

## **DOCTORED LOCAL SHOWING: EPIC EVENT KIT**

### **INITIAL THOUGHTS:**

This is an absolute classic “go BIG or go home” sort of event. What I’m saying is, don’t do this if you’re not FULLY committed to really put some time and money into this thing! We have all done events, likely the majority of those we’ve done, that were great ideas and inspirations... but we got “too busy” and half-assed the event, procrastinated and thus didn’t get done the things that really would’ve counted to make it a success. Don’t do that with this one! If you’re going to do this thing, I suggest doing as much or all of the below.

### **GOAL:**

Have as many NON-PATIENTS view this movie at your event, AND then to sell a lot of DVDs... that then end up being watched by NON-PATIENTS!

THE CLOSE: The movie tickets each person will get contains on the back a free new patient exam, consult, and report of findings offer. You can speak before or after (or both) the movie, tell the story... and tell them those tickets will be good for just that for the month following the showing! Then have your team ready to book 100 new patient appointments out in the waiting area. BOOM!

### **LOCATION:**

First option: Try and find a local theater that has “something different” to it. Something that has some history or SPIZZ to it that will get folks excited to come hang out for a night. If it has a dinner or “after party” type of capability right there, even better. If not, find a place close by that does and host an after party there. Also choose a place for the after party that is “desirable and attractive” for people to spend a night out.

*Our example: We are showing the film at 6:15 PM at the Raue Center ([www.rauecenter.org](http://www.rauecenter.org)), a historic and beautiful theater in downtown Crystal Lake, seating 750 people. Following the showing, we have rented out the ENTIRE Duke’s Alehouse and Kitchen for an after party ([www.thedukeabides.com](http://www.thedukeabides.com)). Duke’s has an amazing organic, local, sustainable menu and the best beer selection in town.*

*Our ticket costs are \$20 for 1, or \$100 for a package of 6 which is what we are really pushing. If your patients purchase this package, they then can bring 4 friends or family. The tickets cover the movie plus unlimited appetizers and 2 drink tickets at the after party.*

*We absolutely plan on selling those 750 tickets and getting well over 100 new patients from this event! We are actually hiring two recent Life grads to work for us in December and January to help process and serve all the new patients we WILL get from this event!*

## **PROMOTION:**

Thoughts: Again, GO BIG! It is absolutely likely best to have combined with a few other local like-minded docs, or with your EPOC or philosophy group... as then you can pool your money not only toward the event, but toward the marketing and promotion of the event... so you can DO MORE!

1. IN OFFICE – The easiest sell is going to be the 6 package tickets to your patients in office!
  - a. POSTERS: Plaster all over office, and all over town.
  - b. POSTCARDS: Can be mailed out, and also handed out anywhere and everywhere.
  - c. Play trailer on TV non-stop!
  - d. FOCUS GROUP: Empower your best (we call them PREMIER) patients to sell tickets for you and bring groups of people with them! Hold a meeting and put 10-20 tickets in their hands with an envelope to collect money... if they sell all the tickets you give them, they get theirs free!
2. RADIO – We have been working with our local radio station for over a year now with our 8 Weeks to Wellness program, so for the month leading up to the event we are dedicating all of our ads to promotion of this event.
3. NEWSPAPER – Full page ad with eye-popping, head-turning headlines!

## **SPONSORSHIP:**

Get after other like minded and friendly businesses to help promote this thing, sell tickets themselves, and have a presence at the night. Especially the people in organic/sustainable food, yoga, acupuncture, and other health/wellness related stuff should be all over this and the crowd coming to this will be perfect for them!

We have decided to call them "Side Effect Sponsors" and the way we can promote it and sell it to them is that the money they kick in for sponsorship will help as add more positive "side effects" to the event, going to making the promotion that much better and the evening that much better!

Rather than having the common sponsorship "levels" we made ours all the same: \$300 gets them 6 tickets, logo on postcards and posters and all promotional ads, recognition and presence at the event. Do what you're comfortable with for amount, levels, reward... etc. We just wanted to help pay for the venue, and we sold 5 so recouped \$1500 right off the bat to help us pay for event.

What else you'll need:

1. A website to sell tickets – we used Eventbrite. They work well for this... people can buy tickets through their and then you have them ready for them at Will Call night of event.

3. A "plan" for the attendees to take this and "pay it forward" - we sell the DVDs for cheap at the event and encourage them to have viewings in their homes and share with friends, neighbors, etc... as gifts or whatever it takes!

### WHAT IS THE GOAL: COMMUNITY IMPACT!

This could serve as the single largest, most impactful thing you could ever do... by far. You can really light your community on fire with this, as our "way of living" has been building momentum like crazy the past 5 years already... Food Inc, sustainable ag, organic eating, yoga, CrossFit, you name it! This could literally be the tipping point for chiropractic in our community, as our end goal should be EVERYONE WANTS WHAT WE HAVE!

You will need to be prepared in the office to absorb the massive growth you will experience from this! We are not going to hard sell anything, but you bet we're going to show them the path, and thus we should be prepared to be absolutely flooded with new patients following this night! How many times have you heard a patient say "Why didn't someone tell me this before?" Imagine 500 people all saying that at the same time, on the same night...

GET TO WORK!

#### TO DO LIST:

\_\_\_ Pick a venue for movie showing (\_\_\_) and after party (\_\_\_).

\_\_\_ Set ticket price.

\_\_\_ Create a website (Eventbrite) to sell tickets.

\_\_\_ Print promotional materials: posters, postcards, tickets.

\_\_\_ Sell the Side Effect Sponsorships.

\_\_\_ Create marketing plan.

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