OPEN HOUSES
What an OPEN HOUSE is NOT!

- A Regular Club Meeting
- A Demonstration Meeting
- A Kick-off Meeting
- A Regular Meeting that has food
What is an OPEN HOUSE

- It is an EVENT!
- It is a SPECIAL OCCASION
- IT IS AN EXPERIENCE
Have FUN!

“We Learn Best In Moments of Enjoyment.”

Dr. Ralph C. Smedley
The HOW to WOW!

- The Vision
- The Plan
- The Event
- The Next Step
The WOW! VISION

“'The world will step aside and let pass any man who knows where he is going.'” - David Starr Jordan

• Set The Goal
• See It & Believe It
• Get Commitment
The WOW! PLAN

- Date & Location
- Guest Speaker
- Toastmaster
- Promotions
  - Internal
  - External
- Logistics
  - Decorations
  - Food
The WOW! EVENT

- Toastmaster Sets the Tone
- Guest Speaker Grabs Them
- “Toastimonials” Make it Real
- Call to Action Gets Commitment
The NEXT STEP to WOW!

- “Stick Around”
- Letters / Cards
- Phone Calls
- 1st regular club meeting after event
  - Be prepared for guests
  - Be prepared to “demonstrate”