



20th Anniversary Celebration Event!

Enjoy celebrating 20 years of L'BRI excellence in a fun way at this event! All around the country we will be showing our appreciation to the loyal customers who have helped us share healthy, safe, aloe-based products and as well as a life-changing opportunity.

We have laid out the steps to a successful event. If you are working with a large team, there are plenty of opportunities to divide the tasks among team members. If you are doing a smaller event by yourself you can easily scale back the preparation or find friends to help you out!

PREPARATION

- Order your Anniversary Event kit. If you're expecting more than 25 guests, you might want to order two!
- Set a date and find a location – a Consultant's home, meeting room, club house. If you are expecting over 50 people, arrange for a microphone. Distribute invitations to help Consultants invite their guests. A sample is included in your Event Pack. L'BRI will also provide some social media graphics and posts.
- Ask one or two Consultants to be greeters at the door and decorate name tags.
- Ask a few Consultants to prepare a brief testimonial for one of three categories: the product, hosting or the opportunity. These can be integrated throughout the agenda. Select Consultants with a great product testimonial or one who had a great Quick Start. Coach them in advance so you are assured they are prepared to present effectively.
- Gather a collection of gifts to give as prizes. Use the items from your Anniversary Event Pack and add any others if you would like – samples or 2 oz. hand and body lotions.
- Create a sense of urgency to join L'BRI. You can offer a travel set to those who decide to become a Consultant the day of the event.
- Ask one or two Consultants to set up these suggested displays:
 - Showcase or a few Showcase flyers
 - Hostess Bonus products
 - Product Specials products
 - Product and opportunity posters if available
 - Any current promotional flyers for April
- Ask two Consultants to decorate the room. Use the balloons from your Event Pack.
- Ask two Consultants to arrange for simple snacks – cookies, popcorn, chip and dip.
- Have one Consultant be the Bingo CALLER and one can add a sentence or two about the item. Review the BINGO DIRECTIONS for conducting the Bingo games.

DAY OF THE EVENT

GREET GUESTS AS THEY ARRIVE

- Have everyone sign in and give each attendee:
 - Name tag
 - Lipstick Pen provided in your Event Pack
 - 3 Bingo cards (one from each category – product, hosting and opportunity)
 - A small bag of about 25 Bingo markers. You can also have the markers in a bowl in the center of each table.

EVENT AGENDA – approximately 1 ½ hours

- Welcome everyone to this special event and thank them for coming.
- Ask guests to stand. Ask a few of them to share how long they have used L'BRI and their favorite product.
- Introduce the leaders who are helping and have them share what they love about L'BRI.
- PRODUCT TESTIMONIALS - Ask the selected Consultant(s) to share a brief product testimonial.
- PLAY THE PRODUCT BINGO GAMES. As each item is called, share two or three benefits about it. You can also ask attendees questions based on the item called. If anti-aging is called, you can ask: What is your favorite anti-aging product? Play until you have three winners. Give the Bingo winners their prize.
- HOSTING TESTIMONIAL - Ask a Consultant who was a successful hostess to share how much fun it was to earn a huge collection of free and discounted products. Ask guests to share what they earned at one of their Shows.
- PLAY THE HOSTING BINGO GAMES. Mention a few things about the item called. Play until you have at least three winners. Give the winners their prize.
- OPPORTUNITY TESTIMONIALS - Ask the Consultant(s) who are prepared to share their brief Consultant opportunity testimonial.
- PLAY THE OPPORTUNITY BINGO GAMES. Mention a few things about the item called. Play until you have three winners. Give the winners their prize.
- Present door prize provided by L'BRI (included in your event kit).

CLOSING THE EVENT

"Thank you all for coming. We hope you enjoyed our 20th Anniversary Celebration Event and the fun bingo games! We sure had lots of winners! We hope you discovered some new products that you'd like to try, or even better - get for free or at an 80% discount by sharing L'BRI with a few friends in April. Check with your Consultant to find a convenient date."

"Perhaps after hearing the many ways L'BRI is enriching all of our lives, you may be a little curious to see if L'BRI might be something that can fit into your life. Feel free to stay and chat with your Consultant. We'd be happy to answer any questions. Again, thank you all for coming!"

OPTIONAL: To create a sense of urgency to get started, you could say, "If you think this is something you'd like to try and want to start today, we have a special gift for you."

Mingle with guests. Find out if they have any questions.