



Backstage Pass

THE AMAZING TRUCK SHOW

Our Speaker



Beverly Roberts currently serves as Clinic Director of Family Vision Clinic in Magee Mississippi. Ms. Roberts is involved in education for paraoptometrics and serving in leadership roles in her state, as well as, on a national level. Ms. Roberts has also received the Paraoptometric of the Year Award for her state in 2007, for the AOA Paraoptometric Section in 2008, and the Paraoptometric of the South Award in 2014.

OBJECTIVES:

- Learn how to plan a profitable show
- Discuss ways to stay within budget
- Discover elements of creating a buying atmosphere
- Learn how to work as a successful team

Disclosure

- I have no actual or potential conflict of interest in relation to this program/presentation

What is a Trunk Show?

And why have one...



Planning

Six months out

- Date and Time
- Theme
- Production Goal
- Budget
- Promotion and Advertisement
- What to offer?
- What vendors?



Planning

Three months out

- Confirmations
- Advertisement ready
- Patient Flow Route
- Staff Meeting



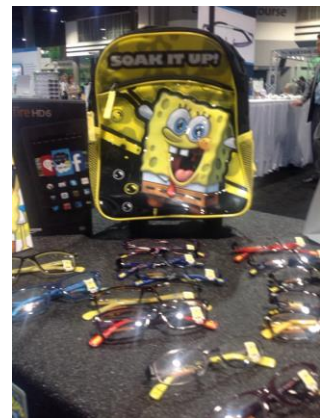
Planning

One month out

- Theme décor
- Promotion begins
- Food and Refreshments
- Gifts and Prizes
- Roleplay



PROMOTE
PROMOTE
PROMOTE



Planning

One week out



- Refreshments
- Confirm Vendors
- Shop
- Staff Meeting

Last Minute



The Big Day

- Create excitement
- Set up
- Arrival of vendors
- Last minute changes

Let the Fun Begin

- Man your stations
- Smile
- Sell



Closing Time

KEEP CALM AND GET SOME REST

- Thank you's
- Clean up
- Results
- Rest

Next Day

Save the Date!



- Thanks you cards
- Place orders
- What worked? Lunch
- Reserve the Date

Questions?



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