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Seminar Setup and Format Guidelines

"You never get a second chance to make a first impression."

No matter if you have been holding meetings for years or if this is your first meeting, this Guideline was formed to help your meeting reach it's highest level of success. New requirements and suggestions have been added to the original set of Guidelines. Please review the new Guidelines to make your meetings world class.

As meeting hosts/hostesses, you want the meeting room setup and conduct of **every** Goldshield Elite function to be at its BEST! **Be sure all details are fully attended to, no matter how small.**

Please follow the guidelines below when hosting a meeting with a corporate representative as the guest speaker. Once you have the meeting place and time set, contact the meeting coordinator or speaker at the home office to update the schedule and make travel arrangements. Schedules will be placed in the newsletter and on www.goldshieldelite.com every month.

Remember these guidelines when planning a meeting: The meeting host/hostess is responsible for reserving the room, planning the set up, starting the meeting, making any announcements, introducing guests and celebrating new star members, generating excitement and energy and introducing the speaker. *Make sure all of your announcements have been made prior to the speaker beginning.* The guest speaker presents to your group and CLOSSES THE MEETING.

Have the room prepared before the first guest arrives. Arrive at least one to two hours before the meeting begins to make sure the room is to the specifications you requested and to set up banners, signs, tables, etc.

PRE- MEETING DETAILS

Location: Ideally, the meetings should be held in a place where anyone would be proud to bring their guests (i.e. Small hotel room, banquet hall, clubhouse, VFW, etc.). Inquire to be sure there are no distracting functions that may be scheduled next to the meeting room, such as a wedding, singing, party, or a band playing.

Since this is a **business meeting**, please refrain from using religious institutions for meeting space as you may be limiting your audience. If you have to use a church hall for cost efficiency, please make sure the hall is a separate entity - **do not** use the sanctuary for the meeting.

If you are planning a meeting in a restaurant, make sure there is a separate room with privacy doors to block out general restaurant noise. Holding the meeting in a cheap location to save money will cost you in the long run. **Remember: First Impressions are the last impressions! Make the meeting room part of the first impressions!**

PRE- MEETING ROOM SET UP

Room Size: Try to have a room booked for 10% less than you expect. It's better to have standing room only than to have empty chairs.

Seating Arrangement for OPPORTUNITY Meetings: Theater style seating is recommended for OPPORTUNITY meetings. Arrange seating with entrance at the rear of the room. There should be a center aisle, and an aisle down both sides when possible. (The center aisle is especially important when a projector is in use.) Keep the back rows open for latecomers, handicapped people or attendees with small children/babies to avoid any unnecessary distraction. .

Chairs: Set up only enough chairs that you are **certain** you will need. Have extras stacked and ready. For example, if 50 people are scheduled to attend, only set up 30 chairs with the rest stacked in the back of the room.

Seating Arrangement for WORKSHOPS or TRAINING Seminars: When you use classroom style for WORKSHOPS or TRAINING seminars, make sure everyone has an unobstructed view of screen, whiteboard, and speaker.

Registration Table: Request at least 1 table to be set up outside the meeting room near the back/entrance door. If you can't have the table outside, place tables just inside the doors in the back of the room. If you are expecting a large audience, be prepared to request 2 to 3 tables to accommodate the group.

Lectern: The lectern may be "free standing" or table top. Provide water (without ice) at the lectern for the speaker.

Microphone: Provide either a floor stand or lectern microphone that can be hand held, or a lavalier microphone. Check all the audio-visual equipment to be sure that everything is operating properly. Never blow into, or tap on the microphone to test it. Just say a few words such as, "Testing—one, two, three, testing!" Do this well in advance of the meeting.

Whiteboard: Place it to the speaker's left (if the speaker is right handed). Check ahead of time to insure that you have adequate colored markers, eraser, and other supplies on hand.

SPECIAL NEEDS: Please arrange to have a stool or chair available for the speaker at the front of the room and a lectern to match the height of the chair/stool.

MEETING DAY DETAILS

Host/Hostess: Be sure to discuss details prior to start of event with your speaker for any last minute changes or announcements. Recommendation: Ask a 3-5 people (*depending on how large the meeting will be*) in your organization coming to the meeting to assist with various items (Hospitality Committee – i.e. write down testimonials, registration table, meet/greet guests, take pictures, etc.)

Pictures: Be prepared to ask an assistant or a member of the “hospitality” committee to take pictures for the corporate newsletter. Take pictures of members before the meeting, members receiving pins, members with the host/hostess and the speaker with the host/hostess and other members. Try to take at least 10 pictures throughout the meeting. Write the names of those people whose pictures you have taken so they can be identified properly.

Registration Table: Be aware of your registration area and make sure it is flowing smoothly. Ask 2 members to assist with the registration table prior to the meeting. Make sure they are professional, well spoken, welcoming, upbeat and excited. They are the first people your guests see, it is imperative that they make a great impression. If you are expecting a large crowd, check the registration area frequently to make sure it is flowing smoothly. It's always better to have more room to register so your guests are not crammed into a small area with a lot of people they don't know. If your guests are uncomfortable before the meeting begins, it may cause them to leave.

NOTE: Small Children/Babies at Meetings

Prior to the event, please inform those with small children/babies that although they are welcome to attend, it is important that the children/babies do not disrupt the meeting. Show them to an area that provides easy access to the back door. If a disruption occurs, please suggest that they temporarily leave the meeting room.

Posters, Signs, and Banners: All must be professional looking, approved by the Home Office, neat and clean. It is better to use nothing at all than to use something that looks like a kindergarten project.

Product Display: Large, set up with pride, neat and clean. DO NOT display “used” containers or products with discontinued labels. Be sure there is an impressive selection of products on display. Arrange any special display for current promotions or newly introduced products if possible. You could also arrange a display of “Specials of the Month”, or consider a theme for your display. It could be seasonal, a featured product, or promoting the current

contest. Have various flyers available – including Guaranteed Nutrition and monthly product specials. Visit www.goldshieldelite.com for updated printable flyers. **BE CREATIVE!**

Product sales tables should not be set up at open meetings. It is the responsibility of each member to supply products to his/her guests and members.

A table for sales aids could be set up at the back of the room with “DISPLAY COPY ONLY” on one of each brochure. This would give guests an opportunity to purchase any supplies they might need for immediate use, including membership forms, price lists, catalogs, etc. Delegate someone to be at that table.

Room Conditions: Check the lighting and temperature in advance. Make sure your assistant knows where the controls are.

Registration Fee: When there is a charge for the meeting room, it is appropriate to have a registration fee per membership—GUESTS FREE. The registration fee is to help cover the cost of the meeting room.

Use name tags! SUGGESTION: The “stick-on” type is inexpensive and easily available. Use “gold” for members, and “red” for guests (“red hot” prospects). You may want to put a gold star on the tag for special recognition such as for 4 Star, etc.

IMPORTANT—Use a wide tip pen to PRINT FIRST NAME in LARGE letters on name tag. You may want to print last name in small letters under first name. Do not have guests write their own names. It is *your* responsibility to show your assistants how to register the guests and print name tags.

SAMPLE:



CONDUCT AND FORMAT

Atmosphere: Fun and exciting! Greet guests enthusiastically. Ask your group if any would like to be on the “hospitality” committee. This provides a warm atmosphere, and creates a better team attitude. Have an assistant(s) help guests find seats.

Music: Play motivating music as guests arrive. *Examples:* Upbeat songs from a movie, such as “Rocky” or “Chariots of Fire”, or the song “Simply The Best”.

Attire: Clothes communicate. Lead by example and wear business attire. As a leader, you want to communicate that our company and our opportunity are important. People relate success to dress.

Handouts: If you provide handouts that are not necessary to use during the meeting, make them available at the end of the meeting to avoid unnecessary distraction.

BEGIN THE MEETING!

Start on Time! Respect your guests that arrived on time by starting on time. Do not wait for latecomers. Do not wait for the guest speaker. There could be an unavoidable or travel delay. The host/hostess of the meeting should be prepared for this and begin at the scheduled time.

Please follow the meeting agenda guidelines stated below.

FIRST HALF OF MEETING

NOTE: Make an announcement for all cell phones to be put in the “off/vibrate/mute” position during the event.

1. Announcements: Do them **before** the main speaker is introduced! The speaker will CLOSE THE MEETING. Keep announcements brief and to the point! These are event and local announcements only. All company announcements will be made by the corporate speaker. Generate excitement for the speaker!

NOT SMOKING ANNOUNCEMENTS: REMIND GUESTS WHERE THE SMOKING AREAS ARE WITHIN THE BUILDING OR OUTSIDE. DO NOT ASSUME THEY ARE AWARE OF DESIGNATED AREAS. If someone is smoking in a non-designated area, the meeting leader is responsible to respond to the situation. If the smoker is unresponsive to your request, use your discretion to insure the comfort and safety of your guests.

2. Recognition: Recognize all guests, new level Goldshield Elite members, those traveling long distances for meeting, members responsible for setting up display, etc. Encourage the audience to be generous with applause by example—**lead the applause**. This will help generate tremendous enthusiasm with your audience.

3. Testimonials: Find two or three people who have SUCCESS STORIES so you can ask them to share their story. **Ask in advance of the meeting!** Keep them “on track” and “to the point”. Testimonials on improved “lifestyle” are also motivating. *Ask them if they would be willing to write it down after presenting it so the home office can spotlight them in the newsletter. If they say yes, give them the authorization form (attached) and take their picture. Or ask an assistant to write down their testimonial for them as they are speaking and have them sign it when finished and take their picture.*

4. Drawings/Door Prizes: *Suggestion* – Bring a basket of some sort or request a basket from your meeting site to use as a name drop in area. If guests don’t have cards, create a small registration form that you can use to generate a mailing list. (Include name, address, email address, phone). Use a special area for names of those who register “on time” – (about 10 minutes before meeting time). Have an assistant, and keep it fast-paced and exciting! Lead in applause for winners (by name) as they receive their prize. (If you do not know someone’s name, ask. People love hearing their name.) Give a “one sentence” description

of the products or gifts to be given away. ***When door prizes are provided by the company, discuss the details with company speaker before meeting.***

NOTE: All announcements, recognition, drawings/door prizes, and testimonials are done BEFORE guest speaker is introduced. Do NOT return to the front of the room after the speaker ends to make any follow up announcements. **THE SPEAKER WILL CLOSE THE MEETING!**

SECOND HALF OF MEETING

SPEAKER INTRODUCTIONS: *Discuss your introduction with the speaker or use the pre-written introductions provided (see attached pages).* Get the audience eager to hear him/her. Keep it brief. Use their proper titles.

?? Harry Hersey, Director of Worldwide MLM Operations

?? Harry Hersey III, President of Goldshield Elite

?? Dr. Troy Sanford, Vice President of Field Operations (Naturopathic Doctor, Certified Nutritionist)

?? Guest Speaker. Have a written bio ready, including correct titles, for the person doing the introduction. See sample introductions on the last 3 pages.

Lead the applause! Stay at the front and keep the applause going until the speaker gets there.

When the guest speaker closes the meeting, it is closed! Allow the speaker to leave with the final word.

Follow these guidelines for successful events and remember this important aspect—

HAVE FUN!!!

FREE PRODUCTS FOR TESTIMONIALS!!!

Thank you for filling out this form. You will receive a **FREE** product when your story is published, and if you send in a photo of yourself, along with your signed release form, you will receive **TWO FREE** products when your story and photo are published! (*Please write your testimonial here*):

If you agree with the above, please sign this statement below and fax to my attention, Joy, at 561.640.5539.

* ***I give Goldshield Elite, Goldshield and its successors, assigns and licenses, the right and authority to use the undersigned's name, address, photograph, likeness, testimonials and/or related personal information in the promotion or advertising of Goldshield and its products through media, exhibition or other means the rights to use my testimonial and before and after photos for publications and other communication venues.***

(Signature)

Thank you!

Member Name: _____ **Member ID#:** _____

Date: _____

Return this form to your guest speaker or mail to the Home Office attention Joy Chalupsky.

Goldshield Elite, 1501 Northpoint Parkway, #100, West Palm Beach, FL 33407
Phone: 561-640-5700
Fax: 561-640-5539
Email: success@goldshieldelite.com

Sample Speaker Introductions

Harry W. Hersey

Goldshield Operating Director and Director of Worldwide MLM Operations

Harry W. Hersey has been involved in direct selling since 1970. Prior to founding Golden Pride Inc., a direct sales nutritional supplement company, he was president and co-founder of American International Laboratories. In 1989, Mr. Hersey purchased the W.T. Rawleigh Company in the US and Canada and formed Golden Pride/W.T. Rawleigh Inc. The Golden Pride and Rawleigh companies became a part of Goldshield Group plc, a UK-based company, in 2000.

Mr. Hersey presides as Operating Director and Director of Worldwide Operations for Goldshield Group plc. He is a past chairman of the DSA Foundation and has served on the DSA and DSEF Boards, and recently served as Chairman of the Board of the DSA of the United States. Currently, Mr. Hersey is a member of the CEO Council of the World Federation DSA. Mr. Hersey holds a BS from Southwestern University and is a Certified Nutritionist.

Please join me in welcoming Mr. Harry Hersey.

Sample Speaker Introductions

Harry W. Hersey III

President of Goldshield Elite

As a leader in the natural health industry, Harry W. Hersey III currently serves as an Operating Board Director and President of Goldshield Elite. His outstanding qualities make his lectures an inspiration for all. He is eager to share his knowledge and experience in dealing with health related issues and the direct selling industry.

Harry W. Hersey III is a BA Honors graduate of the University of Florida, joining the Goldshield team in July 2000 when his family business, Golden Pride International was acquired. Beginning in 1992, he managed Golden Pride and served as President and CEO for the past five years. In his previous corporate engagement, Mr. Hersey established a successful track record of award winning personal sales, marketing and recruiting accomplishments. He is a Certified Nutritionist and a well-respected public speaker and currently serves as the youngest member of the Board of Directors for the United States Direct Selling Association.

Please join me in welcoming Mr. Harry Hersey III.

Sample Speaker Introductions

Troy A. Sanford, N.D., C.N.

Vice President of Field Operations and Naturopathic Doctor

Doctor Troy Sanford makes listening to a health talk show fun and interesting. Personal health issues are among the most important topics people face everyday. Dr. Sanford provides a qualified, fresh, and understandable perspective on a vast array of health topics.

Six years of post graduate study in natural health has led him to convey a unique understanding of health and nutrition. Graduating with honors, he has the formal training and experience to empower others with a straightforward message of health and wellness.

Dr. Sanford shares his knowledge of health and nutrition through numerous speaking engagements across North America. He motivates and empowers his audiences with dynamic yet easy to understand explanations of health topics. His specialty is in personal nutrient and metabolic testing to determine individual nutrient needs.

Please join me in welcoming Dr. Troy Sanford.