



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”