

Open House

Tips for Success



Things You May Need or Want

We've compiled a list of common items that you may want to have for your open house event. You may or may not need any or all these items, but here are some common things that can often be overlooked for the day of your event:

- Extension cord(s)
- Power strip(s)
- Duct tape
- HDMI cord(s)
- Microphone-If anticipating a large crowd and have a large space
- Portable pop-up screen or access to light-colored wall
- TV monitor
- Your device
- Protective laser glasses- If doing live demonstrations
- Tape measure- If doing 1 treatment demonstration(s)
- Sharpie or skin pencil- If doing 1 treatment demonstration(s)
- Pillow and bolster- If doing 1 treatment demonstration(s) with Zerona or Emerald laser
- Disinfectant wipes
- Portable massage table
- 6 Foot pop-up banner
- Foldable table(s) - As a check-in table or to display marketing items/ raffle prizes.
- Device to run credit cards ie: square reader
- Sign in list
- Handouts featuring launch event special pricing
- Schedule - If scheduling patients that night
- Containers for raffle entries
- Tablecloths
- Chairs - If not provided
- Balloons
- Existing patients willing to give short testimonials
- Food and beverage options [see Open House Refreshment Ideas list]

Refreshment Ideas

Most of our providers have found that offering the attendees a selection of light refreshments puts everyone in a relaxed, convivial mood. Depending on the time of your event, some clients may be on their way home from a long workday or picking up the kids from school, so refreshments can help them focus on the event rather than a grumbling stomach. What you choose to offer is up to you and should be tailored to fit your personality and the image that you want to project.

Here are some items that other providers have offered at their events. Of course, these are just examples, you should provide as much or as little as you'd like:

- Sparkling and Still Water – Flavored and/or Unflavored
- Assorted Soft Drinks
- Wine, Champagne
- Sparkling Cider
- Crudite/Fresh Vegetables w/ Assorted Dips
- Charcuterie Trays
- Fresh Fruits
- Finger Sandwiches
- Salads
- Chips, Pretzels, etc.
- Breads, Crackers, Gluten-Free Options
- Light Desserts



Gift & Raffle Ideas



We believe that it's important to set the atmosphere of your event to one that is exciting, fun, and interesting...you want the attendees to linger and enjoy their time with us. We have seen that one easy way to create that type of event is to offer raffle prizes and or gift bags. Holding the raffle or passing out gift bags near the end of the event creates a positive anticipation throughout the event. As attendees enter the event, have them fill out entry forms and deposit into a container for the drawing. This doesn't necessarily mean that you will have an additional out-of-pocket expense. To the contrary, we have seen some amazing arrays of gifts that were donated from surrounding businesses. This of course is not mandatory, just a suggestion. Here are some examples we commonly see:

- Ask a few of your favorite restaurants and or coffee shops to donate gift cards
- Speak to the manager of a local gym, they are usually happy to donate a few free workout sessions for non-members
- Donated services from your referral power partners ie: massage therapists, acupuncturists, chiropractors, cryotherapy facilities, estheticians
- Know some personal trainers? A couple of free training sessions are a great idea
- Hair, Nail, and Tanning Salons are eager to build their client base and will donate gift cards
- Florists, Gift Basket shops, etc. are always popular
- Perhaps you sell supplements or other products in your clinic...those make great gifts
- Finally, consider creating a "grand prize" by raffling off a free treatment package!