____ Check the sound system, music system, room arrangement, and registration area.
- _____ Prepare name tags for all attendees.



Preparation Requirements

This document contains details regarding venue set-up and volunteer requirements for your event.

Room Set-up

The room must be large enough to comfortably accommodate participants. A well-lit room with space between the rows of chairs makes for a more comfortable event.

- Theater seating with chairs “paired off”.
- No tables, please.
- Please leave extra space between the first row of chairs and the trainer’s microphone.
- A standing microphone and tall, skirted table should be centered at the front of the room.
- The trainer will require two microphones.
- If a lapel microphone is not available, please ensure that any corded microphone has an extra long cord.
- The second microphone will be used for the audience participants during the group coaching sections.

In addition, you will need to provide:

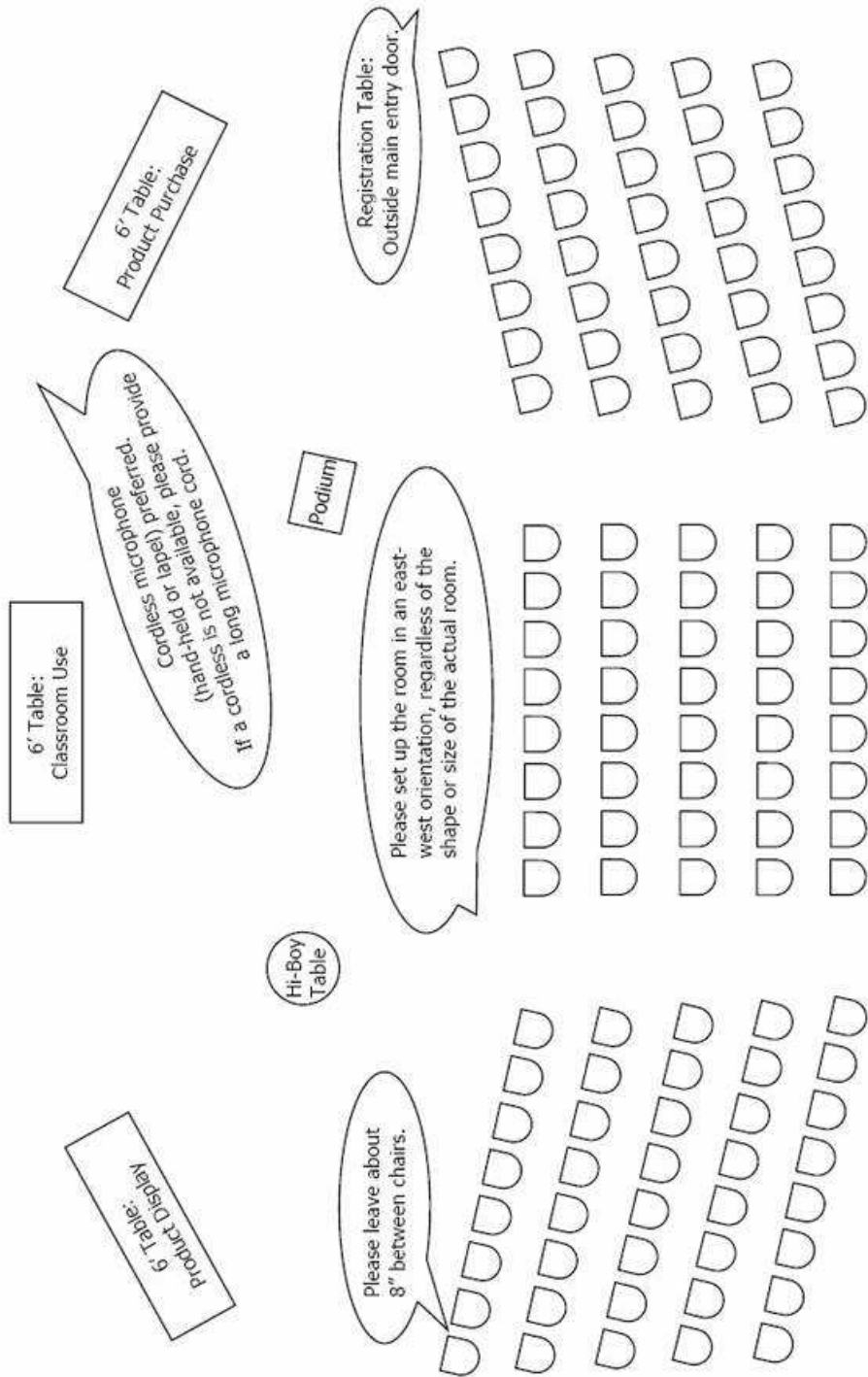
- A CD player.
- Two registration tables outside the seminar room.
- Two product tables on either side at the front of the room.
- A water station for participants.
- See Seminar Room Layout Guide.

Volunteers

Seven volunteers are required to help during the seminar:

- One person to run the music system for the day of the seminar.
- Two people to act as Greeters just outside the door of the seminar room.
- Two people to run the Registration Table.
- Two people to run the Product Sales Table.
- One of these volunteers to be available to assist the trainer during the event.
- The volunteers will need to arrive one-half hour prior to the beginning of registration and remain one-half hour after the end of registration.

Seminar Room Layout Guide





Volunteer Instructions

Please plan to arrive at the event venue at least one-half hour prior to the beginning of registration. You will also need to be prepared to stay up to one half hour after the seminar.

Greeters

The Greeters role is to welcome seminar participants.

- Please stand near the front entrance/registration area as participants arrive.
- Welcome participants and lead them to the Registration Table.
- Help participants find a partner to sit with during the seminar.
- Make sure each participant has received a name tag and has their seminar documents.

Registration Table Volunteers

The registration process is fairly simple when the Seminar Partner has name tags available for all participants. The Seminar Partner who is coordinating the event will provide you with an Excel spreadsheet containing all registered participants.

- Before registration begins, the Seminar Partner will let you know if there is room for “last minute” participants, how much their registration fee is, and to whom they should make out their checks. If there is room to admit them to the seminar, please have them fill out a Registration Form. They will need to pay either by cash or check. No credit cards will be accepted.
- As participants arrive, check to see if their name is on your list.
- Once you find it, place a check by their name.
- Hand them their name tag.
- Ask each participant to please find a partner prior to the beginning of the event.
- Each participant has been instructed to download their seminar documents. In case they do not have them, give them a seminar packet.



Product Table Volunteers

- Please familiarize yourself with the product sheet and the cost of each item.
- If the customer has not already filled out their order form, please have them do so prior to selling their product. It is imperative that we have their billing address and an e-mail address, particularly if they are paying by credit card.
- Also, please check to be sure the customer has included the expiration date of their credit card in the space provided. Please double-check this information prior to giving them their product.
- It is not necessary for you to offer a receipt. When paying by credit card the purchaser will automatically receive a receipt when the credit card is processed. For those paying by cash or check, we do have receipts available should anyone request one. To complete a receipt, just hand-write the items and total on the receipt and hand to the customer. We do not need to keep a copy of receipts.

Music Volunteer

- Check with trainer for instructions one half hour before event begins.
- Prepare to play appropriate music and keep the energy of the crowd high.
- Stay 30 minutes after event playing music.
- At the conclusion of the event, return any recordings that belong to the trainer.

Trainer Assistant

- Check with trainer one half hour before event begins for instructions.
- Care for needs throughout the event. Possibilities to consider are water at podium filled and refilled, meal, tissue, microphones, etc.